SAGA

Saga are the UK's leading provider of products and services to people aged over 50 in the UK. Since 1959 they have sold holidays all over the world, and have also added a whole suite of services such as insurance, finance, and healthcare.

22%

increase in high value calls from website referral

36%

discovered SEO responsible for high grade calls

SAGA

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

Outcome

Saga Holidays now have a clear view of what channels are bringing in some of their highest value customers, including the new ones they needed to attract. A big discovery was the impact that their organic search efforts were having on the business. Key performance metrics uncovered and acted upon include:
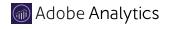
- Discovered that SEO was responsible for 36% of their relevant, high-grade calls

- Website referral traffic is now driving over 22% more high value calls

- A 25% reduction in the ratio of support calls from direct website traffic

They will now be expanding their use of Infinity to analyse commercial performance from digital campaigns.

"Infinity have provided valuable insight into our online call behaviour we were unable to see before, filling a gap in our understanding of how we were connecting with new customers."

Edward Day
Senior Web Analyst

Technical Integration:

Adobe Analytics

Campaign Manager

SAGA

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

Challenges

Struggling to identify what was connecting with new digital audience.

Needed to optimise their sales and marketing funnel.

No way of knowing what led valuable buyers to picking up the phone.

Infinity solution

Visitor level dynamic tracking shows full digital journey that leads to a call.

Identify PPC keywords and activity that is generating spend but not sales calls.

Analyse phone calls with custom parameters to link channel to outcome.

New abilities

Understand the channels connecting with growing digital customer base.

Improve spending on relevant keywords so that waste is minimised.

See what activity is responsible for callers who are most likely to be making high value bookings.