

Journey

By CAKE

Forbes 2000 Global Media Firm Increases ROAS by 63% with *Journey*

INDUSTRY:
Media

Channels: paid search, social, display, affiliate, direct

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CLIENT OBJECTIVE

The Forbes 2000 media company is a leading global source of information. Delivering digital products and services to a client base that includes consumers, banks and legal firms, the organization executes targeted digital marketing programs to reach its audiences. Through these programs, the company could access insights into vital customer interactions, but there was a key missing piece – the anonymous portion of the customer journey. The company strove to gain a deeper understanding of the end-to-end customer journey and campaign performance to make truly data-driven decisions that boost return on advertising spend (ROAS).

THE DIFFERENCE



Unifying Data with Ease

Journey replaced the media firm's manual spreadsheet process of data aggregation and reporting. This enabled the company to collect and analyze marketing campaign performance across multiple channels, sources and campaigns.



Total Visibility for All

Now, real-time actionable insights are delivered directly to key stakeholders by consolidating first-party data into *Journey's* central dashboard. Armed with this actionable intelligence, the company realized a 63% increase in its ROAS.



Complete and Comprehensive

The firm can also access media cost data to view ROAS metrics across channels, monitor keyword performance, leverage custom reporting and multichannel attribution capabilities.

"Key steps of the customer journey have largely been overlooked in the past. Other marketing tools for data collection and analysis have not provided accurate and actionable insights about the missing steps of the anonymous customer journey. However, with the extended view into vital customer interactions, *Journey* provides companies around the world with the real-time marketing intelligence needed to move unknown consumers to known customers."

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

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.

