

## Reduce cost

Marketing

Operations

**Sales**

## Increase revenue

**Marketing**

Operations

**Sales**

30%

increase in the  
average phone  
order value

40%

increase in  
conversion rate  
of calls to sales



Since 2006, Internet Gardener has been a leading retailer of quality home and garden products. Alongside an expanding physical presence, they are also a forward-looking digital brand with a strong technical infrastructure. This was rewarded with a recent victory in the Online Retail Awards.





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## Outcome

During the Summer of 2017 Internet Gardener received more calls that resulted in a sale compared to the Summer of 2016. Key year-on-year results attained with Infinity include:

- Increased average order value by 30.21% for telephone calls
- Generated 5% more sales via phone
- Improved conversion rate of calls by 40.5%
- Ratio of PPC clicks to sales rose by 35%
- Lowered the rate of cost-per-acquisition
- Additional year-on-year revenue 85x what they invested in Infinity

“Infinity has totally changed our strategy. By identifying what PPC clicks have led to calls, our attribution model makes it clear what’s working and driving customers. As a result, our conversion rate has notably improved, pushing down our cost-per-conversion.”

### Stephen Stone

Technical Solutions Architect

Technical Integration:





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**Increase revenue**

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**Challenges**

70% of orders come in a four month window. Fast action is needed to maximise revenue.

Many calls coming into the business, but no visibility on their outcome.

Growing PPC spend needed to be justified and optimised.

**Infinity solution**

**Fast, clear visibility on marketing performance, and its bottom line impact.**

**Assign a call the exact revenue it generated.**

**Infinity plugged into Google Ads to link calls to PPC clicks.**

**New abilities**

Become a responsive business, adapting marketing plans to consumer trends.

Link revenue back to specific calls, and in turn, link it to specific activity.

Tailor PPC spending to align with keywords that deliver results.

