

Reduce cost

Marketing

Operations

Sales

Increase revenue

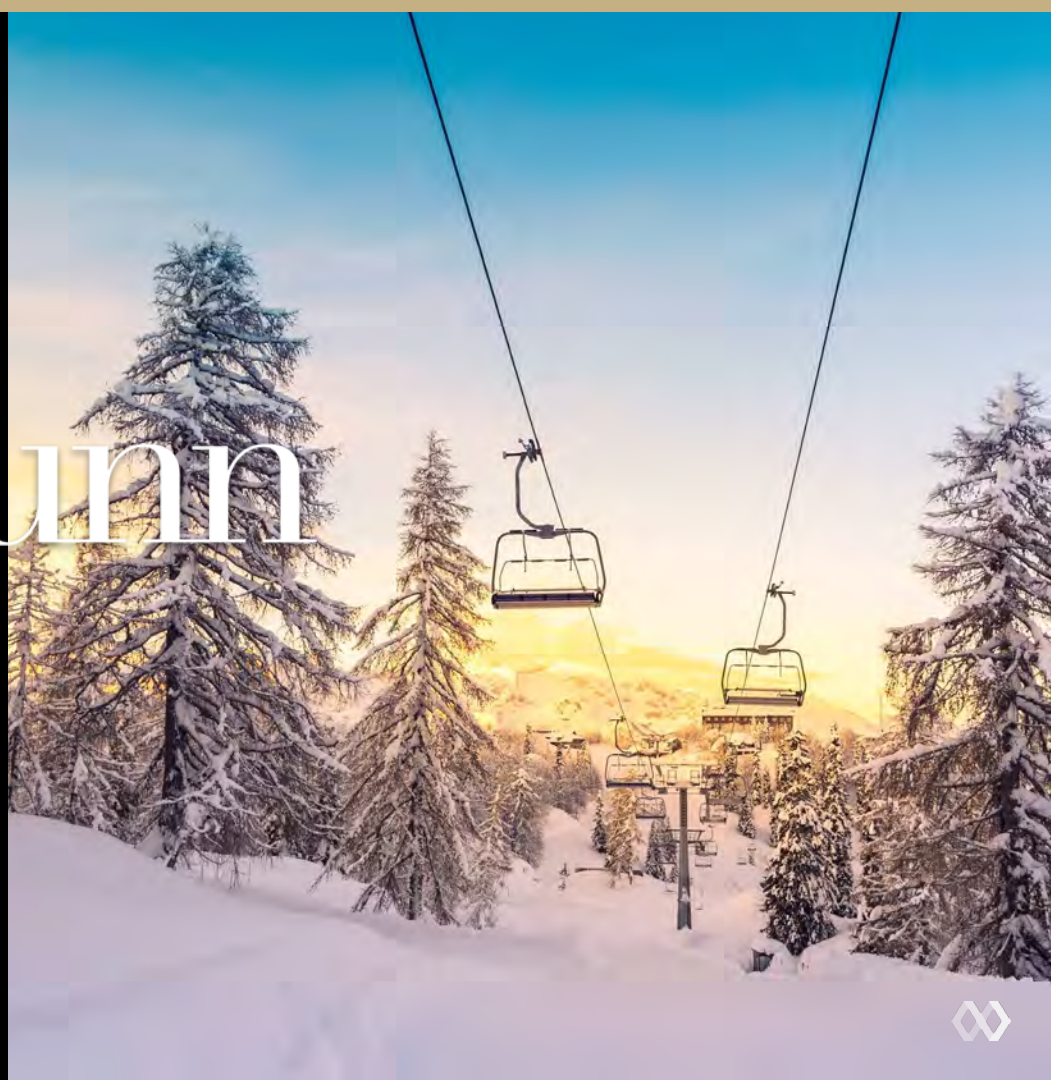
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Scott Dunn

Scott Dunn is a luxury tour operator specialising in ski, catered villas, family and tailor-made holidays. They have repeatedly been voted 'Favourite Specialist Tour Operator' by the readers of Condé Nast Traveller, and have offices across the UK, US, and Singapore.



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Outcome

By paying attention to how their existing marketing campaigns were performing, Scott Dunn optimised their global activity to produce a significant boost in sales that was tied back to marketing spend. They achieved the following results:

- 48% increase in global conversion rate of website visitors to calls
- CPA lowered by 35% across all US locations
- Tracked call volumes increase 80% year-on-year and 38% for the UK
- Increased visibility on UK call data by 38% compared to previous supplier
- 53% increase in digitally tracked US bookings

"As we expand globally, it's vital to have someone by our side to efficiently facilitate our growth. Infinity provide much more in-depth data and reporting than what we have seen in the past."

Vicky Gale

Head of Performance Marketing

Technical Integration:



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Challenges

High conversion rate on calls, so needed to generate more.

Expanding globally, so needed reliable international data to launch campaigns in new markets.

Existing call tracking provider failed to track 40% of calls, and had limited international ability.

Infinity solution

Segmentable insights on call performance, down to individual keyword

Infinity operates in over 75 countries.

Reliable call tracking data across all channels.

New abilities

Optimised marketing spend in Google Ads to focus on driving high value calls.

Infinity's international capabilities could facilitate Scott Dunn's global ambitions.

Confidently act upon reliable call data.

