

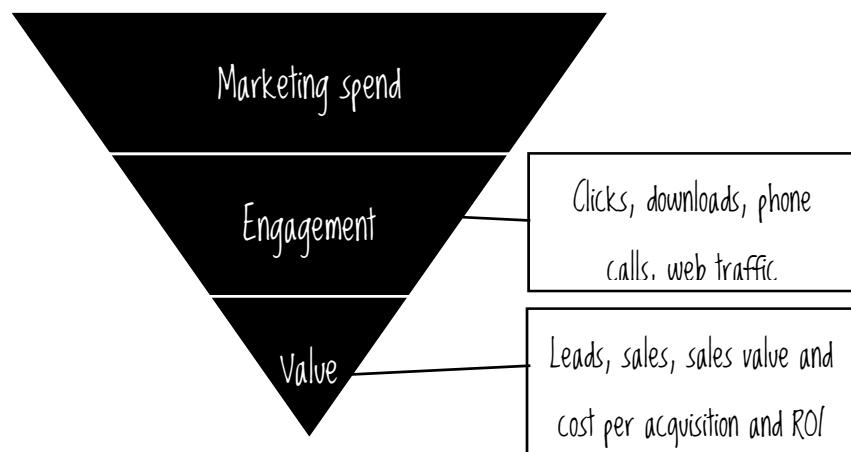
A client of ours wasn't sure which marketing channels were effective and where he should invest his money going forward.

The problem - unstructured and disparate data made it hard to understand the correlation between marketing spend, leads and sales by channel, making it difficult to know where to invest

Step 1 - data from the below sources was gathered and converted into a uniform structure



Step 2 - a model was built for each channel, over a 2-year period



Step 3 - analysis, insights and actions

Paid Facebook was the least profitable channel as the lead conversion rate was low

PR - publicity in quality TV and print mediums, sales typically spikes 30 days after eDM

effective at driving repeat purchase and low cost made it the highest profit channel

Life time value highest for clients coming through via referral

Step 4 Actions and Recommendations - Change advertising and media mix significantly.

Lower Facebook spend, ramp up content for eDMs and invest in PR - targeting reputable organisations. Measure \$CPA by channel quarterly.