

# Invoca (Call Tracking)

Setup Guide

Easy

15 minutes

## Tandem Beam

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### Quick Facts

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<b>Click ID:</b>	Phone number matching (no click ID)
<b>Authentication:</b>	Webhook Secret (auto-generated) + optional OAuth Token
<b>Test Mode:</b>	Webhook URL testing via curl
<b>Events Supported:</b>	phone_call, purchase (phone sales)

### Prerequisites

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- Active Invoca account with webhook support
- Invoca advertiser or network ID
- Invoca JS tag installed on your website

### Setup Steps

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#### 1 Find Your Invoca Advertiser ID

Log in to Invoca > Navigate to Account Settings > Note your Advertiser or Network ID

#### 2 Configure in Tandem Beam

1. Return to Platform Configurations
2. Click Add New Configuration
3. Select Invoca
4. Enter your Invoca Advertiser ID
5. A webhook secret will be auto-generated
6. Click Save Configuration
7. Copy the Webhook URL displayed after saving

#### 3 Configure Webhook in Invoca

1. Go to Invoca > Network Settings > Webhooks
2. Select Post-Call Webhook
3. Paste the Webhook URL from Tandem Beam
4. Save the webhook configuration

#### 4 (Optional) Enable Signal API

If you want to send conversion data back to Invoca:

1. Edit the Invoca platform configuration
2. Enable the Signal API toggle
3. Enter your Invoca OAuth token
4. Save Configuration

### Configuration Fields Reference

Field Name	Format	Required
Invoca Advertiser ID	Numeric ID	Required
Webhook Secret	Auto-generated (64 char hex)	Required
Enable Signal API	Toggle (default: off)	Optional
OAuth Token	Invoca API token (if Signal API enabled)	Optional

**Security Note:** Keep all API tokens, secrets, and credentials secure. Never share them publicly or commit them to version control. If credentials are compromised, regenerate them immediately in the respective platform's settings.