

AN HOLISTIC MEASURE OF KEY MARKETING LEVERS : COHORT ANALYSIS ON OMNICHANNEL VISITS AND REVENUE

% of Instore Revenue attributed to digital levers



70,56%

of detected cohorts include at least 1 known lever

Digital levers interactions (cohorts)			Direct Web Data		+ Data Matched InStore			
1st	2nd	3rd	Online Visits	Online Revenue	InStore Visits	InStore Revenue - Direct	Instore Revenue - Indirect	Omnichannel Revenue
Unknown			36989	€ 57 563	4851	€ 266 019,6	€ 18 724	€ 323 582,95
Direct			323	€ 9 691	861	€ 57 647,7	€ 0	€ 67 338,35
Unknown	Local SEO		5936	€ 0	964	€ 57 300,7	€ 314	€ 57 300,72
Adwords	Unknown		5170	€ 7 471	655	€ 32 006,6	€ 1 629	€ 39 477,78
<b>Total</b>			<b>57518</b>	<b>€ 81 092</b>	<b>8246</b>	<b>€ 471 933,2</b>	<b>€ 22 713</b>	<b>€ 553 024,99</b>
			<i>total including non-attributed data</i>			/ € 1.0M		/ € 1.1M

AN HOLISTIC MULTI-TOUCH ATTRIBUTION MODEL: OMNICHANNEL RETURN ON AD SPEND (BY LINEAR ATTRIBUTION)

Local SEO

lever with the highest ROAS on this date range

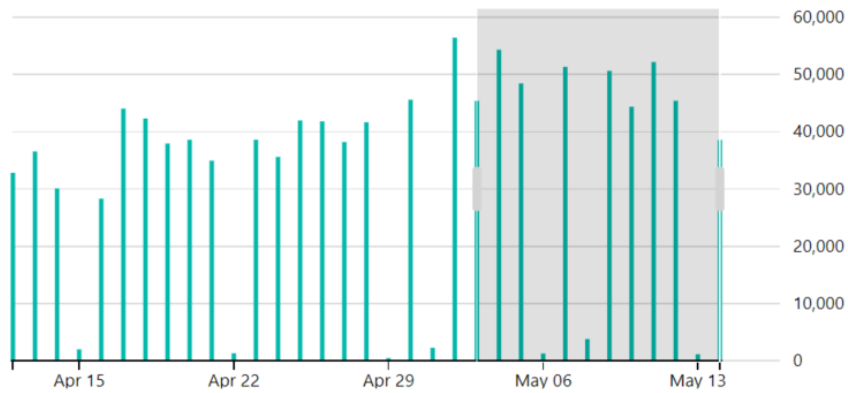
Social

lever with the lowest ROAS on this date range

Lever	Investment	Online Revenue	InStore Revenue - Direct	InStore Revenue - Indirect	Omnichannel Revenue	ROAS via Linear Attribution
Local SEO	€ 3 997	€ 1 592	€ 51 543	€ 354	€ 53 488	€ 49 491
Mailing	€ 2 000	€ 149	€ 1 899	€ 443	€ 2 490	€ 490
Online coupons	€ 0	€ 0	€ 260	€ 0	€ 260	€ 260
Ad Networks	€ 10 000	€ 1 247	€ 6 632	€ 344	€ 8 223	-€ 1 777
Adwords	€ 27 164	€ 3 931	€ 18 962	€ 893	€ 23 786	-€ 3 379
Social	€ 13 000	€ 0	€ 87	€ 0	€ 87	-€ 12 913

Performances Highlights by Date Range

FILTERED MEASURE : OMNICHANNEL REVENUE (Euros) (filter dates on the graph below)

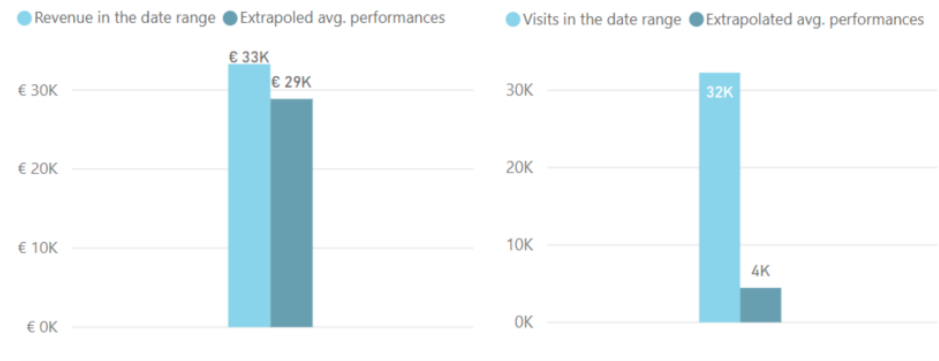


Activated levers and corresponding investments on the filtered date range :

