

Omni-channel Home Appliance Brand (Net Worth: \$500 Mn)

Category: Consumer Durable & Electronics

Omni-channel (Online+Offline) Attribution, First Party Data Activation & Advanced Data Models

Adbyttz led diagnostic study revealed the impact of online digital campaigns on offline+marketplace purchases. Moreover, the offline+marketplace conversions were integrated with ad-platforms for better optimisation.

RESULTS

79%

MORE ORDERS

55%

REDUCTION IN CAC

3 insights immediately unsticking the growth stagnation

1

Omni-channel Attribution

Purchase Source (Channel)	Quantity
Retail	32,167
Amazon	25,720
Flipkart	17,562
Others	6,429
Website	24,408
Total	1,06,286

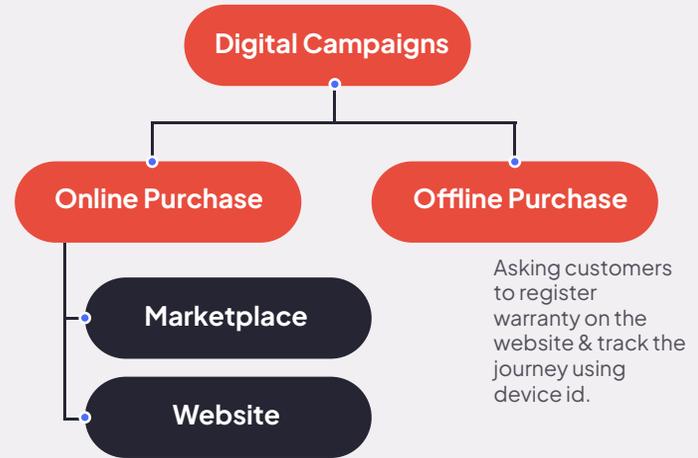
Table 1: Channel wise distribution of online and offline purchases

Purchase Source (Platform)	Quantity
Google Organic	43,643
Direct	37,009
Google Paid	12,813
Referrals	5,552
Haptik	2,629
FB Ads	2,336
Others	1,108
Bing Organic	967
FB Social	206
Email	23
Total	1,06,286

Table 2: Platform wise distribution of online and offline purchases

Month	Google influence on offline purchases	Meta influence on offline purchases	Online campaigns' influence on offline purchases
Feb	11%	6%	17%
Mar	13%	6%	19%
Apr	11%	8%	19%
May	13%	9%	22%
Jun	13%	10%	23%

Table 3: Month on Month %contribution of paid channels on offline purchases



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With help of Adbytzz pixel, data engineers' team at ETML established an Omni-channel attribution model by stitching user's data and **establishing end to end user journey** starting online (discovering the brand) however finishing the purchase via offline/marketplace sources.

Based on the model, it was established that close to 23% of the overall business of the brand was **influenced by online campaigns running on Google + Meta** which brought clients' confidence back in digital medium.

2

Offline Conversions' Data Integration

Month	Online Purchase	Offline Purchase
Mar	22390	89560
Apr	25960	103840
May	29870	119480
Jun	19650	78600

Adbyttz Edge

3X more data points of **offline conversions** are available to be integrated back in ad-panels for better learning and optimisation of online campaigns.

3

Advanced Data Models

Custom Attribution	Based on First Click Attribution, identify the sources (Channel, Platform, Campaign & Ad) helping in brand discovery
Event signal to identify in-market audience	Establish top funnel events' correlation with bottom funnel conversion
Cross Category Sales	Identify the spillover of conversion happening between cross categories and platform/campaigns responsible for it
Cross-platform discovery vs. conversion analysis	Identify the customer journey from first visit to the website to final purchase/warranty
Average Sale Cycle	Category-wise sale cycle
Cohort Analysis	Week-on-week retention of customers
Touchpoints Analysis	Average number of touchpoints of users till conversion
Leads to Purchase conversion data	Establish correlation between top funnel and bottom funnel events
Time lag of repeat purchases	Time lag in first purchase to second and following purchases
Cross-selling & Upselling analysis	If customer purchases product A in first order, how many customers purchases product B, C, D and so on in subsequent purchases
Geo-level analysis	To understand strength of geos in terms of retails and digital by mapping secondary data for retail buyers

Adbytzz Edge

Omni-channel **custom attribution model** helped to develop several advanced data models to bring out strong insights around the business which led to holistic growth of the account.