



Increase in average  
order value from PPC

21.1% ↑

Uplift in sales calls  
from PPC

300% ↑

Increase in ratio  
of PPC clicks to calls

79% ↑

# Number Stoneacre Motor Group

How did the automotive dealership group use Smart Match to triple their PPC sales calls while also boosting their AOV by 21.1%?

Where we help



Sales



Operations



Marketing



Customer Experience

Stoneacre used Smart Match to connect sales outcomes (right down to the vehicle) back to the activity that led to the call. This data was plugged into Google Analytics 4 via Infinity's integration, as well as connecting to Performance Max.

The ability to connect sales calls and their revenue to Google's Performance Max means Stoneacre can focus on what's truly making a difference.

Going forward, Stoneacre will be working with Infinity to give them a clear view on evolving dealership performance and unlocking new and improved ways to optimise their customer experience.

Partner integrations



Analytics 4



Google Ads



Meta

Key results:

- ▶ 21.1% increase in average order value from PPC
- ▶ Tripled sales calls from PPC
- ▶ 79% increase in ratio of PPC clicks to calls
- ▶ New ability to pinpoint precise cost-per-sale from digital channels



“Infinity fits our tech stack like a hand in glove, particularly their ability to link Performance Max campaigns to real results from our sales calls.”

Mark Zavagno  
Digital Operations Director | Stoneacre

### The challenge

▶ Stoneacre couldn't connect calls to revenue and struggled to pinpoint which audience to target to drive more sales calls.

▶ Connecting sales calls to Performance Max was business-critical to ensure budget wasn't being wasted.

▶ The sales team struggled to track outcomes due to varying buying cycle durations.

### Our solution

Smart Match enables the Stoneacre marketing team to pinpoint exactly how much revenue marketing activities generated.

By plugging call conversions data into Performance Max, they're now able to improve campaign optimisation.

The sales team always has a clear view of the customer journey – from discovery right through to conversion.

### New abilities

The marketing team now focuses more time and resource on the activities that generate profitable sales calls.

Stoneacre now knows exactly which audiences to target to generate high-intent sales calls that will convert.

The sales team attribution is always completely accurate as they know exactly when and where leads came from.