



LIVEPERSON

+



Infinity

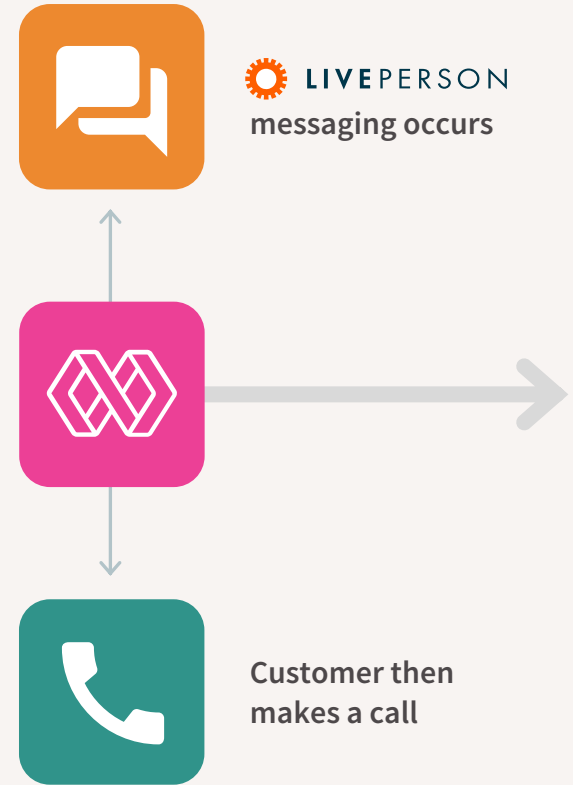
Together, we'll help you
make more **good** calls

Connecting the missing link: Online to offline

What happens when a customer wants to move from messaging to a phone call with an agent?

By connecting Infinity, LivePerson users can:

- See what calls came from messages
- Accurately attribute ROI by including messaging and the journeys that led to them
- Make smarter decisions with informed insights
- Deliver better customer experiences



Unlock the true ROI of messaging

Without
Infinity



Customer then
makes a call



Revenue falsely
attributed



Missing insight
and worse results



Future based
on guesswork



LIVEPERSON

With
Infinity



Customer then
makes a call



Revenue attributed
to marketing



Customer journey
connected



Learn and
approve

Connecting phone calls to messages to make the right calls



Attribution

Attribute calls, call sales and call revenue back to your marketing activities



Insight

Additional keyword information to optimise future campaigns



ROI

See clear ROI from your marketing spend or from specific channels, such as messaging



Integrations

Connect call data to boost performance in Google Ads, SA360, GA4, Looker Studio



Performance

Superior customer service via the messaging stream or via the phone to specialist agent



With Infinity, making the right call is easy

“ The visibility we’ve been given means we can make better informed, **more profitable decisions** about where we allocate our marketing spend.”

Laura Dowson-Eastwood
Digital Insight and Analytics Manager, NFU Mutual

