Reduce cost

Marketing

Operations

Sales

Increase revenue

Marketing

Operations

Sales

350% increase in calls from brochure advertising

40% decrease in waste calls from PPC

HURTIGRUTEN

Hurtigruten was founded in Norway in 1893 to operate voyages on Norway's western and northern coasts. Today, they control almost 2% of the worldwide cruise market and deliver stunning cruises across the globe.

HURTIGRUTEN

Reduce cost	Increase revenue
Marketing	**Marketing**
Operations	Operations
Sales	Sales

Outcome

With a clear view of how all of their channels were performing, Hurtigruten had the insights to continuously make informed decisions and optimise the quality of calls they were receiving. The following year-on-year results from 2016 to 2017 were achieved with Infinity:

- 5x qualified calls from all offline marketing sources
- Calls from brochure advertising rose by 350%
- Decreased waste calls from PPC by 22%
- Increased ratio of high quality calls to the business by 4%

"Infinity is very easy to use, and our teams all over the world have had a seamless onboarding. The granular nature and segmentation options mean you effortlessly find what you are looking for."

Kirra Loh
Global E-commerce Manager

Technical Integration:

Analytics   Search Ads 360   Campaign Manager

HURTIGRUTEN

Reduce cost	Increase revenue
Marketing	**Marketing**
Operations	Operations
Sales	Sales

Challenges

Difficult to analyse the
performance of
their large mix of on
and offline campaigns.

Using different call tracking
providers in different
markets gave a fragmented
view of results.

Unsure what keywords
and digital advertising was
helping to drive calls.

Infinity solution

**Customisable segmentation
options showed
performance by channel,
region, and campaign.**

**Infinity's advanced global
capabilities meant they
could operate across all
eight websites.**

**Infinity's integration
with DoubleClick could
link call outcomes to their
PPC strategy.**

New abilities

Increase understanding of
marketing performance for
ongoing optimisation.

Clear, centralised call
data meant a global
picture of customer
journeys can be built.

Make incremental
improvements in PPC results,
and reduce spending on
keywords for low value calls.