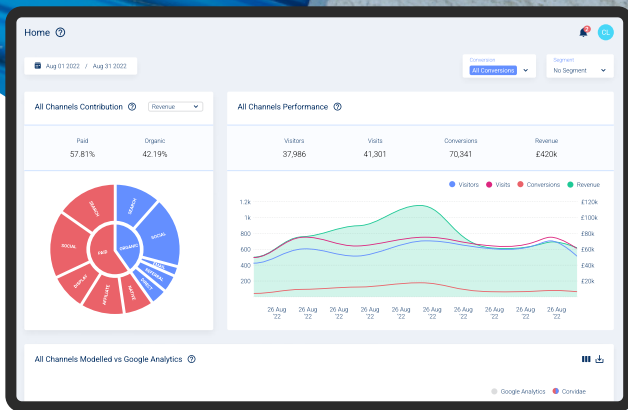# CORVIDAE

safestore™

Safestore replaces Last Click with Corvidae to reduce dependency on Paid Search

The Client

Safestore is the UK's largest and Europe's second largest provider of self-storage facilities.
Over 85,000 customers store their items with Safestore across 197 stores in 6 countries.

The Challenge

With a reliance on Paid Search to bring in business leads, Safestore were using a Last Click attribution model and as such knew they were missing much of the customer journey detail. In addition, they knew that they were soon going to be impacted by the impending removal of third-party cookies. They engaged Corvidae as the only truly cookieless alternative to provide a replacement attribution solution for their existing Last Click approach.
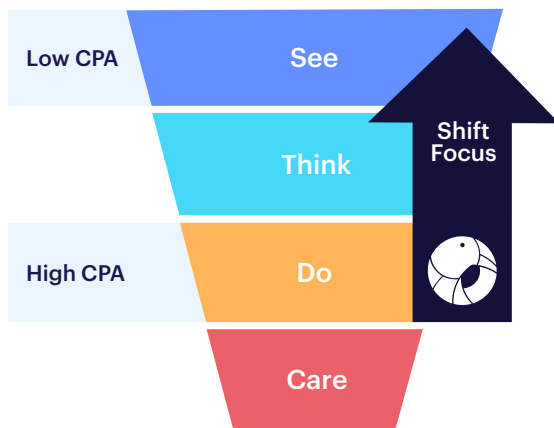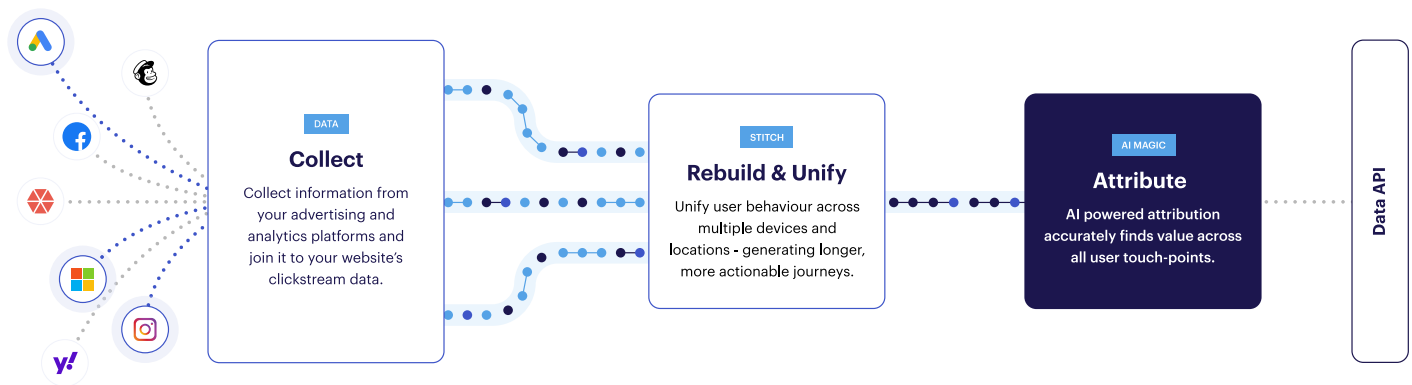
The Safestore team wanted to look at the true paths that prospects took on their journey to becoming valued customers. Knowing they had a very short conversion window (which involved the completion of an online form), their core challenges were reducing dependency on Paid Search and saturated CPAs.

The Solution

To activate Corvidae our pixel was deployed on the Safestore website, and AdTech platforms were tagged to help show a complete picture of the customer journey.

Corvidae's patented AI-based attribution model could then be employed to correctly attribute revenue to the channels and campaigns that impacted each conversion. Weighting each interaction based on the improvement in the chance of conversion.

With this new insight, the team at Safestore were able to implement recommendations which resulted in efficiencies in Safestore's campaigns.

DATA
Collect
Collect information from your advertising and analytics platforms and join it to your website's clickstream data.

STITCH
Rebuild & Unify
Unify user behaviour across multiple devices and locations - generating longer, more actionable journeys.

AI MAGIC
Attribute
AI powered attribution accurately finds value across all user touch-points.

Data API

Low CPA — See
Think
High CPA — Do
Care

Shift Focus

"*The team at Corvidae went above and beyond to factor in everything during onboarding to ensure we were getting the best out of the platform. It was really insightful to take deep dives into individual marketing channels to better understand what was, and wasn't, working for us. Corvidae enabled us to understand the impact of each campaign and spend more confidently across them.*"

Nick Dibley
Performance Marketing Manager at Safestore

Discover Corvidae

Find out how you can unlock truly accurate attribution and achieve new levels of digital performance by speaking to one of our experts today.

CORVIDAE

Request a demo