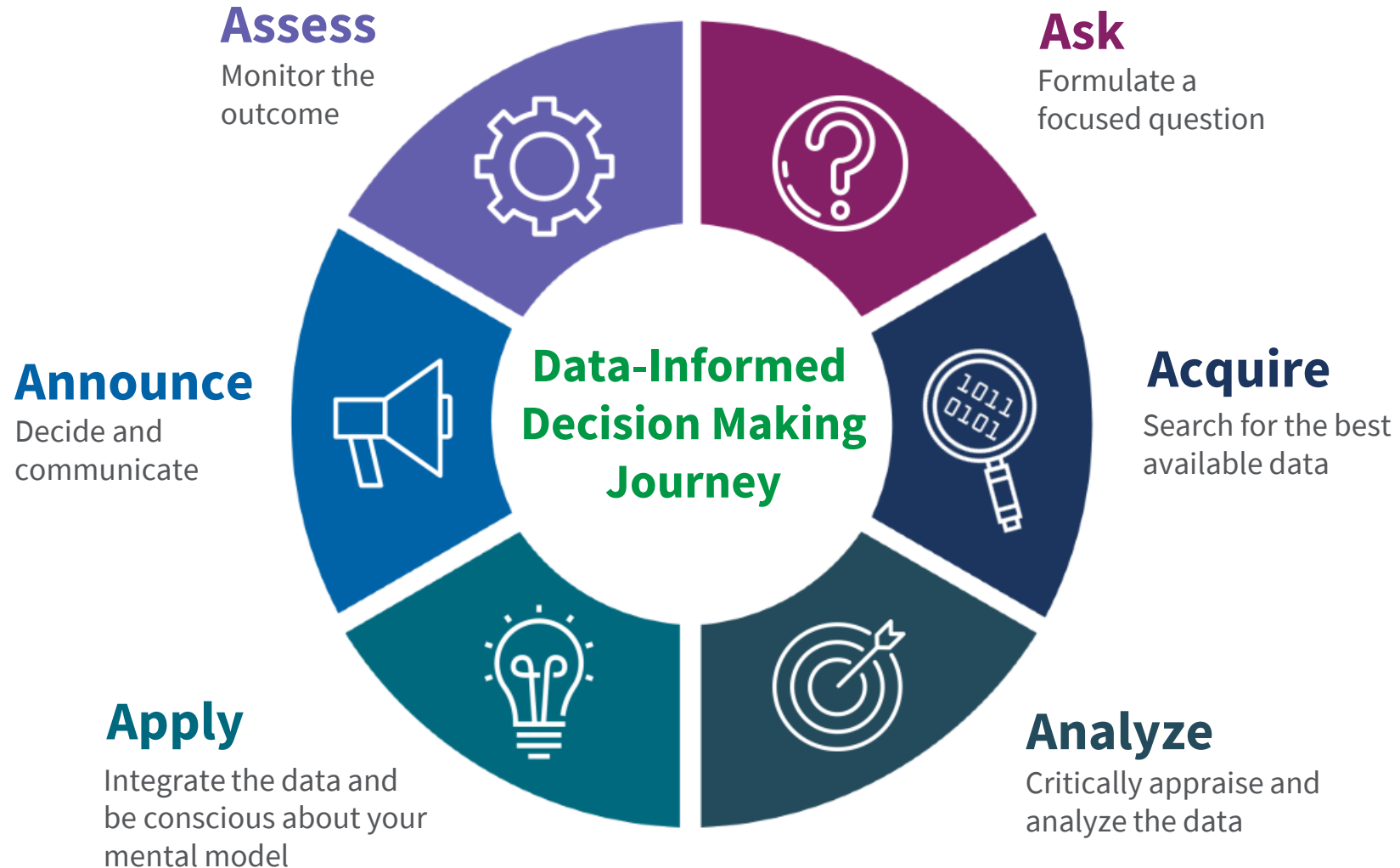
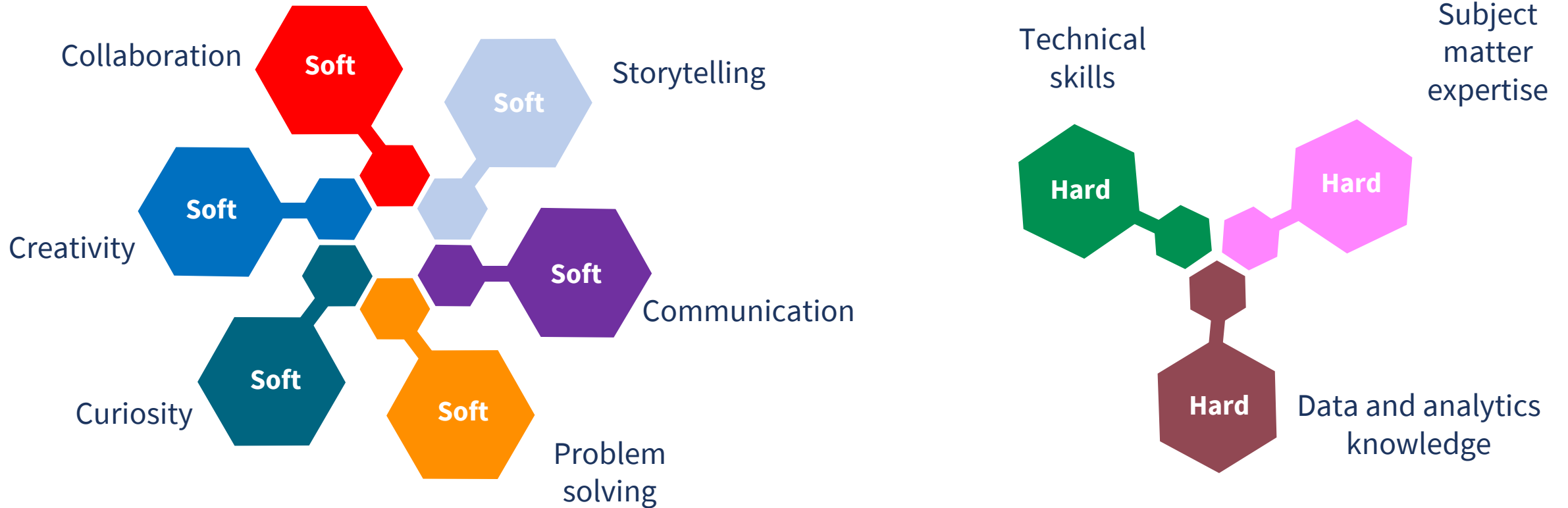
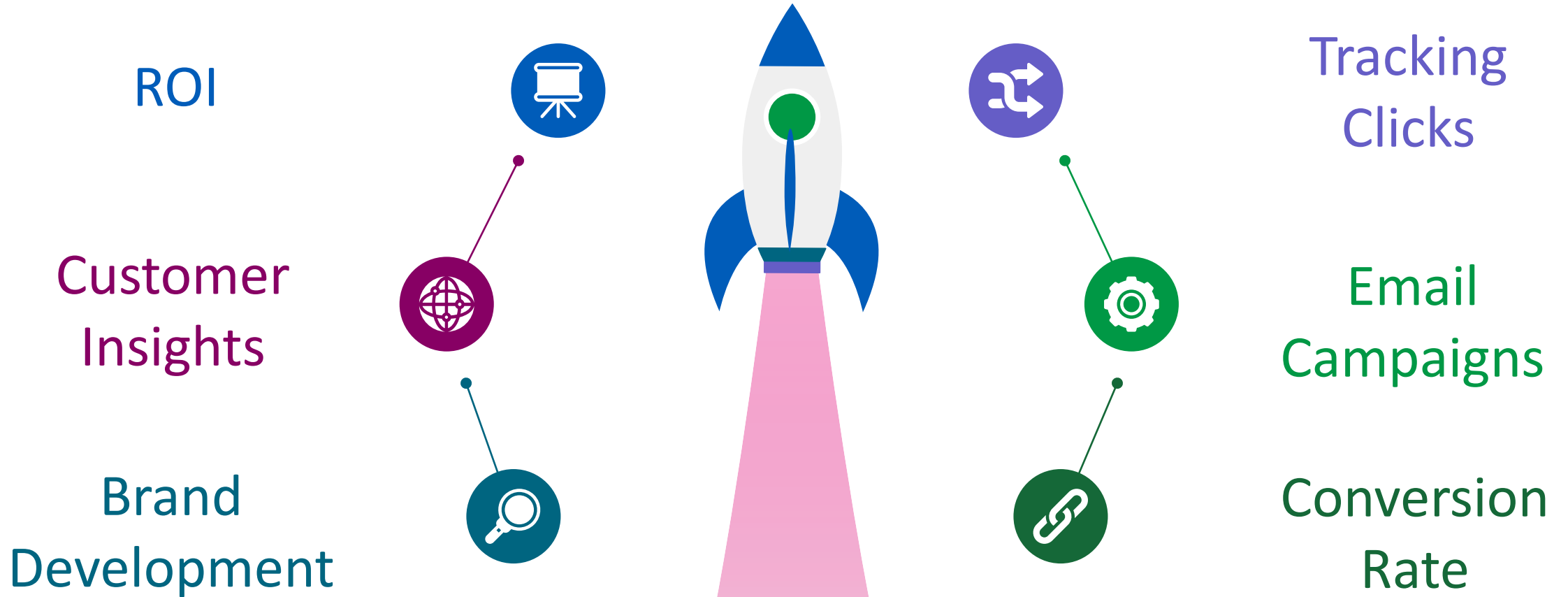


Begin Your Data-Informed Decision Making Journey



Required Data-Informed Decision Making Skills







Financial Impact

- Online sales were lackluster
- 100% of revenue assigned to final touchpoint (in store)
- Unknown marketing budget impact

Results

- ROI of 2.7 for online marketing campaigns
- Conversion credit of 253% for display ads
- Standardized visitor segments
- Campaign tracking

Online Sales

- Customers were researching online but buying in store
- Lacking conversions to sales
- Difficult to track campaigns due to non-standardized naming conventions

Solution

- ROI measurement framework
- Revenue correctly attributed across channels
- Tracked display impressions in purchase path
- Insight from DDA and DCM were automated
- Advertising spend automatically adjusted

