

# AN ATTRIBUTION CASE STUDY A WOMEN'S FASHION FOOTWEAR COMPANY

## LOOKING FOR A BETTER WAY TO TRACK CUSTOMER JOURNEYS

A designer and manufacturer of fashion footwear for women wanted a better way to trace its sales – namely how people were finding its “modern wellness fashion” products sourced from sustainable materials. The niche company that prides itself on social fairness in its partnerships needed a niche partner for tracking and analyzing customer journeys.

Enter LeadsRx and its ability to provide an impartial view of the company's existing advertising campaigns. **Within months, the data garnered from attribution was able to show what was working and what was not**, giving the business insights into how to increase its return on ad spend (ROAS).

## THE DETAILS – BEFORE (FEBRUARY 2020):

<b>STARTING ROAS</b>	3.26
<b>BUDGET</b>	\$328,842 for Feb.
<b>REVENUE</b>	\$671,016 for Feb.
<b>9 CHANNELS</b>	<ul style="list-style-type: none"> <li>• Criteo: Display, Retargeting, Video, Look-a-like</li> <li>• Facebook</li> <li>• Google: Google Ads, Organic SEO</li> <li>• Email, Referrals</li> </ul>
<b>KPI</b>	Increased ROAS and Overall Revenue



## STEPPING IN THE RIGHT MARKETING DIRECTION

What would attribution insights say about existing ad spend results?



## THE CHALLENGE – LACK OF KNOWLEDGE OF PAID CHANNEL EFFECTIVENESS

The company had a lack of visibility into the attribution of its paid channels prior to LeadsRx Attribution™ being deployed in fall 2019. Specifically, it was missing a true picture of its Facebook tactics. And it was lacking data to show where best to spend ad dollars to increase its overall conversions.

The LeadsRx Insights team laser-focused on where the largest portion of spend was going and how those channels could be optimized. Early on, Criteo wasn't fairing very well, but there was a definite promise of new customer acquisition through the channel. The company took a leap of faith and greatly increased spend on Criteo new customer acquisition campaigns heading into December 2019. By January, significant – and a bit surprising – increases in revenue and ROAS were recognized.

By analyzing attribution and seeing Criteo NCA garnering good traction, the company increased its spend on Criteo retargeting from February to March 2020. The idea and main goal was to retain all of those new customers that were just acquired. Attribution insights determined that most new customers make their second purchase within a week or two of making their first purchase. The increased spend to retargeting actually saw a small decrease in ROAS *when acquiring new customers*, but the overall revenue lift and *the customer lifetime value (CLV)* more than offset for the dip.

Before reallocating spend from Facebook to Google, the company wanted to address its Facebook challenges and use attribution to define which tactics were working – and which were not. Only a true impartial multi-touch approach was going to work when attributing conversions across all of the various campaign channels – and how they worked in conjunction with Facebook.

## THE SOLUTION – UNBIASED ATTRIBUTION DATA ACROSS ALL CHANNELS

Like many D2C enterprises, the company was missing the impartial attribution data needed to optimize its various marketing campaigns and maximize its ROAS – its most important KPI.

By installing the LeadsRx Universal Conversion Tracking Pixel™, data was collected on 100% of the company's marketing touchpoints. The LeadsRx pixel automatically learned about *all* touchpoints and properly allocated the right amount of conversion credit to each touchpoint.

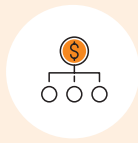
As the data accumulated, customer journeys were populated into various real-time attribution reports – giving the company instant access to the impartial attribution data they needed to make optimization decisions. Those customer journeys were also aggregated into fully customized segmentation reports – showing the business exactly who its “best” customers were, how to keep them, and how to get more of them.



### FOCUSING ON THE RIGHT CHANNELS

How were customers finding the website and what prompted them to buy?

## ATTRIBUTION INSIGHTS – KEY RECOMMENDATIONS



**Reallocate Spend:** Criteo NCA works particularly well for the brand and still has more headroom for spend to drive more new customers.



**Optimize for Second Purchase:** Criteo retargeting can reach new purchasers and work to retain them in a short period of time, creating a one-two punch of taking non-customers to new customers to retained customers within a month or two.



**Change KPIs:** Cross-channel ROAS, calculating both expense and revenue, is key for the company.



**Iteration:** Keep up continuous iterations to allow for further pivots to marketing campaigns as new, real-time data becomes available.

## A FEW SURPRISES ALONG THE WAY

The Criteo NCA effectiveness and the addition of Criteo retargeting was the first big move for the company, thanks to these attribution insights. As those channels mature and a plateau occurs, LeadsRx will look deeper into Facebook to see how other ad spend options can be optimized.

LeadsRx also supported the company investigating other outside paid channels – additional display networks, radio and TV advertising, email campaigns and timing adjustments for when those are deployed. This ensures the spend on paid options is not only diversified but controlled, especially if any channel shows signs of slow- to no-growth.

By monitoring its customer journeys, and ROAS, the company was able to optimize its ad spend, adjust its marketing campaigns, and produce maximum revenue from each advertising dollar spent. The company will continue to iterate its marketing campaigns to improve results.

## INCREASING AD SPEND, BUT INCREASING REVENUE

The numbers don't lie. By employing attribution models and acting on the insights, the company was able to maximize its increased ad spend (up 25% from February to March) to increase revenue (up 28% for the same time frame). ROAS climbed 5.5%. Spend was increased, and orders – therefore revenue, and ROAS – went up as well. That is what every company wants. Oftentimes, increasing ad spend will diminish ROAS initially, with the hope that the upfront spend will pay off in the long run with increased CLV. Attribution data proved the company can profitably scale.



### INVESTIGATING ALL CHANNEL OPTIONS

One channel's surprise effectiveness opened up possibilities for other marketing moves

## THE RESULTS – AFTER (MARCH 2020):

<b>NEW ROAS</b>	3.44
<b>BUDGET</b>	\$412,672 for March
<b>REVENUE</b>	\$859,574 for March
<b>CHANNELS OPTIMIZED/ NEW CHANNELS ADDED:</b>	Criteo NCA and Criteo optimized; Criteo and Google scaled up
<b>KPI</b>	ROAS Improved 5.5%; revenue increased 28%

## IT SHOULDN'T END THERE, THOUGH

Attribution is an ongoing iterative process because campaigns and consumers are constantly changing – and your attribution solution needs to follow suit. The beauty of attribution, besides being impartial, is it allows flexibility to pivot based on new data at any point in time. Should attribution analysis determine the landscape is changing again, adjustments to ad spend can be made again – in real time.



### SPENDING MONEY TO MAKE MONEY

ROAS climbed 5.5% over a one-month period; 25% increase in spend led to 28% increase in revenue

## KEY TAKEAWAYS:



Attribution can be used to help with customer acquisition (growth) and retaining that customer (profitability).



It is important to measure 100% of touchpoints across all channels, or as close to 100% as possible – otherwise you can't optimize between them.



ROAS, with actual expenses and revenue, is key to understanding the holistic view of how channels interplay with each other.



Once the channels are optimized holistically, a deeper analysis of each marketing channel helps drive incremental ROAS and revenue lifts.



Attribution insights uncover opportunities to adjust ad spend, allocation, content, and messaging – to maximize ROAS and revenue.