

Quality Analytics

Case Studies



Radio Attribution

Radio Analytics Case Study



Media Manager attribution platform power by Quality Analytics, drastically changes the media buy and improves ROI!

Using Quality Analytics allowed Media Manager to attribute more traffic leading to better media buying decisions.

X-CHAIR



Situation: We were challenged with finding out **exactly which media** was driving all the traffic to the X Chair website.

What MM Found: Using Quality Analytics we were able to identify which media was performing best and adjusted our media buys to the media driving the best ROI.

We used unique URLs from the beginning and found, after implementing QA, that some traffic sources were have **only a 10% usage** of the URL. We also found that **TV was driving 70% of organic traffic**. Through this information it has change the way we buy and informed our rate negotiations making our buys more efficient.

The Results: Through the new attribution model we were able shift more budget to media who were producing more traffic.

We also identified that which stations offer more value on national vs scatter buying pattern. This has led to X Chair **doubling the media budget** in 2020 and seeing a **15% increase** in ROI.

Quality Analytics

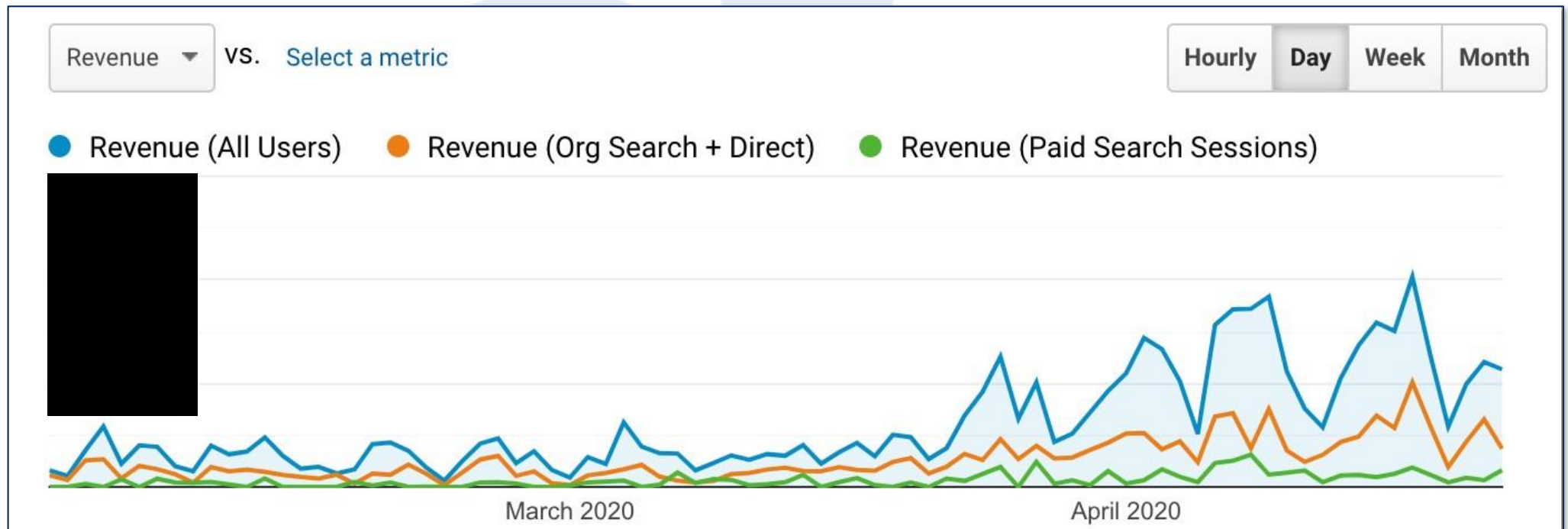
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While the optimization KPI was "All Sessions" which translated into **positive sales impact**.



