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Reduction in
Cost Per Acquisition

32% ↓

Boost in rate of PPC
visits that led to calls

59% ↑

Increase in home visit
booking calls from PPC

25% ↑

Specsavers

How did Specsavers transform their marketing campaigns and drive down CPA by 32%?

Where we help



Sales



Operations



Marketing



Customer Experience

 **Infinity**

By adding Conversation Analytics to their tech stack, Specsavers have been able to gain full visibility into campaign performance and, by focussing on driving desirable outcomes, optimise paid media activity.

In the first three months of using Conversation Analytics, Specsavers have been able to achieve some significant improvements.

The insights uncovered from analysing over 150,000 calls has also allowed Specsavers to refine messaging and improve their targeting to raise awareness of their home visit services. Not only has this helped to better support customers, but the move has also resulted in an uplift in sales opportunities. Since refining their collateral and campaign plan, Specsavers has seen a 20.5% increase in rate of calls regarding domiciliary bookings.

Key results:

- ▶ 32% reduction in CPA
- ▶ 59% boost in rate of PPC visits that led to calls
- ▶ 25% increase in home visit booking calls from PPC
- ▶ Pinpointing exact business hour when calls were being missed

Partner integrations



Search Ads 360



Analytics 360



Data Studio

Specsavers



“It’s been incredible to see the amount of data and insight we’ve been missing – the project has been hugely eye opening.”

Rachael Harker
Digital Performance Manager | Specsavers

The challenge

▶ Specsavers couldn't see which campaigns, channels or keywords were driving bookings

▶ Specsavers wanted to find out what information was being exchanged on calls with customers

▶ Opportunities were being missed because calls were going unanswered

Our solution

Implemented Conversation Analytics to spot terms to indicate the outcome of calls

Infinity's Insights and Intelligence team closely analysed a range of call types to spot trends

Missed call reports identified patterns in when phone calls were not being spotted

New abilities

Specsavers are now able to see which marketing activities lead to appointment bookings

Friction points in the customer journey can be pinpointed, and comms can be adapted

Specsavers can identify the exact hours calls are missed and replan resources