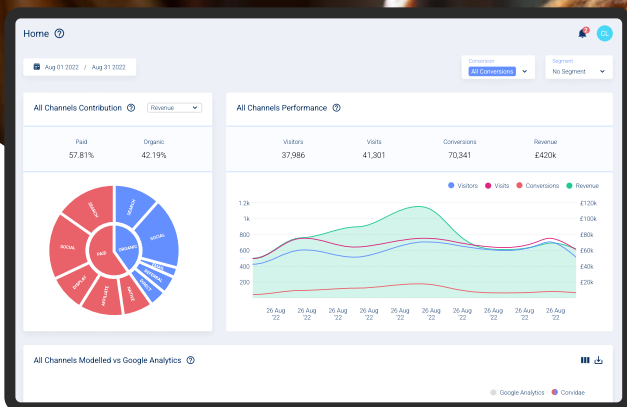


Gift Universe cut CPA by 31% with Corvidae



The Client

Gift Universe are a leading British gift and gadget company who own stores such as **Menkind**, **Prezzybox** and **The Source**.

Founded in 2002, the brand has grown since its formation, now operating retail stores, ecommerce channels and wholesale distribution to other retailers.

Gift Universe spends over £1.3 million in advertising across their brands, and historically have relied on a combination of GA's data-driven model and Google Ads for their attribution. Expecting to see significant growth, Gift Universe were keen to gain visibility over their customers' complete journey to conversion with Corvidae.

The Challenge

Gift Universe sought to fight back against rising CPAs and gain a better understanding of the paths their customers took to convert.

With a desire to gain oversight and analysis of the impact of their affiliate journeys and their subsequent value, **Gift Universe needed to be able to trust that their attribution was representative of the truth in order to enable their ambitions to expand the brand.**

The Solution

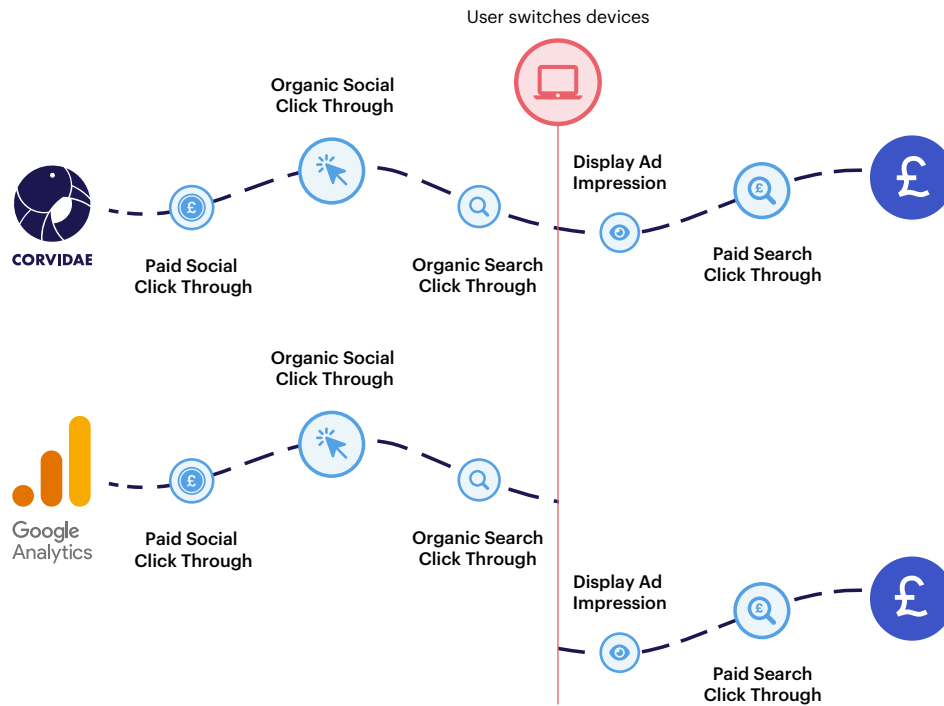
After deploying Corvidae and beginning to test the performance of the solution, Corvidae attributed:

- 40% longer customer paths for Menkind
- 24% longer customer paths for Prezzybox

This extended journey gave Gift Universe more data from which to gain further insights and get a better understanding of their customers.

Our attribution process uncovered that **Google was under-reporting the impact of both paid and organic search, whilst overstating the amount of traffic from cross-network.**

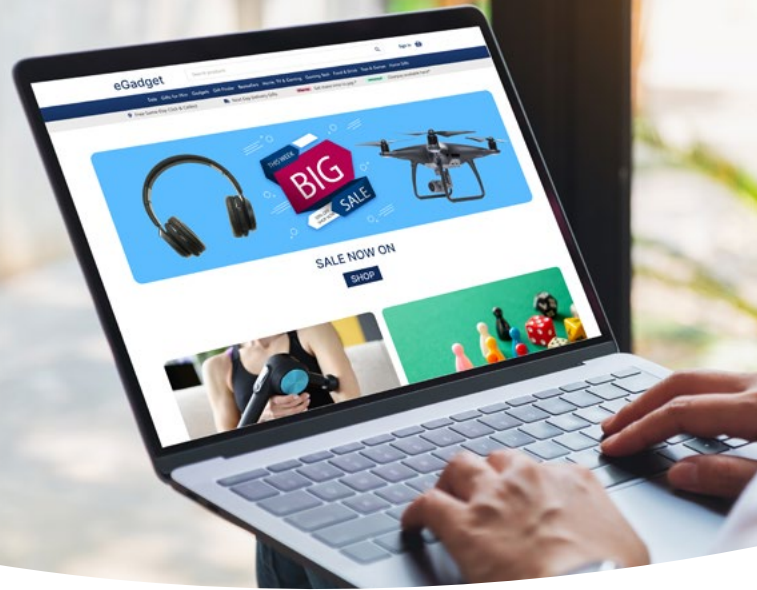
The Corvidae team then proceeded to deploy A/B tests of optimised campaigns using Corvidae data versus the campaigns that are currently running.



The Impact

Upon analysing the outcome of the A/B split tests for paid campaigns, Corvidae outperformed the original campaigns by an average margin of 55% and secured an average CPA reduction of 31%. Across the board, Corvidae outperformed Google in terms of ROAS, with the average increase being 43%.

In addition, the longer customer journey data Gift Universe received from deploying Corvidae, enabled them to gain a complete picture of their customer journey, and the team are now able to enact planned future expansion, knowing their attribution needs are fully taken care of.



Key Results



↑ 43% ROAS



↑ 55% Conversions



↓ 31% CPA

“ Over the past few years, one of our biggest challenges digitally has been attribution and understanding how much each channel genuinely contributes. Since working with Corvidae, we have had much greater visibility of customer journeys and converting touch points. This has led to impressive reductions to CPAs across our paid marketing, more efficient allocation of spend and a revamp of our affiliate programme to move our spend into those genuinely contributing to the business. ”

Tom Phillips, Performance Marketing Manager, Gift Universe



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.

[Request a demo](#)