Use Case

Triangulation saved the ROI of this D2C

MASS ANALYTICS

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Challenge

The client, Movie.2, is a D2C media company whose subscriptions suffered a decrease of more than 10% in 2022 compared to 2021. We teamed up with them to understand the causes behind this decline and ensure that they can take the right steps to reverse it and get back on track with their subscriptions. To address this issue and provide them with the optimal media budget allocation, we needed to start by understanding the effect of their media activities on their subscription -be it direct or indirect impact- and we had to identify the key drivers for their customers' subscriptions. We also had to account for their Return on Advertisement Spend (ROAS), and CPA, as well as isolate the saturation level for every marketing channel. Through this approach, we were able to provide our client with

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recommendations they needed to optimize their marketing budget, reverse the trend of subscriptions decrease, and increase their revenue by more than 11%.

The Solution

Modeling

Metrics Used

Google Branded Paid Search: Clicks

Bing Branded Paid Search: Clicks

Google Generic Paid Search: Impressions

Google Display: Impressions

Instagram: Impressions

Facebook: Impressions

Twitter: Impressions

YouTube: Views

The Solution

The Most Used Transformations

To know more about our offered solution, subscribe and download a full version of this Use Case for FREE!

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