

Reduce cost

Marketing

Operations

Sales

Increase revenue

Marketing

Operations

Sales

The Telegraph

The Telegraph's mission is to deliver quality, trusted, award-winning journalism, 24 hours a day and across digital and print platforms. Named as the UK's leading quality news brand, their digital content reaches more than 27 million users across the UK.

51% increase in high-value calls from organic search

Year-on-year increase of 9% in enquiry calls



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Outcome

Following the success they saw in their Travel business, The Telegraph rolled out Infinity to their Financial Solutions business, and very recently launched their Subscriptions business to monitor and improve the performance of both above and below the line marketing activity.

- A 12.5% year-on-year increase in high-value calls that exceed five minutes in duration
- Insights into marketing effectiveness resulted in a 2.5% rise in call duration
- Negotiated extended call centre opening hours based on missed call reports
- 51% increase in high-value calls from organic search during peak seasons
- Year-on-year increase of 9% in enquiry calls
- A personalised service to build a clear view of call quality across numerous verticals

“Based on our research, Infinity continues to offer the most comprehensive call intelligence solution and service on the market. Our previous partner provided limited data and the process to set up telephone numbers and assess our performance was very cumbersome. Infinity understood and catered for our unique requirements, the service we receive is second to none.”

Katrina Broster

Head of Acquisition Strategy

Technical Integration:



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Challenges

Telegraph sent calls to their partners, but had no visibility on whether or not those calls became a sale.

With a large amount of content being created, Telegraph need to know what's responsible for leads.

Telegraph deliver a substantial amount of calls to their partners every day, and also need new tracked numbers daily.

Infinity solution

Conversation Analytics in Infinity identify when a payment or keywords have been said on a call.

Visitor level tracking that led to every call. This data is also integrated into Telegraph's Adobe stack.

Infinity are able to immediately provide trackable numbers when Telegraph require them.

New abilities

Log what a lead has said to a partner on a call, including terms that indicate if it resulted in a sale or booking.

A full view of the journey that led to a call, with clarity on the content and touchpoints that influenced the caller.

Telegraph can create both dynamic and fixed trackable numbers to match their needs, and handle a large volume of calls.

