

# Uncovering the True Value of Facebook Advertising with Agile Marketing Mix

Facebook found to drive 50% more ROI; identified as top lead-driving ad channel

## INDUSTRY

Technology

## CLIENT

Code42

## BUSINESS GOAL

Driving trial downloads and new user accounts

## PROBLEM

Understanding the value of social media brand marketing on lead generation

## RESULT

Discovery that Facebook ads had **50% higher ROI** than found with traditional attribution

## BACKGROUND

Code42 is an award-winning consumer and B2B cloud-based software company providing data backup services. Its CrashPlan service is a leading, rapidly growing subscription-based offering in a very competitive data-backup market. Code42 markets to consumers and businesses worldwide, employing a trial-based approach to generate new leads and paid subscriptions. The company advertises across a variety of channels, including paid search, display, mobile, and social. It also frequently tests new marketing channels as a way to discover new approaches to reach its core audience and methodically enhance marketing performance.

## CHALLENGE

Code42's awareness and brand-oriented marketing posed a measurement challenge given traditional attribution solutions' inability to measure difficult-to-track marketing channels such as mobile, social and video. In these channels, cookies, tagging and tracking-based measurement approaches leave significant gaps in measurement data as consumers shift seamlessly across multiple devices and mediums. Given this measurement challenge, Code42 turned to OptiMine, and its cloud-based Insight platform, to provide true cross-channel marketing measurement.

## SOLUTION

Code42's legacy tracking-based approach measured each marketing channel's ability to directly drive new trial users, but couldn't account for how it contributes or influences leads in other channels. Using the OptiMine Insight platform, Code42 now is able to measure how all ad impressions lead to conversions, regardless of direct clicks. The results have been significant:

- ◆ **Mobile display ads were shown to be 98% stronger** than originally measured, driving far more leads to organic, direct site traffic, and paid search conversions. The actual cost per acquisition was found to be over \$1,000 less than originally reported.
- ◆ **Google Display ROI was 45% greater** when accounting for its full contribution to lead generation.

- Facebook display ads were found to be 50% stronger; turns out, they were actually one of the most cost-effective lead sources for Code42. (Perhaps ironically, even Facebook's own new Atlas measurement platform – another tracking-based approach – cannot account for the full brand effect of Facebook advertising as OptiMine's agile marketing mix platform does.)

## ACTIONABLE INSIGHTS DRIVING MARKETING PERFORMANCE

Armed with this new, more accurate and highly actionable information, Code42 quickly adjusted ad spend and mix within 24 hours to take advantage of the new intelligence and boost lead generation performance. Specifically, the team invested more in high-performing targeted Facebook campaigns that drove high cross-channel conversions. Further, it did not need to deploy a complex attribution solution or build a custom marketing mix model to uncover such significant business lift.

## THE OPTIMINE INSIGHT DIFFERENCE

Code42 used the OptiMine Insight platform to take advantage of its unique Agile Marketing Mix approach. OptiMine Insight measures the true value of any marketing channel and ad – whether offline or online – and delivers results quickly, continually and in the most actionable way, allowing marketers to measure, respond and optimize results for today's real-time, programmatic marketing environment. It delivers on the promise of complex attribution and custom marketing mix modeling schemes, without the cost, complexity and lengthy implementation cycles.

### Agile Marketing Mix delivers:

- Fastest Ramp to ROI** – Rapid implementation with initial insights in days or weeks instead of months or years like traditional attribution modeling and marketing mix consulting projects take to implement and deploy. No tags, cookies or custom model development is required.
- Ad-level Actionability** – Only OptiMine Insight models each and every ad to provide you the most actionable measurement possible. Performance differences and improvement opportunities are usually found well below the “channel” level and only OptiMine Insight goes this deep to find ROI.
- Persistent, Continual Insights** – OptiMine Insight's cloud-based platform provides a steady stream of measurement based on continual, real-world results. Traditional attribution and marketing mix modeling solutions rely on models that are difficult to refresh and take months to deliver.

**AGILE MARKETING MIX**  
Code42 uncovers the real ROI of difficult-to-measure ad channels like Facebook and mobile.

## LEARN MORE

To learn how OptiMine Insight can help you maximize your cross-channel marketing goals, contact us at [www.OptiMine.com](http://www.OptiMine.com) or [info@OptiMine.com](mailto:info@OptiMine.com).



# OPTIMINE