Follett brings together educational content, products and technologies to prepare the next generation of learners and educators.

Goal

Follett needed to aggressively capitalize on the fall back-to-school season to drive revenue and meet annual goals. With competition on textbook sales increasing, Follett needed to use data in a cutting-edge way to outperform the competition. A key strategy they identified was to evolve beyond last-touch measurement. To accomplish this, they would need to leverage an advanced attribution solution to inform how to set keyword bids based on fractional conversions and revenue, in order to better optimize performance.

Execution

Rise Interactive, Follett's agency, implemented an omnichannel advanced attribution strategy using Altitude by Impact. Altitude's proprietary machine learning attribution and robust analytic dashboards allowed Follett to understand the true value of each paid search keyword within the entire Follett marketing ecosystem, inclusive of other media investments such as programmatic, social, and affiliate marketing.

"As a leading agency in the digital marketing space, Rise Interactive is always seeking ways to deliver ever greater value to our clients. With Altitude's powerful attribution capabilities and service-ready onboarding team, we have a tool to help our clients optimize their media across and within channels to achieve the greatest possible ROI for every marketing dollar spent."

— Todd Martin, Senior Manager of Measurement, Rise Interactive

Follett

69%
Increase in PPC revenue

44%
Increase in program's YoY ROI

3x
Increase in total active PPC keywords

Outcome

Based on contribution data from running Altitude's more sophisticated attribution models, Rise Interactive made more effective keyword-level bid adjustments. Bidding based on attribution data meant Rise Interactive could confidently invest in top-of-funnel keywords that proved critical to the customer journey but were previously undervalued in last-click models. In turn, Rise Interactive identified previously overvalued keywords to find savings opportunities.

The savings generated from a bidding strategy informed by Altitude's attribution models were redirected to broadening their upper market funnel by tripling the total number of active PPC keywords. This further fueled Follett's growth into new revenue streams. PPC revenue increased by 69% while only increasing spend by 18%, and overall program ROI increased by 44%.

About Altitude

Altitude cleans, aggregates, and standardizes data to offer versatile, thoughtful, in-depth, and broad analysis of your marketing spend — so you can confidently make the decisions that drive growth. To learn more, write to us at sales@impact.com or learn more at impact.com/altitude.