

Reduce cost

Marketing

Operations

Admissions

Increase revenue

Marketing

Operations

Admissions



SAINT LEO  
UNIVERSITY®

Saint Leo University was established in 1889, and currently has over 14,000 students from over 80 countries. It was one of the first universities to offer distance learning to students, as well as those studying at its Central Florida campus and 35 regional locations.

113%

year-on-year rise in  
quality calls from PPC

25%

reduction in call  
waiting times





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## Outcome

Saint Leo received and accurately attribute at the program level a record number of inbound calls in 2019 using the dynamic numbers from Infinity on each landing page. Looking at year-on-year call data from 2018-2019, Saint Leo achieved the following results:

- 113% rise in quality calls from PPC
- Incoming calls increased by 78%
- Call waiting times reduced by 25% despite greatly increased call volume
- 26% fewer missed calls, despite the call total increasing
- Conversion rate of PPC visits-to-calls rose by 103%

“Infinity offered a straightforward one-stop solution that covered our client’s needs with easy access to support staff, dynamic numbers, and an ability to integrate with Salesforce. Our clients in education use Infinity to accurately attribute where inbound phone calls are coming from to give a more complete picture of cost per lead, and ultimately per student.”

**Matt Bregel**

Vice President Digital Media | CloudControlMedia

Technical Integration:





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### Challenges

Clarity was missing on the impact of marketing activity, meaning tactics were hard to plan with no vision of ROI.

Lack of visibility on where and when calls were coming in, and their wait time, made it hard to staff call center.

Admissions Counselors need to be trained to give the best guidance possible, ongoing improvements are vital.

### Infinity solution

**Marketing source identified for each call right down to the keyword level, including multiple website visits.**

**Infinity clarified when calls were coming in, when they were being missed, and where they came from.**

**Calls are recorded and can be catalogued by course, location, or other outcomes and variables.**

### New abilities

Saint Leo can now adjust and optimise marketing activity based on accurate attribution insights for admissions.

Staffing could now be optimised based on real call data, saving costs and offering a better service.

More relevant, useful calls are easy to find, improving the quality of training for Admissions Counselors.

