![LeadsRx — Impartial Multi-Touch Attribution]

AN ATTRIBUTION CASE STUDY
A TV MANUFACTURER

THE COMPANY LOOKS TO BOOST HOLIDAY SALES; AFFIRM UNPAID EFFORTS

A top 5 global leader in TV manufacturing became an industry powerhouse more than a decade ago by employing a unique, tightly controlled distribution model that delivered its products from its manufacturing plants directly to the big box stores that sell its products. The company was aiming to have a great 2019 holiday sales season, but as it geared up for a hopeful TV-buying frenzy, it utilized LeadsRx for a better understanding of how its sales ecosystem was working.

Historically, the company had kept ad spend low, relying on high brand name recognition. It asked LeadsRx to step in to provide attribution insights into all of its marketing channels, with a focus on organic (unpaid) channels and the top converting channels of search traffic and direct visits. Confident, but without solid data, the enterprise wanted to know if its brand recognition currently driving those channels was enough to carry them into and through the holiday buying season.

ATTRIBUTION FOR BRAND RECOGNITION
Were these unpaid channels still the leaders of its marketing efforts, helping guide would-be buyers into retail outlets to make a purchase?

THE DETAILS — BEFORE (OCTOBER 2019):

TRANSACTIONS	50,900 conversions
REVENUE	$127,700 for Oct.
6 CHANNELS	Direct, Facebook Referral, Email. Organic: Google, Bing, Yahoo
KPI	Increased Transactions and Revenue Growth

THE CHALLENGE – PROVING ASSUMPTIONS THAT UNPAID CHANNELS WERE MOST EFFECTIVE

The company's marketing team had a theory: more than 90% of its business came through unpaid channels, and even those TV shoppers looking at the company website were going to other sites or, most likely, into brick-and-mortar retailers to purchase that new big screen.

The company kept its paid ad spend close to the vest, but LeadsRx was able to provide attribution analysis without ad spend figures – available pre- and post-attribution. Both KPIs improved considerably, transactions by more than 95%; and revenue by a whopping 600%.

Not having actual ROAS figures to compare did not matter to the company; what it wanted LeadsRx Attribution to do was validate the assumptions about its unpaid campaigns. LeadsRx added conversion points in the purchase funnel, as well as in the where-to-buy funnel that shows consumers where they can buy the TV product they are researching.

TESTING ASSUMPTIONS
The company wanted to test that more than 90% of its business came through unpaid channels – something that customer journey mapping and segmentation would reveal.

THE SOLUTION – IMPARTIAL ATTRIBUTION CONFIRMS THE ASSUMPTIONS

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.

The pixel made it possible to track the additional conversion points, allowing LeadsRx to follow the attribution stream for all of the company's customers and test its assumptions against actual results.

The month-over-month results were impressive, and the impartial insights attribution provided helped the company better understand, focus, and optimize its outreach to consumers.

ATTRIBUTING CONVERSIONS
By tracking 100% of marketing touchpoints, the company realized that their assumption was correct. 90% of customer acquisition was being driven by organic channels.

ATTRIBUTION INSIGHTS – KEY RECOMMENDATIONS

The marketing team's theory was spot on – its business model ran strong through unpaid channels. Stay on track with this approach.

There were a lot of offsite conversions (through either ecommerce or brick-and-mortar stores), further proving that most purchases were not made directly through the company's website, but through its network of retailers. Continue as is.

Conversely, attribution data showed very low traction on the company's paid marketing channels. In fact, those made up less than 5% of total revenue. While this presented an opportunity for growth, the company determined adjustments were not necessary to meet current fiscal goals.

THE RESULTS – AFTER (NOVEMBER 2019):

NEW TRANSACTIONS	99,600 conversions
REVENUE	$903,200 for Nov.
SAME 6 CHANNELS	Optimized; no new channels added
KPI	Transactions improved 95%+; revenue increased 600%+

SOMETIMES AFFIRMATION IS ALL THAT IS NEEDED

Attribution provided a full view of the company's marketing ecosystem – and showed the company exactly how their various marketing channels worked together on the path to conversion. The analysis of these channels confirmed the assumption that 90% of new customer sales were generated from organic sources.

This provided guidance heading into the holiday buying season and helped the company meet its direct-to-consumer financial goals via website sales.

The month-over-month numbers are impressive. Transaction conversions increased by 48,700 (up more than 95%) from October to November 2019; and revenue jumped an astounding $775,500 (more than 6 times, or 600%) in the same time frame.

HYPOTHESIS CONFIRMED
Organic traffic sources are the top channels for driving direct-to-consumer conversions via the website.

KEY TAKEAWAYS:

It is important to measure 100% of touchpoints across all channels, even unpaid, to prove or disprove existing marketing strategies and assumptions.

Direct and organic search drove around 80% of all revenue and conversions during Q4.

To capitalize on strong brand recognition, there is potential to buy non-brand keywords to grab the eyeballs of shoppers not specifically looking for the company's products.

Even without ad spend figures, other methods – such as conversions and revenue – can provide solid attribution insights.

Attribution exposes the true value of any one particular channel.