

Unlocking Reduced CPAs for a High Street Golf Retailer

Find out how Corvidae's AI technology rebuilt attributable data, to allow them to effectively move spend and reduce CPAs in Paid Search.



The Client

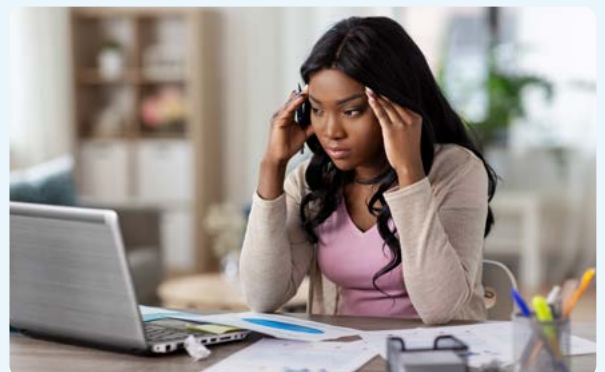
Our client is one of the largest golf retailers worldwide, selling a full range of sporting equipment for all levels of golfer.

They were looking to better understand the impact of their Display and Paid Social activity on customer acquisition. They had historically relied on Last Click for measurement, which they knew greatly simplified their attribution.

Having previously used Neustar, they wanted an attribution solution that their agency could use that would allow them to see campaign performance at a far more granular level – especially at keyword and adset level – to make smarter spend decisions.

The Challenge

With the Paid advertising space becoming increasingly saturated and CPAs continuing to rise, our client needed access to accurate attribution that would steer their media spend decisions to improve efficiency and drive growth.

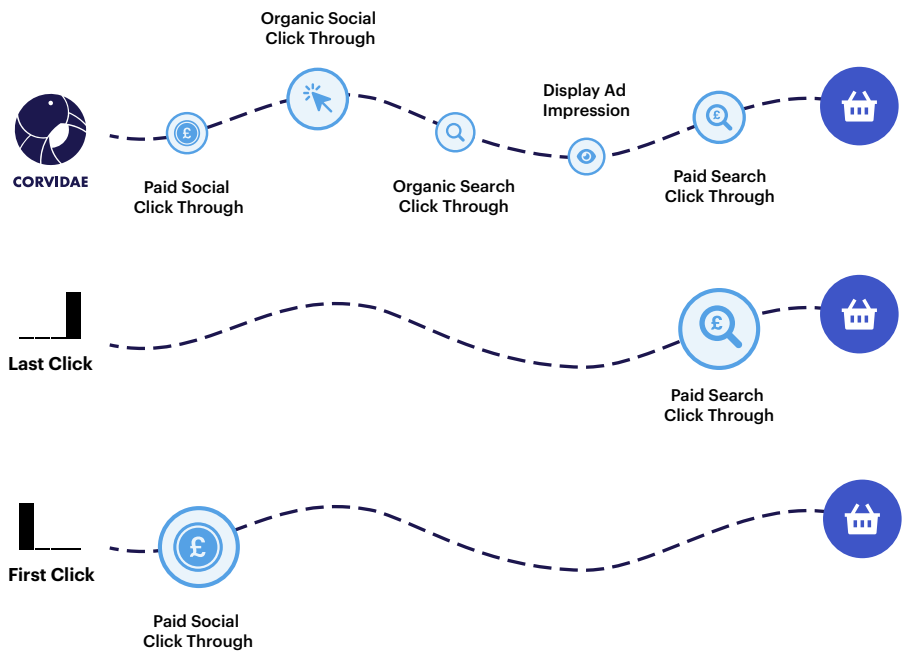


The Solution

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.

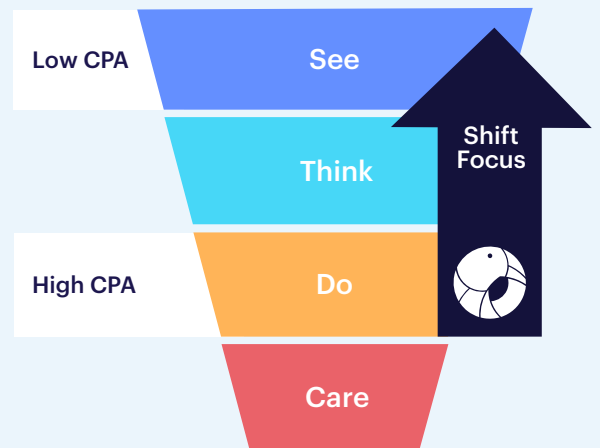
By doing this, we were able to more than double the touchpoints available within their converting paths.



The Impact

With a clearer view of the influence each touchpoint in their customer journeys has, our client could confidently move budget away from underperforming campaigns and reallocate it to generate greater ROAS and significantly reduce CPAs.

They were able to then feed their newly rebuilt data into their Google Ads account. This increased the number of conversions available to automated bidding reducing CPA.



Key Results



+£41k per month post-optimisation



-16% CPA per month post-optimisation



+34% events available for Google Ads optimisation



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](#)