CORVIDAE

By QueryClick

Doubling User Path Lengths for a Leading Sports Retailer

Find out how Corvidae's AI technology rebuilt customer journeys to create user paths 2x longer than Google Analytics.


The Client

Our client is one of the largest sporting goods retailers in the world. A family-owned company, they're dedicated to ensuring the best sports products are accessible to everyone.

They were looking to more accurately measure the effectiveness of their digital marketing spend, and specifically wanted to move their marketing attribution away from the last click model, which they had been using to date.

Aware of the impending removal of third-party cookies, it was important that they selected a fully cookieless attribution solution that would allow them to futureproof their marketing analytics.
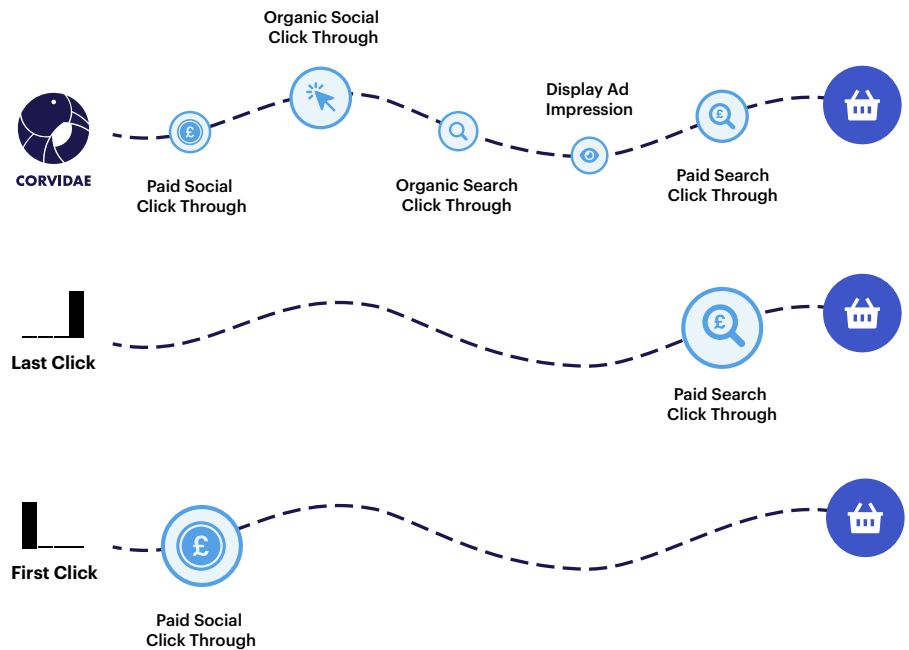
The Challenge

With bottom of funnel activity becoming over-saturated, they needed the ability to see which touchpoints were influencing conversions much earlier in the customer journey, to allow them to confidently move budget to low-cost customer acquisition channels.
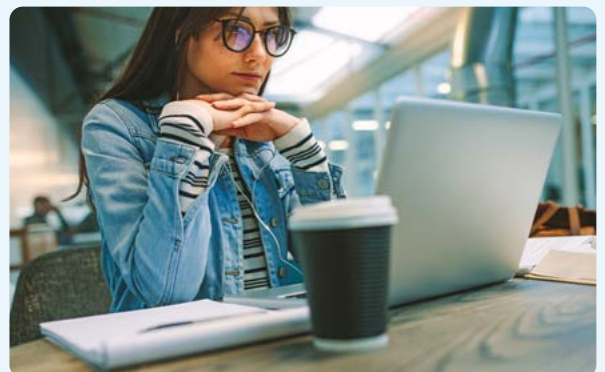
The Solution

First, to understand the accuracy of their existing attributed data, we employed our patented session stitching process to visualise their complete user paths.

This allowed us to completely rebuild their data to include all touchpoints and identify influential touchpoints far earlier in the journey – which previously wasn't visible through their Last-Click attribution model.

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Organic Social
Click Through

Paid Social
Click Through

Display Ad
Impression

Organic Search
Click Through

Paid Search
Click Through

Last Click

Paid Search
Click Through

First Click

Paid Social
Click Through

How did we do it?

