

Journey

By CAKE

Online Retailer Significantly Improves ROAS with *Journey*

INDUSTRY:
Retail

Channels: search (paid, organic), email, social (paid, organic), affiliate, direct, referral



Multi-Touch Attribution Insights Bring Clarity to Optimize Performance of Digital Marketing Channels and Campaigns

Client Objective

The retail brand needed to stay competitive in its dynamic industry and had set ambitious online sales and marketing goals. The company defined digital marketing success based on attracting new customers at scale, while also improving click-through and conversion rates to boost revenue.

In efforts to achieve these objectives, the company was executing a combination of marketing campaigns across a variety of channels including paid/organic search and social, as well as email, affiliate, direct, referral, TV and radio.

However, with each digital channel being measured and optimized in silos, the retail company did not have clarity into the true contribution of each channel and campaign in driving conversions. Nor could they accurately determine which advertising dollars and interactions were producing results. The brand needed a more advanced, data-driven approach that could identify high-performing campaigns, plus analyze which channels and sources are most likely to reach its consumers in the market and ultimately help drive sales.

Marketing Channels



“In the past, companies only had access to a limited view of visitors’ actions, one which started once consumers landed on their web sites. Now with *Journey*, it’s possible for brands to gain more clarity into the end-to-end customer journey which encompasses a consumer’s very first interaction with a marketing message, to a purchase. We’re excited to continue partnering with brands and delivering them the marketing intelligence and competitive advantage of complete views of the customer journey for the strongest ROAS.”

- Santi Pierini, CAKE President and Chief Operating Officer of Accelerize

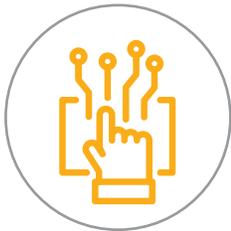
Solution

The company selected *Journey* because the cloud-based enterprise solution provides real-time analytics and multi-touch attribution that bring clarity to its customers' journeys.

With *Journey*, the retail company has taken great strides in capturing detailed insights about how its campaigns are performing across a wide range of online channels. This enables the retailer to better understand the synergies between digital channels, as well as identify the optimal combination of pre-, upper- and lower-funnel strategies for attracting qualified prospects, plus increasing conversions and boosting sales.

In addition, *Journey Connections* are leveraged by the company to seamlessly integrate and collect customer journey data from Google and Facebook.

Results



Multi-Touch Attribution in Action

Leverage multi-touch attribution to accurately track the entire customer journey from first-touch to a conversion, across multiple channels and devices.



True Value Revealed

Measure which sources drive qualified traffic to its web site and uncover the true value of each touchpoint on the path to conversion.



Greater Impact

Easily tap into actionable marketing intelligence for allocating budget to the strategies that deliver the best ROI.



A Complete Picture

Gain a holistic view of cross-channel marketing performance and a stronger understanding of how marketing investments are driving sales.



Ready to get started with *Journey by CAKE*?

[Find out more info](#)

Visit us at getCAKE.com

ABOUT JOURNEY BY CAKE: Built on the trusted and proven CAKE Marketing Intelligence platform, *Journey* provides actionable insights for marketers. The cloud-based solution collects and analyzes customer journey data using multi-touch attribution for marketing campaign optimization.