

Reduce cost

Marketing

Operations

Sales

Increase revenue

Marketing

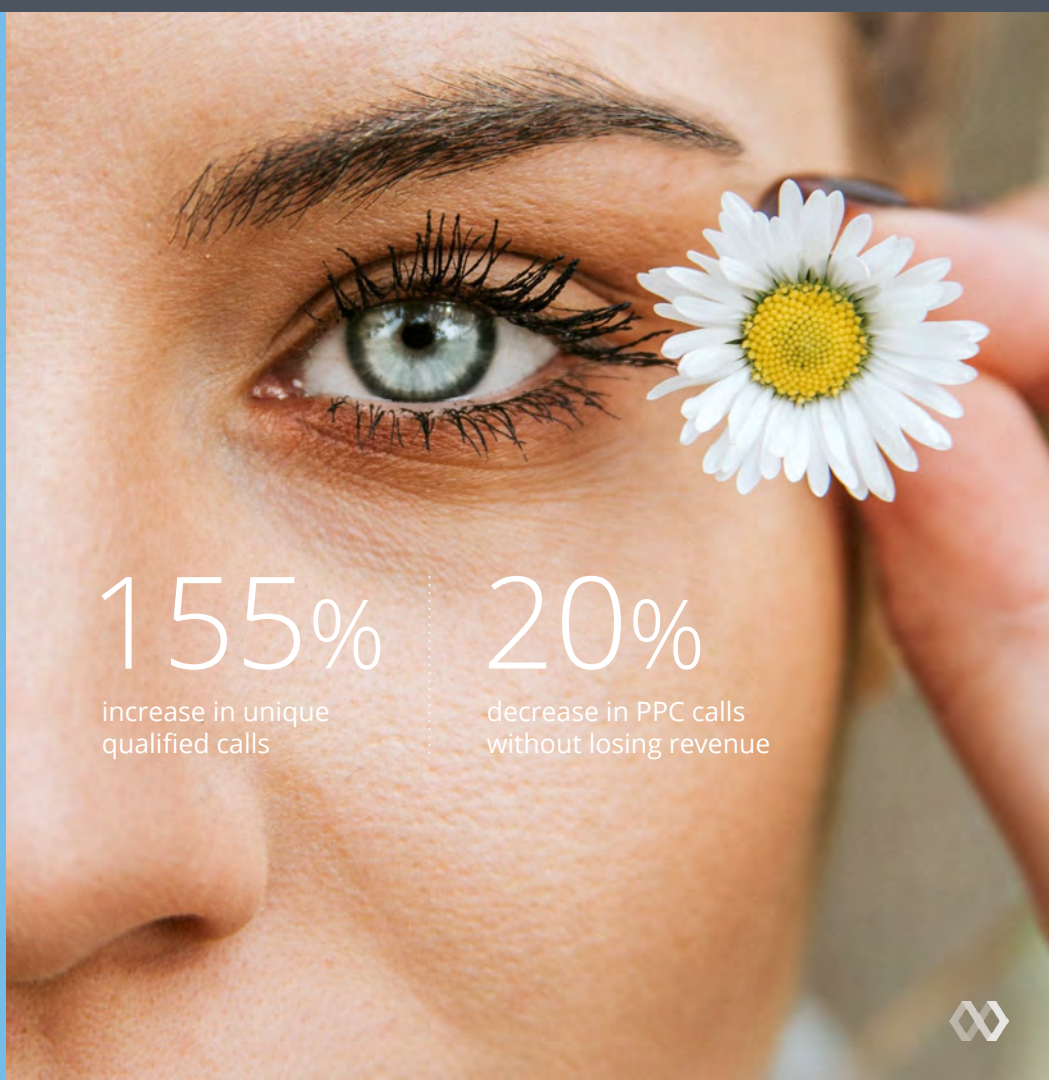
Operations

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sk:n

With 44 clinics and counting across the UK, sk:n is the UK's leading skincare clinic specialising in medical treatments.

As a Winner at The Aesthetics Awards 2016, sk:n's services are in high demand, with a significant part of its business being generated by inbound phone calls.



155%

increase in unique
qualified calls

20%

decrease in PPC calls
without losing revenue





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Outcome

A data-driven approach to content distribution, paid search, and communications with Infinity yielded the following year-on-year outcomes:

- A 155% upsurge in unique qualified calls
- Smarter targeting means PPC calls to the business are now down 20% without impacting revenue
- Decreased waste calls from PPC by 22%
- Relevant, qualified sales calls now makes up over 45% of calls to the business

“Having the caller data sitting side by side with other key data shows us how much customers have spent or potentially will spend on our treatments and products. Knowing where our return on advertising spend is working best is a truly beneficial insight and has become one of our most vital metrics.”

James Morgan

Head of Digital

Technical Integration:





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Challenges

Google Call Conversions didn't provide deep enough insights to confidently justify major budget decisions.

No visibility on how email campaigns were driving calls. This risked wasting time and budget.

Lack of data accurately linking revenue to marketing activity.

Infinity solution

Infinity's rich depth of data showed what happened before, during, and after calls.

Multi-channel attribution shows the channels and creative driving calls, specifically used for email.

Infinity call ranking is customised to match desired calls.

New abilities

Smarter budgeting decisions could be made with greater confidence in the impact they would have.

Calls can be segmented into existing or potential customers.

Marketing decisions can be made based on what is driving higher value calls.

