

Reduce cost

Marketing

Operations

Sales

Increase revenue

Marketing

Operations

Sales

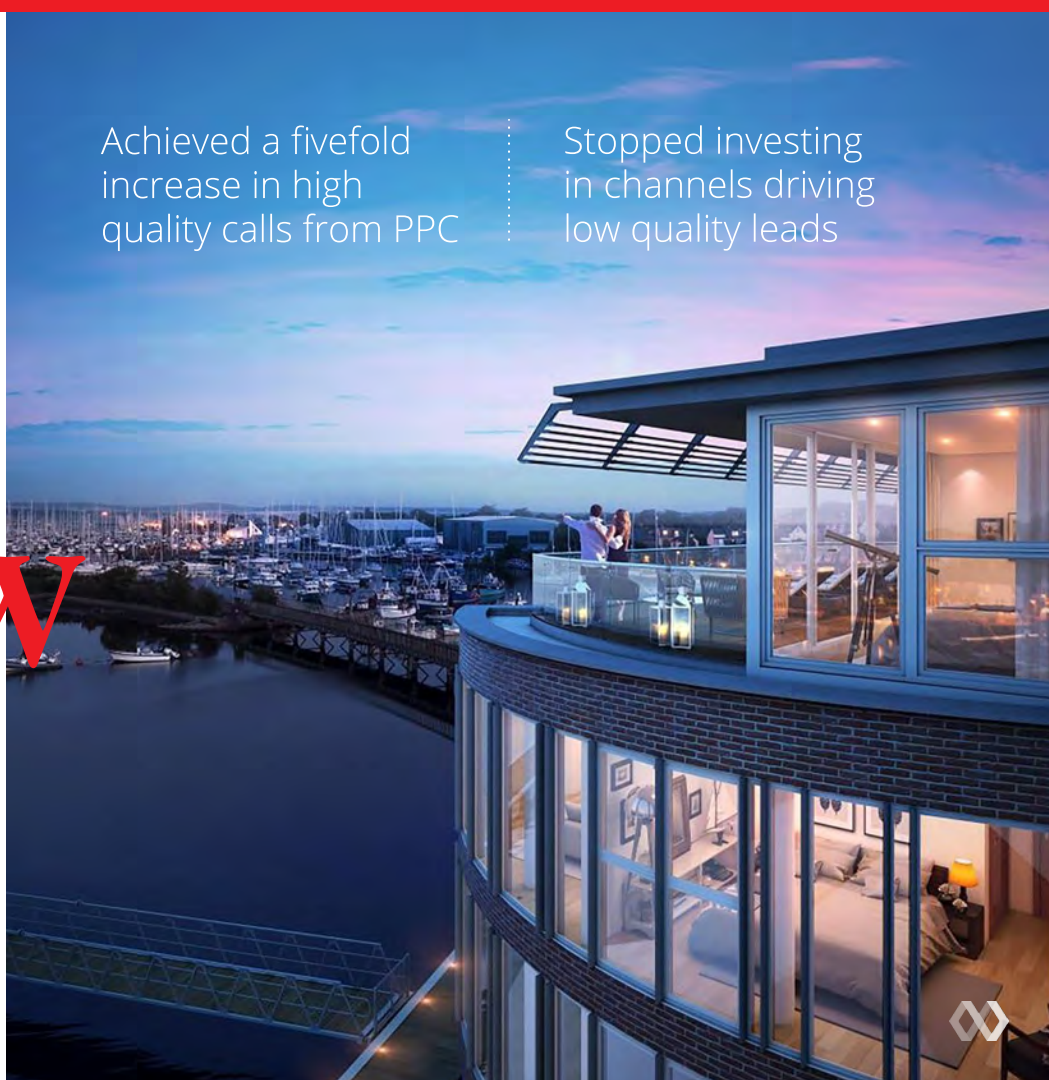


REDROW

Redrow is one of the largest house builders in Britain, with over fourteen regional operations across the country. Founded in 1974, they now sell over 5500 homes a year, achieving a turnover of almost £2 billion.

Achieved a fivefold increase in high quality calls from PPC

Stopped investing in channels driving low quality leads





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Outcome

Armed with reliable call data that tied into their activity, Redrow was able to optimise it and achieve the following outcomes, alongside a wider company result of a 16% rise in revenue:

- Observed channels driving low quality leads and stopped investing in them
- Improved ROI from marketing due to clarity on channel performance
- 7% year-on-year increase in qualified leads over the phone
- Achieved a fivefold increase in high quality calls from PPC
- Increased the ratio of qualified calls from outdoor marketing
- Identified evolving macro-trends in their audience engagement

“Phone calls are vital for us, and we need to know as much as possible about why people pick up the phone. With Infinity, we have gained a crucial understanding on who the modern customer truly is, and what leads them to call us.”

Dominic Walker

Marketing

Technical Integration:





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Challenges

Calls play a vital role in the household buyer journey, but Redrow had no visibility on the journeys responsible.

Large mix of developments all over the country, all with different audiences. Needed to optimise spending.

Customer trends are constantly changing, needed an updated view on how audiences were engaging.

Infinity solution

Full visitor level tracking of all digital touchpoints, right down to the keyword level, across all visits.

Custom segmentation enables visibility on performance, based on region or development.

Easily see, at scale, what devices people are using to research and call. Also, see terms used on phone.

New abilities

Build a clear view on what's generating viewings, used for optimising marketing and operational spends.

Tailor localised campaigns based on the online and offline tactics that are driving real results in each area.

Identify macro trends in how audience is engaging with them and talking about them.

