

Reduce cost

Marketing

Operations

Sales

Increase revenue

Marketing

Operations

Sales

43%

boost in relevant
phone calls from
marketing activity

34%

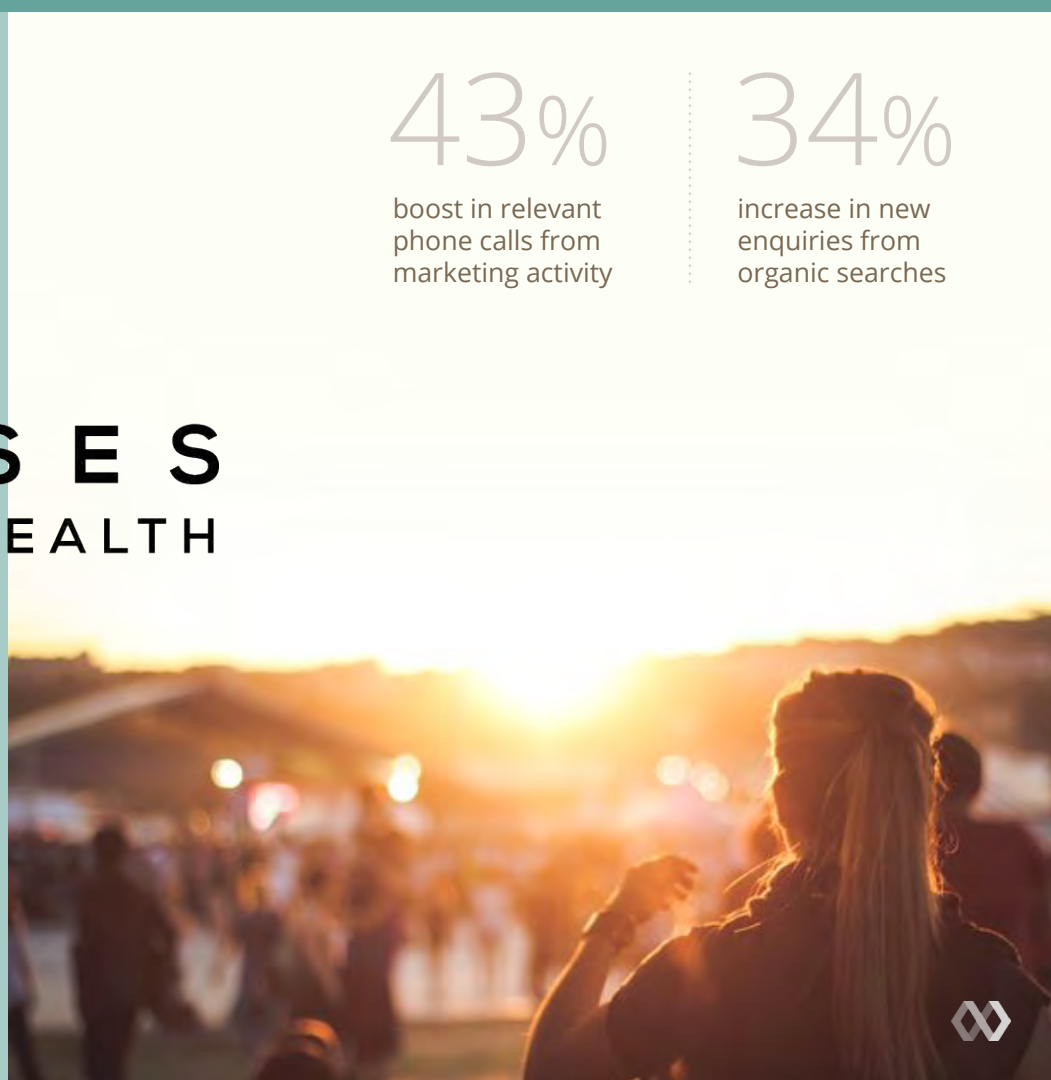
increase in new
enquiries from
organic searches



P R O M I S E S

BEHAVIORAL HEALTH

Promises Behavioral Health are a group company that specialise in providing recovery centers dedicated to those suffering from addiction disorders. Over 25 years, they have built a portfolio of treatment brands across the United States.



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Outcome

Working alongside Infinity, Promises, achieved the following results:

- Marketing activity boosted relevant phone calls by 43%
- Tracking calls from over 20 different channels to individual treatment centres
- Increased new enquiries from organic search by 34%
- Percentage of overall calls from paid search decreased by two fifths
- 26% rise in new contacts from localized marketing

Despite a rise in overall call numbers, contact center efficiencies meant calls were being answered quicker

“Infinity has made a big difference to our attribution capabilities. Integrating our Infinity data with Salesforce has made it possible to identify the sources responsible for thousands of our patients that we couldn’t before.”

Sarah Sack

CRM and Business Analytics Manager

Technical Integration:



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Challenges

Limited insights on customer research before making a call.

Massive inefficiencies from linking thousands of client relationships manually to their CRM.

Large mix of businesses across multiple locations and websites, all with different audiences and needs.

Infinity solution

Infinity's dynamic, visitor level numbers implemented on site.

Infinity passes call data automatically into Salesforce.

Highly customizable segmentation options available for different sites and locations.

New abilities

Visibility on the multi-touch journeys that lead to a call.

Commercial outcomes are tied to marketing activity far more efficiently.

Clearer view on local performance allowed for more accurate campaigns for specific brands and regions.

