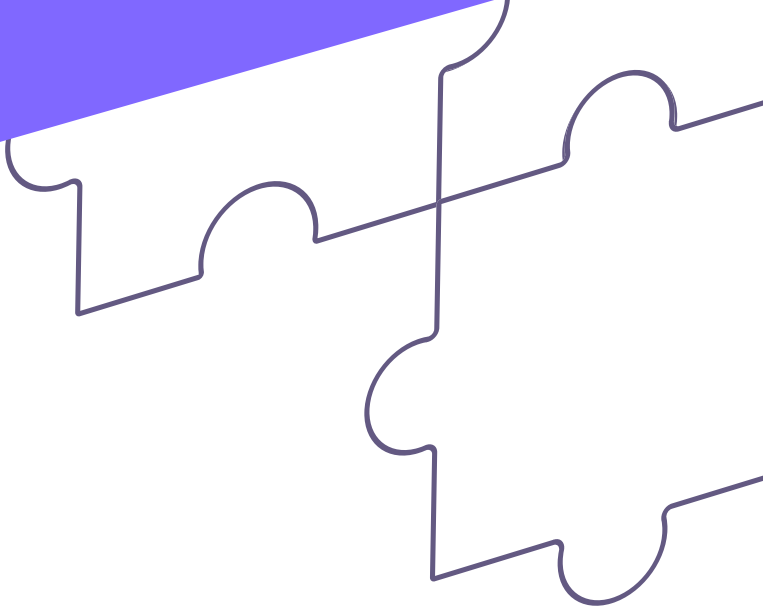


9

Tactics to unlock hidden revenue in your marketing analytics





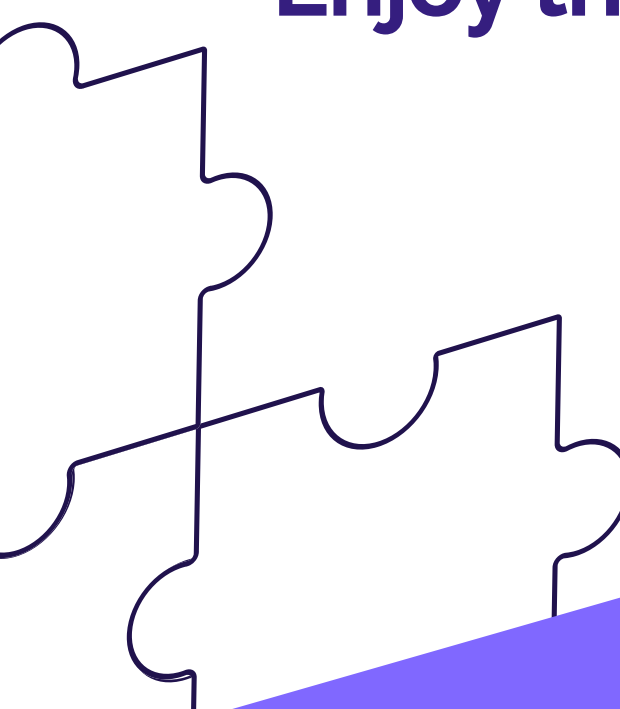
Introduction

Is your cross-channel analytics setup truly optimized for peak performance?

Surprisingly, about 90% of marketers miss out on advanced analytics techniques that can significantly boost ROAS.

This guide explores 9 powerful and often overlooked analytics practices that can dramatically increase your ROI.

Enjoy the read!



1 Geo-fencing

Analyze geographical distribution of your most successful customers and use geo-fencing to deliver targeted ads based on their physical location.

+14% ROI According to RMG Advertising

Insights

1. Poor geo-targeting can waste up to 65% of your ad spend.
2. It's about not analyzing location data or using inaccurate ones.
3. Analyze where your best customers come from and adjust targeting.

2 Conversion path analysis

Leverage event-level data to analyze the conversion paths of your most successful customers to identify key touchpoints and their combinations.

+17% ROI According to Analytico

Insights

1. Understanding user interactions before conversion is crucial.
2. Same users often use multiple devices to access your website or app.
3. Discover your best touchpoint progressions to optimize spend.

3 Cross-device matching

Track and analyze user touchpoints across multiple desktop and mobile devices to get a complete view of their customer journey.

+18% ROI According to Experian

Insights

1. A lack of cross-device user matching can waste up to 30% of your ad spend.
2. Same users often use multiple devices to access your website or app.
3. Use cross-device tracking to target users on all their devices.

8 Cross-channel budgeting

Use AI to analyze your PoP ad spend across channels and further check it against your pacing guidelines to optimize budget performance.

+19% ROI According to Improvado

Insights

1. Poor control over budget pacing can waste up to 25% of your ad spend.
2. The issue is often related to spending at night time or over weekends.
3. See if your analytics solution allows setting up spending thresholds and alerts.

5 Automated insights

Use AI on top of your marketing data to find out what's working, what's not, and discover insights into how to enhance your campaign performance.

+20% ROI According to Grazitti

Insights

1. Relying explicitly on human-sourced insights can waste up to 50% of ad spend.
2. In a multi-campaign setting, humans can overlook insights, while robots won't.
3. Leverage rule-based insights or AI to never overlook an insight.

6 Multi-touch attribution

Leverage advanced MTA models to accurately measure the impact of each marketing touchpoint and discover high-value conversion paths.

+21% ROI According to CDP.com

Insights

1. Relying on single-touch attribution models can waste up to 50% of ad spend.
2. Customer journeys are complex, and single-touch conversions are rare.
3. Leverage multi-touch attribution (MTA) models to analyze the customer journey.

7 Micro-segmentation

Use clustering algorithms to create micro-segments of your customers. The granularity of your data governs the dimensions of your user segments.

+25% ROI According to Retail Touchpoints

Insights

1. Keeping all customers in the same bucket can waste up to 35% of ad spend.
2. Specific groups of your customers will resonate with unique offerings
3. Employ micro-segmentation to enhance customer acquisition and retention.

8 Naming convention alignment

Employ AI to analyze your campaign naming conventions to eliminate any anomalies and ensure accurate attribution of your ad spend.

+31% ROI According to Roger West

Insights

1. Misaligned campaign naming can lead to a 20% ad spend wastage.
2. A large variety of campaign names makes them confusing to analyze.
3. Standardize naming and UTMs for clear reporting and higher ROAS.

9 KPI forecasting

Leverage your cross-channel marketing dataset to predict future performance trends across key metrics, enabling proactive, timely decision-making.

+35% ROI According to FasterCapital

Insights

1. Running campaigns without forecasting can lead to a 45% ad spend wastage.
2. With multiple campaigns running, it's common to overlook KPI downtrends.
3. If your analytics solution comes with KPI forecasting, use it to adjust realistic KPIs.



Boost your ROAS with advanced analytics techniques that 90% of marketers haven't tapped into yet.

Click the button below to schedule a demo with the Improvable team.

Get a demo

