Infinity launches EMEA's First Call Tracking Integration For Facebook & Instagram

Tuesday 24 November, 2020

LONDON, November 24th, 2020 - Infinity, the market leading call tracking provider, has today announced their integration with Facebook Ads. This offers social media marketers in EMEA and beyond the ability to ensure revenue and outcomes from phone calls are correctly attributed to the Facebook and Instagram campaigns responsible. This will enable marketers to tailor their social media campaigns to boost average order values, and create look-a-like audiences to find other high value callers.

For the first time ever, 2020 saw over half of the world's population using social media according to a We Are Social, with over 2.7 billion of them using Facebook or Instagram. This integration allows social media marketers in EMEA to unlock insight on an enormous amount of revenue.

This follows Infinity's track record of innovation in the space, such as their Conversation Analytics suite launched in 2018, the first one available in EMEA. This can also be used with Infinity's Facebook Ads integration to connect call outcomes and keywords mentioned on calls back to Facebook Ads campaigns. For example, social media managers in automotive brands could see all the calls that their campaigns had driven that had led to a 'test drive' or a mentioned a specific model of car.

Recent research from Infinity has shown that in the absence of face-to-face contact, many industries are seeing an uptick in calls compared to before lockdown, such as home and garden retail being up 20% year-on-year in September and all five of Infinity's top property clients seeing more calls this Summer than in Summer 2019. Infinity's data also showed significant spikes as we came out of the first lockdown too, including call amounts 15% higher in insurance than before lockdown and 52% higher in self-storage.

It is inevitable that many people would have clicked on social media ads for these brands before making calls to them, highlighting the crucial insight that this integration brings to the marketers using it. Moreover, the opportunity for marketers to optimise their digital efforts to take advantage of future spikes is evident.

"Infinity's Facebook Ads integration has enabled us to close the gap on attribution, allowing us to report on the true value of campaign performance. Setting it up is straightforward, and the overall integration provides new insight that helps us make smarter decisions and optimisations that naturally leads to improved performance."

Joseph Reid | Paid Media Manager, Digital NRG

"*Marketing teams need to be investing in solutions that seamlessly complement their existing technology stack, that includes Facebook and Instagram. Our Facebook Ads integration highlights Infinity's commitment to building a world-leading partner ecosystem, opening up call tracking's commercial possibilities to a whole new spectrum of marketers.*"

Warren Newbert | Infinity, CEO

Traditionally, Infinity has been used by digital marketers since early 2011 to track phone calls and their outcomes back to PPC and Paid Search marketing campaigns. Clients such as Dell, Samsung, Mazda, and over a thousand more used Infinity to attribute phone sales and queries back to their digital marketing campaigns to op Clients' work using Infinity has been nominated for over 10 digital marketing awards in the last year, including the Global Biddable Media Awards, European Search Awards, and The Drum Awards Digital Industries.

This integration aims to help social media marketers reap the same benefits, including reduced cost-per-acquisition, increased average order value, and better conversion rates on paid campaigns. It also marks Infinity's foray into the social media analytics space.

Infinity has offices in London, Madrid, San Francisco, Baltimore, Manchester, and Reigate. Their clients are primarily in the automotive, travel, finance, healthcare, property, telecommunications, retail, and technology sectors, plus brands from many other industries receiving inbound sales or support calls.

Related Sectors:

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Related Keywords:

Call Tracking :: Facebook Integration :: Social Intelligence :: Call Intelligence :: Infinity Call Tracking ::

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More information on the integration can be found here:
https://www.infinity.co/uk/partnerships/facebook_integrations

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