

Reduce cost

Marketing

Operations

Sales

Increase revenue

Marketing

Operations

Sales

Carter Jonas

Carter Jonas is a multi-disciplinary property consultancy formed in 1855. It has almost 40 branches across the UK and is one of the largest property consultancies in the country. It employs over 700 people, and continues its growth.

Double the percentage of calls from referral sites

Halved the percentage of missed inbound calls



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Outcome

Infinity provided a clear view on the customer journeys that led to thousands of calls across all locations every single month. Infinity's call intelligence data has enabled clarity on the following year-on-year improvements.

- 10.4% increase in rate of quality calls
- Double the percentage of calls from referral sites
- The ratio of qualified leads coming in from PPC increased by 9.7%
- Halved the percentage of missed inbound calls

Alongside their continuous expansion, they are looking to connect their CRM to Infinity to improve insights on the ROI their marketing activity is generating.

"Infinity have provided us with a crucial level of insight into what's driving quality phone calls, which represents about 65% of our inbound leads. I am also continuously impressed with the speed of turnaround they provide when we need to add a new location, as a rapidly growing business this level of service is vital."

Robert Preston

Digital Marketing Manager

Technical Integration:



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Challenges

Receive thousands of calls a month, representing 65% of inbound leads, but no attribution visibility.

Aggressive growth plans mean that any solution needs to be able to scale alongside them.

Physical locations doubled over a three year period. Carter Jonas need to know what is impacting business at each location.

Infinity solution

Visitor level tracking shows every digital touchpoint, down to the keyword level, that led to a call.

Infinity provides clients with the flexibility to match their needs without a drop in performance.

Infinity's segmentation options enable results to be viewed by location, region, or other customisable parameters.

New abilities

Full clarity on the customer journeys that were converting to leads, enabling marketing pipeline optimisation.

Carter Jonas maintain clarity on all aspects of the calls they were receiving, even as their company rapidly scaled up.

Carter Jonas have a detailed view on what tactics are working in specific locations, enabling them to adapt for optimum results.