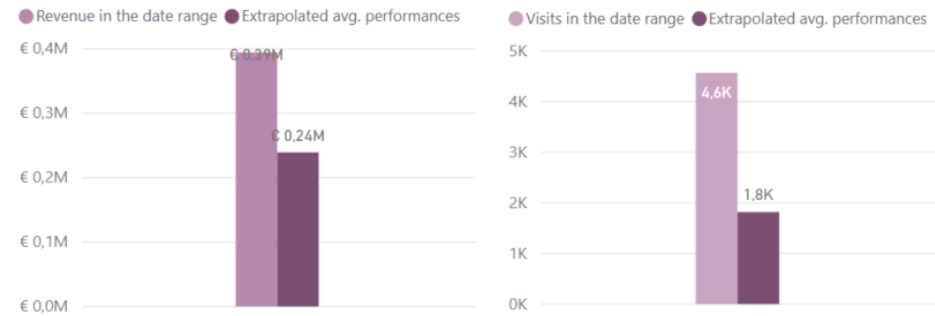
Lever	Investment	Omnichannel Revenue via Linear Attribution	ROAS via linear attribution
Local SEO	€ 3 293	€ 26 794	€ 23 501
Online coupons	€ 0	€ 260	€ 260
Mailing	€ 800	€ 774	-€ 26
Ad Networks	€ 6 474	€ 2 897	-€ 3 577
Adwords	€ 15 947	€ 10 558	-€ 5 389
Social	€ 8 667	€ 28	-€ 8 639

Registered Performances in the Date Range vs. Extrapolated Average Performances

Online Performances Attributed to levers



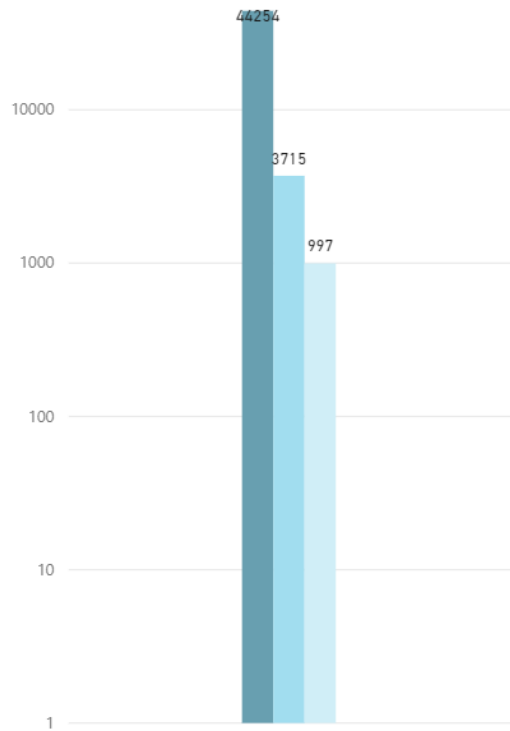
InStore Performances Attributed to Levers



Cohorts Distribution According to Sessions, Environments and Devices

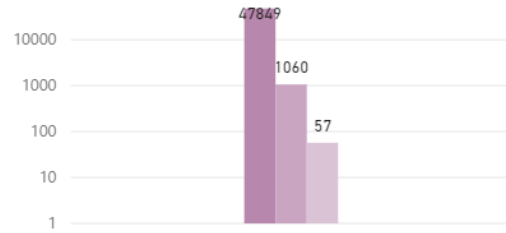
Cohorts detected on x sessions

● 1 session ● 2 sessions ● 3+ sessions



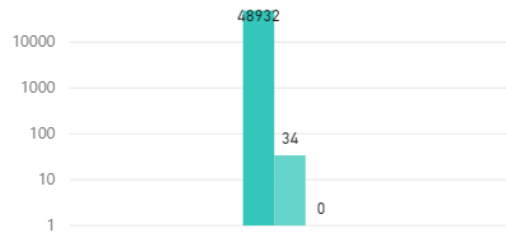
Cohorts detected on x environments

● 1 env. ● 2 env. ● 3 env.

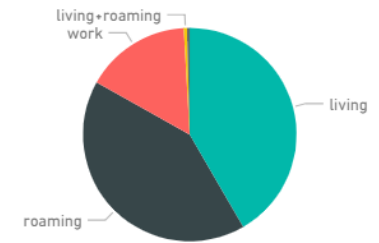


Cohorts detected on x devices

● 1 device ● 2 devices ● 3+ devices



Distribution by environment type



Distribution by device type

