


CASE STUDY:

# ICELOLLY

Icelolly turned to Infinity to help them resolve missing call tracking data and to assess if they could reduce their monthly charges. In this case study we explain how Infinity resolved both issues for Icelolly.

## THE CLIENT

Icelolly is the leading holiday comparison website with over 10 years of experience in the travel industry. They compare deals from a large range of partners to provide the best package deal or last minute break with the goal of driving calls to their affiliate partners to generate leads.

## THE CHALLENGE

Icelolly were using another call tracking provider but their main challenge was that they were unable to measure a large percentage of their data as no marketing source was being recorded. They were therefore unable to track each touch point of their customer's journey.

Icelolly were spending around 15% of their marketing budget on call tracking, but the data provided to them was not actionable enough to make efficiencies or measure the return of their marketing spend.

They wanted to move to a provider that offered them more granular data, which in turn would allow them to increase efficiencies and subsequently drive more calls through to their partners.

On top of this, they had an issue with the telecoms charges. They were paying for a cost per call from the existing call tracking provider and a second forwarding charge to another operator because their previous call tracking provider couldn't provide the correct solution to support their needs.

## WHY INFINITY

Icelolly turned to Infinity to help them address the marketing and telecoms needs that their existing call tracking provider couldn't meet.

Already included within Infinity's infrastructure is a feature that handles and reports on the partner calls. This allowed Icelolly to further reduce costs by only having one provider covering all of their requirements.

## THE SOLUTION

Icelolly executed a phased project plan recommended by Infinity, which consisted of the following phases:

**Phase One:**
Implemented Infinity's call tracking product alongside Icelolly's current telecoms solution.

**Phase Two**:
Integrated Infinity with the following partners using the available out of the box integrations:

- GA premium
- Marin
- Affiliate Window

**Phase Three**:
Icelolly's telecom solution was removed and calls were sent directly through Infinity to their partners, reducing their telecoms charges considerably as they now only had one provider – Infinity.



*Infinity has helped our business to reduce costs by providing us with a comprehensive call tracking solution. This allows us to build efficiencies into our PPC campaign, which was not possible with our previous supplier.*

*By using the Infinity call tracking solution we are now able to accurately report on which campaigns are driving phone calls leads to our affiliate partners. This is essential for us in our business model. We were previously reducing bids within our PPC campaign that were actually generating leads but we didn't have visibility and were consequently having a detrimental effect on our campaign.*

*Our account manager, Amber Willis, has also given us confidence in resolving all aspects to change within our account. We feel that we have a close working relationship with Infinity and that any changes are actioned well within the SLA."*

**Gary Emsley** - IT Manager
Icelolly.com

## THE RESULT

By using Infinity, Icelolly have reduced the number of providers, which in turn has reduced both risk and costs involved.

Their tracking data, provided by Infinity, now matches their Google Analytics data, which has provided Icelolly with substantially more accurate data. Now that they are confident that the tracking data is accurate, they are able to use this data to measure the return on their marketing spend and to subsequently create essential efficiencies and grow their campaign.

"We are now able to track over 99% of calls through our external fixed line, compared with around 60% with the previous call provider. Infinity has given us better data resulting in the increased value/focus on mobile as a channel, which was devalued previously."