# 3Q DIGITAL

## eero

Advanced online/offline analysis for true ROI by channel

## CLIENT

eero is the world's best-reviewed WiFi system. Powered by advanced TrueMesh™ technology, a set of eeros work in perfect unison to deliver hyper-fast, super-stable WiFi to every square foot of the home.



## CHALLENGE

Soon after launching in February of 2016, eero turned to 3Q Digital to catapult their business by driving high-quality traffic and sales through SEM, SEO, and native advertising. In mid 2016, eero began selling on Amazon and Best Buy.

The next step was to ramp up their adoption by digging into the success they'd seen so far and gaining a deeper understanding of their customers. The brand was relying on last-click and platform self-attribution for tracking purchases, but with the majority of sales happening on Amazon and Best Buy, they had little visibility into the impact of channel and campaign performance on offsite sales, a common blind spot for most retailers. Without this data, the brand had no idea what they were spending to acquire off-site retail sales.

How could eero ensure they were focusing their market efforts in the most promising channels and potential buyers? This is where the 3Q Decision Sciences team came in.
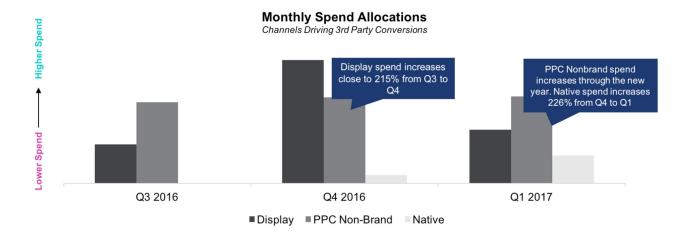
## RESEARCH

The 3Q team set out to answer some important questions about the offline vs. digital sales as well as what audiences across these channels looked like. They utilized a host of tools (LiveRamp, Convertro, and Lotame) that would be able to bring the data they needed full circle:

1. The team needed a way to get offline and online data in one place. To do this, they pulled offline retail sales data, which they fed into LiveRamp.

2. They then took the sales data they had compiled and mapped it back to their paid media touchpoints, which were being tracked within Convertro.

3. With all the data in one place, they were able to gain transparency into customer journey for those off-site retail sales. They isolated which media touchpoints those paths to conversion included, as opposed to those that did not.

4. Feeding all of this information into Lotame provided visibility into customer demographics, interests, and behaviors that allowed the team to build target audiences to more effectively reach audiences that aligned with the purchaser audience type.

*Visibility into offline performance support increasing spend allocations for paid channels*



**Monthly Spend Allocations**
*Channels Driving 3rd Party Conversions*

Display spend increases close to 215% from Q3 to Q4

PPC Nonbrand spend increases through the new year. Native spend increases 226% from Q4 to Q1

Higher Spend / Lower Spend

Q3 2016    Q4 2016    Q1 2017

■ Display   ■ PPC Non-Brand   ■ Native

## SOLUTION

With all of this information mapped out, the Decision Sciences team was able to make recommendations in two areas: what the right audiences were for different channels, and how spend should be allocated to most effectively reach them.

## RESULT

In the end, the changes made by the 3Q Decision Sciences team revealed a 61% lower overall CPA, which allowed the team to gain a more accurate picture of where to invest marketing spend. As retail sales data continues to build within the marketing stack created and managed by the 3Q team, eero will gain an even clearer picture of their audiences - a process that will mature and scale as eero does.

- Revealed 61% lower overall CPA

- CPA for targeted channels saw even bigger differences:

  - 133% lower CPA for Display

  - 104% lower CPA for PPC Non-Brand

- CTR increased by 95% for Facebook audiences informed by Lotame data

- Refined purchaser profiles and targets

- Gained full visibility into the impact of paid channels on offline conversions

For more information on how **3Q Digital**
can help your marketing campaigns:

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