Quality Analytics

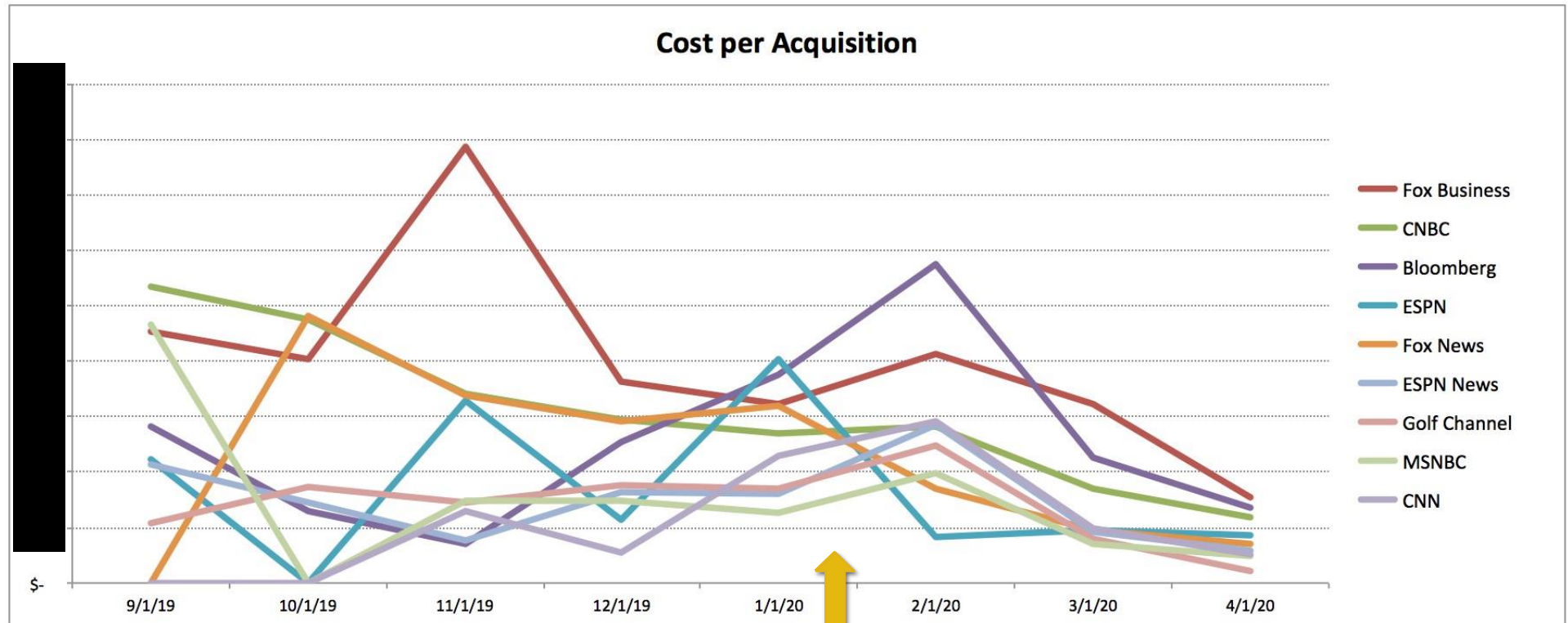
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CPA's start to decline in February after first round of optimizations.



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TV
Attribution

Attribution For CBD



CHALLENGE

A CBD company looking to become the 1st brand on national TV approached us to find a way to break into the market. At the time there had been no CBD clients on air in the US and there was a lack of education and information on the benefits of CBD. Furthermore the client needed to find a way to track online sales back to offline efforts on a website that already had substantial traffic from other mediums

APPROACH

Our media team worked with the client to define the most compelling aspects of CBD and the benefits that would resonate with viewers. We worked with several creative groups to devise a creative that both educated the viewer and drove viewers to the site to purchase. We also worked to find an efficient way to attribute online activity back to offline media placements in order to optimize schedules.

RESULTS

By creating a unique creative and working with top station groups we were able to gain approvals on some of the largest networks on national cable. We also teamed up with 3rd party analytics team, Quality Analytics IO, to ensure we could optimize the campaign. This approach allowed the client to scale the Brand beyond what they were able to do through social and digital efforts and generate a new, and profitable, revenue stream whilst putting the Brand in front of millions of US viewers



60,000+ attributed site visits



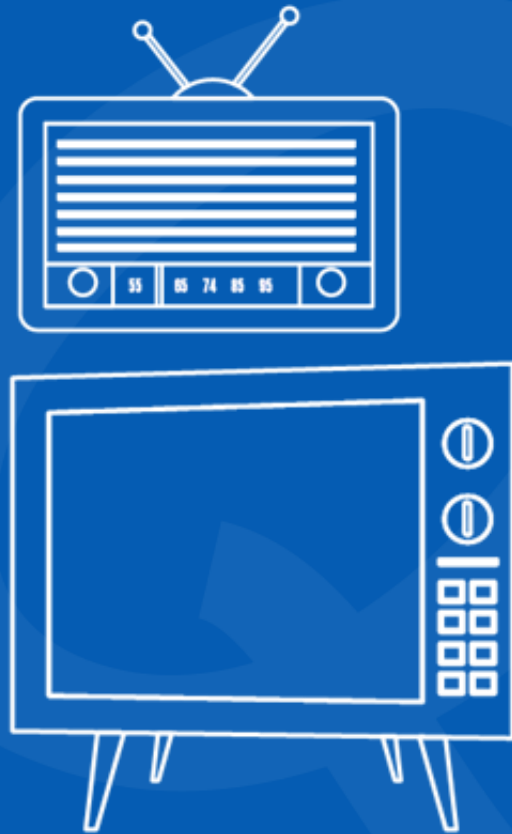
30,000+ attributed orders



\$250,000+ in directly attributed sales

The combination best in class attribution and strong network relationships we were able to generate a successful test campaign which generated a strong ROI for the client

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Love your Data