

AN ATTRIBUTION CASE STUDY

A PHONE COMMUNICATIONS COMPANY PARTNERED WITH A BROADCAST MARKETING AGENCY

VOIP PLATFORM + RADIO ATTRIBUTION = SUCCESS

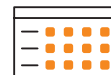
A company providing a low-cost Voice over Internet Protocol platform has a simple business plan – give people the ability to use land lines, mobile devices, and softphones to conduct business on existing or new phone numbers, including conferencing, texting, call management, and more through a web-based administration tool. While it perfects keeping its customers connected in as simple a way as possible, the company needed help determining exactly how new customers were finding them and what that journey looked like on their path to buying its unique services.

The company was already exploring partnering with a broadcast marketing agency focused on direct-response advertising for radio. The communications enterprise had its doubts about radio and, after a month into paid ads on the channel, it was left unimpressed. The marketing agency asked LeadsRx for help in utilizing attribution for an impartial view of the company's advertising campaigns. The data from a month-over-month attribution report showed what was working and what was not, giving the agency and the business insights into how to increase its return on ad spend (ROAS).



LOOKING TO ATTRIBUTION FOR AFFIRMATION

Were broadcast efforts, particularly radio, really fruitful?



The data from a month-over-month attribution report showed what was working and what was not, giving the agency and the business insights into how to increase its return on ad spend (ROAS).

THE DETAILS – BEFORE (AUGUST 2019):

STARTING ROAS	0.92
BUDGET	\$64,000 for Aug.
REVENUE	\$59,100 for Aug.
6 CHANNELS	Radio Ads, Unpaid Social, Google: Paid and Organic, Direct, Referrals
KPI	Increased ROAS and Revenue Growth

THE CHALLENGE – LACK OF KNOWLEDGE OF PAID-CHANNEL EFFECTIVENESS

The company was struggling to see any sort of return on paid advertising, including the new radio channel and existing search ads, exclusively with Google Ads. Its paid search campaigns were typically running at an uninspired .1 ROAS. The company was lacking data to show where best to spend ad dollars to increase its overall conversions.

The business also had a lack of understanding of attribution and the insight it could provide into its marketing channels. The new agency partner trumpeted the value of attribution and leveraged LeadsRx to assist in its efforts to help its client. LeadsRx worked with both the company and the agency to understand where advertising dollars were being spent, and how to improve that allocation across each channel. After just one month, attribution helped optimize broadcast delivery times and overall ad spend, proven by a significant increase in ROAS over those 30 days.

Attribution examined radio dayparts, days of the week, specific content being fed to campaigns, and the ROAS attributed to each of those metrics. By cutting lower-performing ads and increasing spend toward better-performing ads – along with homing in on the best delivery schedule – LeadsRx was able to guide the agency to optimization solutions for the communications company.

THE SOLUTION – TRUST THE IMPARTIAL ATTRIBUTION DATA

It was apparent the company was previously 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 marketing agency and 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, and how to get more of them.



MAXIMIZING RADIO SPEND

The agency, and company, wanted proof of radio effectiveness, and attribution helped focus delivery times and content specificity.



The beauty of attribution, besides being impartial, is it allows flexibility to pivot based on new data at any point in time.

ATTRIBUTION INSIGHTS – KEY RECOMMENDATIONS



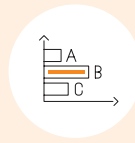
Radio ads placed earlier in the week performed better. A high percentage of white-collar workers were customers, more likely to spend on Mondays and Tuesdays as they commuted to their places of employment and kicked off their work weeks.



Weekends did not perform well at all. The data recommended a full scale-back on weekend spend to ensure profitability grew.



Commute dayparts, especially morning commutes, saw the best performance compared to other dayparts.



Certain ad creatives performed significantly better than others; so the agency curtailed spend on low-performing ads and reallocated spend to higher-performing ads.

RADIO + ATTRIBUTION IS A WINNING STRATEGY

By following the attribution insights from LeadsRx, the company saw significant lifts to ROAS (and revenue). Radio broadcasting, at first a choice received with skepticism by the company's marketing team, proved to be a low-cost paid-advertising solution. It continues to show promise for increased ROAS.

CROSS-CHANNEL IMPACTS

Equally as important, the impartiality of multi-touch attribution ensured all paid channels had a cost and resulting revenue associated with each. Google Ads was an unknown until the agency and LeadsRx had access to the company's Google Analytics data. Minimal return was resulting from ad dollars being spent, and the data exposed this plainly and simply.

Other less-used paid affiliate-marketing channels were also examined to determine their value, if any, to the agency's and company's marketing efforts. After determining how these channels interact with each other, small adjustments were effectuated in an effort to drive further increases in ROAS.

One thing is for sure, attribution helped the company better understand where the value in its advertising spend was coming from. By having a strong understanding of attribution and a willingness to accept the data, optimizations were made that increased its target KPIs.



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DECREASING AD SPEND WHILE INCREASING REVENUE

The early numbers are impressive. The company spent less (ad spend dropped \$9,500) to earn more (revenue increased \$16,000) from August to September. ROAS improved nearly 60% and revenue grew by more than 25%. By targeting the right advertising channels based on attribution, the agency was able to deliver outstanding results for the business.



SPEND DOWN; REVENUE UP
ROAS improved nearly 60% thanks to a decrease in ad spend but increase in revenue, what every enterprise wants

THE RESULTS – AFTER (SEPTEMBER 2019):

NEW ROAS	1.38
BUDGET	\$54,500 for Sept.
REVENUE	\$75,100 for Sept.
CHANNELS OPTIMIZED	Existing channels; no new channels added
KPI	ROAS improved 58.6%; revenue increased 27%

KEEP ITERATING

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.

KEY TAKEAWAYS:



Attribution exposes the true value of any one particular channel.



Radio is still an effective means of advertising when revenue and costs are considered.



Channels work together in a cross-channel marketing strategy, and adjusting one has an effect on the others.



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.