

Agile Marketing Mix Analytics Drive Rapid Customer Acquisition Gains

23% lift in revenues with OptiMine's Agile Marketing Mix approach

INDUSTRY

Etail

CLIENT

Coolibar

PROBLEM

Measuring and optimizing the value of upper funnel, brand display ads

RESULT

23% lift in revenues with OptiMine's Agile Marketing Mix approach to marketing measurement and optimization

BACKGROUND

Coolibar, a leading clothing company that provides UV-protective outerwear, relies heavily on its e-commerce business to thrive in a competitive market. The company invests in marketing channels — both offline and online — to drive orders and sales of its outerwear. Coolibar had invested significantly in paid search knowing that it directly drove customers to its online store to make purchases, but other marketing channels were harder to measure, and in particular, were more difficult to track. Channels such as social media, video, mobile and display ads present a measurement challenge precisely because they are not designed to generate direct consumer responses and therefore difficult to measure with cookies, tags and traditional attribution. Coolibar's VP of Internet Marketing and eCommerce knew instinctively that "upper funnel" advertising was contributing to the company's sales, but could not effectively measure this spend with faulty, inaccurate attribution.

SOLUTION

Coolibar invited OptiMine to solve this measurement challenge — specifically, to answer the question: how much is this upper-funnel brand advertising contributing to sales, and therefore, what is its true value or ROI? In other words, when Coolibar's target audience sees its upper funnel marketing, do orders and sales increase — and by how much? The OptiMine Insight platform, which measures the unique contribution of all ads and channels on conversions (leads, orders, sales, new customer acquisition), provided a true value measure for Coolibar's display ads.

MEASURING THE FULL VALUE OF BRAND & UPPER FUNNEL MARKETING

While using only a last-click attribution approach to measure ROI, this retailer was substantially undervaluing its display program. By measuring the full contribution of display, the OptiMine Insight platform showed that Coolibar **should significantly increase** spend in display due to its strong contribution to paid search performance. Using the more accurate measures from the OptiMine platform, Coolibar adjusted spend across its five display ad groups, in some cases by reducing spend on poor performing ad groups by up to 85% and in others increasing spend for the strongest contributors by over 1,000%. As a result of these shifts in display mix, paid search revenues increased by 23%, validating the findings and growing top line revenue for Coolibar.

THE OPTIMINE INSIGHT DIFFERENCE

Coolibar used the OptiMine Insight platform to take advantage of OptiMine's unique Agile Marketing Mix capability. 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.

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

Coolibar achieved revenue growth of 23% by quickly measuring the full value of brand marketing — moving from analysis & measurement to revenue improvement in the span of weeks, not months.

OptiMine's platform not only shows me the cross-channel value of my display advertising, it goes straight to action. I didn't have to dig deep to build an attribution scheme — and was able to optimize spend across two very important advertising channels in just weeks.

Alan W. Higley, vice president of Internet marketing and e-commerce, Coolibar

LEARN MORE

To learn how OptiMine Insight can help you maximize your cross-channel marketing goals, contact us at www.OptiMine.com or info@OptiMine.com.



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