Corvidae's patented session stitching process is at the core of its unique approach to attribution.

Our AI technology allows us to stitch together multi-channel, multi-device touchpoints and assign a relative value to each interaction, providing marketers with the most accurate view of the influence a touchpoint has had on conversion.

To provide our client with a more accurate picture of their customer journeys, we implemented a 3-step strategy:

STEP ONE
We looked at path length distribution for unstitched data

STEP TWO
We compared stitched and unstitched path length distribution

STEP THREE
We looked at the stitched and unstitched path data that lead to transactions

The Impact

As a result of our session stitching process, we were able to reduce one step paths by approximately 20% - and **doubled their average converting path length.**

This has provided them with increased visibility of the touchpoints across the customer journey that are influencing conversions, allowing them to move spend higher up the funnel, into less competitive areas, to create greater spend efficiencies and convert users much earlier in their journey.

Having newly rebuilt data also allowed them to feed this into their Google Ads account, providing more than double the conversion points and greater clarity over best performing campaigns gave the algorithm much more information to improve their automated bidding strategy.
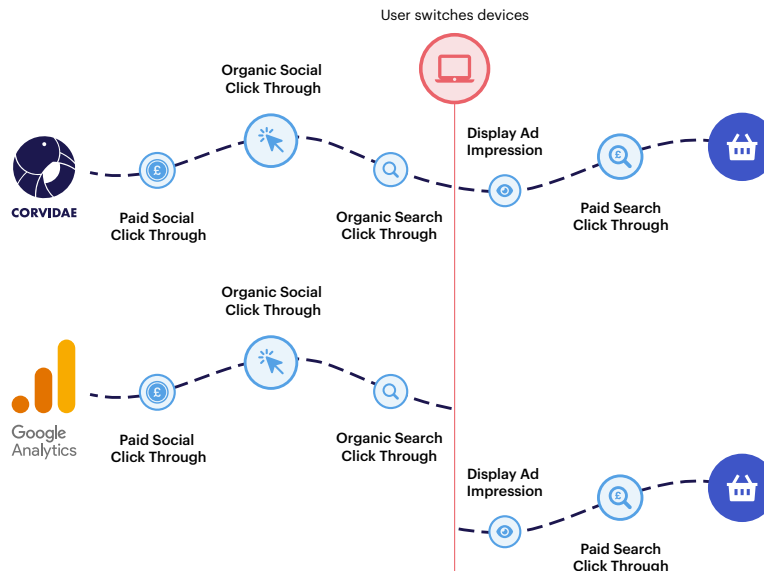
Low CPA

See

Think

Shift Focus

High CPA

Do

Care
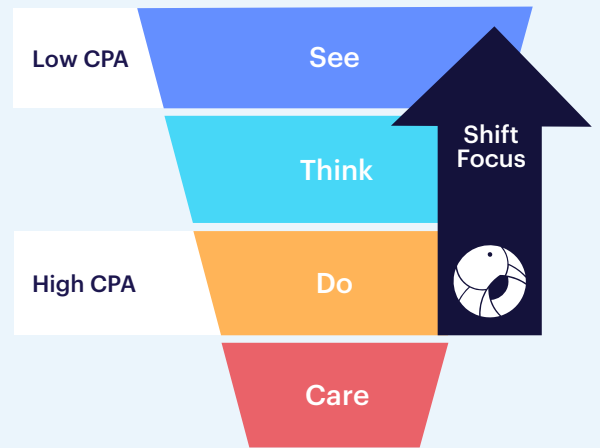
Key Results

Average path length doubled from 1.8 to 4.2

By moving spend higher up the funnel, into less competitive areas the CPA was reduced

User switches devices

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Paid Social Click Through

Organic Social Click Through

Organic Search Click Through

Display Ad Impression

Paid Search Click Through

Google Analytics

Paid Social Click Through

Organic Social Click Through

Organic Search Click Through

Display Ad Impression

Paid Search Click Through

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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