

Reduce cost

Increase revenue

Marketing

Marketing

Operations

Operations

Sales

Sales



+

**THE
KITE
FACTORY**

MarketReach

MarketReach are a team of dedicated experts who exist to help organisations drive revenue using direct mail. They drive innovation in direct mail and can help to measure and evaluate the commercial impact of the channel.

31%

decrease in cost per lead, while increasing leads by 73%

2x

in the total number of calls received





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Outcome

Comparing the last quarter of 2017 and 2018, MarketReach and The Kite Factory achieved the following results with Infinity for their Door-to-Door service:

- CTR increased by 233% and CPC decreased by 41%
- Leads increased by 73% whilst CPL decreased by 31%
- Quality calls increased from 25% in 2017 to 33% in 2018
- Total number of calls received more than doubled
- Requests for further information increased by 113%
- Website visits were 4x more likely to deliver calls

“Infinity have always had a tremendously valuable and reliable product, while their client servicing has always been exemplary. They have continued this high standard throughout our work together with Royal Mail MarketReach and helped us to achieve some impressive, meaningful results. They’re the only call intelligence provider we recommend to our clients.”

Nicholas Graham
Digital Strategist | The Kite Factory

Technical Integration:





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Challenges

Long buyer journey and customised requirements mean that complex journeys are lost when clients call.

The Kite Factory were tasked with delivering leads to MarketReach in a more efficient manner.

MarketReach already have a custom setup of Adobe in place, anything added to their tech stack needs to work in harmony with it.

Infinity solution

Infinity's visitor level dynamic call tracking links calls to every visit, plus the source that led to it.

Every marketing source that includes a phone call is tracked, right down to individual keywords.

Infinity integrates with over 35 other tech platforms, including a mix of Adobe products.

New abilities

MarketReach can now see the touchpoints that were responsible for a call.

Keyword granularity enables The Kite Factory to continually optimise their PPC spending and lower CPL.

Call tracking data is integrated into Adobe to help give a 360 view of the customer journey.

