

OPTIMIZING SPENDING ACROSS DIGITAL CHANNELS

THE CLIENT CHALLENGE

Our client, a global leader in personal health equipment, was confronted with the challenge of optimizing spend across different digital channels and campaigns (Multiple Display campaigns, Paid Search, Organic Search, Referral, Social Media, etc.). The aim was to maximize the impact on both online sales through company-owned online stores, as well as potentially offline sales.

THE GEMSEEK APPROACH

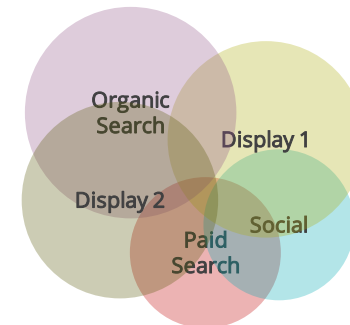
GemSeek put in place two separate digital attribution models:

- At stage one we constructed a dynamic analytical model capturing the impact of campaigns on sales through company-owned online stores. Our model was based on digital customer interactions across devices and assigned percentage-weighted importance on each digital campaign through a complex tailored panel data algorithm incorporating decay.
- At stage two we expanded the model to account for online sales and offline sales, and related offline KPIs. We used a sample subset of customer archetype segments and their online and offline interactions as a workaround to compensate for the longitudinal offline & online data on individual customer level.

THE DELIVERABLES

Our customer used the model to optimize spend across digital channels, improving their budgeting process by utilizing actual data analysis instead of their original “rules of thumb” approach.

Digital Campaigns Exposure



Impact of Digital Campaigns

