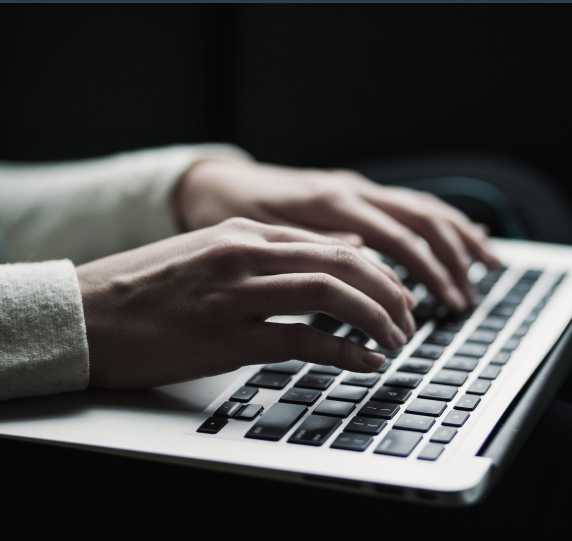




McAfee is one of the world's leading independent cybersecurity companies. Inspired by the power of working together, McAfee creates business and consumer solutions that make the world a safer place for the benefit of all.



Context

As an end-to-end digital performance marketing agency, House of Kaizen (HoK) has a unique partnership with McAfee, working on a purely performance based acquisition program. This end-to-end model means all costs are covered entirely by HoK. HoK is only paid based on overall performance, and shoulders considerable risk. However, because HoK manages all media channels, HoK has the ability to run integrated campaigns in a way that other agencies can't. What they needed was a solution to centralize all media data for the purpose of gaining a holistic view of omni-channel metrics and attribution.

Goal: Growth, New Customers and AOV

McAfee defined the following objectives:

- **Increase AOV.** Any measures HoK took to achieve conversion growth had to be set against the overarching aim to maintain (or grow) Average Order Value (AOV) year over year. Incentives to attract new customers can be detrimental to AOV, so HoK's goal was to find a strategy where AOV could be maintained. They sought a system to determine how different channels influenced AOV.
- **Increase share of new customers by 5%.** Running a subscription-based acquisition program means that discovering new customers is key. Though a certain share of acquired customers had purchased a McAfee product in the past, HoK aimed to increase the share of conversions from completely new audiences. They needed a system to help them comprehend each channel's role in attracting new customers.

“The decision-making required for multi-channel marketing is complex at the best of times and heavily reliant on data. Impact 's Altitude platform provided that single view of the full customer journey that we required and was able to accommodate our constantly evolving data needs to help us become more efficient marketers.”

— Veronika Starell, Account Director, House of Kaizen



9%

% increase in new customers

150%

% of new customer acquisition goal achieved

0.7%

% increase in AOV while also increasing the % of new customers



Execution and Results

HoK partnered with Impact to establish comprehensive tracking, channel deduplication, and attribution models to achieve their goals:

Increased AOV. HoK began work on improving data integration by bringing all media channels under one platform, Altitude, to gain full visibility on channel attribution. Altitude allowed HoK to better understand where KPIs like AOV could be influenced. By identifying and incentivising specific publishers to decrease discounting, AOV increased +0.7% YoY, without conversion loss.

Increased share of new customers. HoK used Altitude to get granular customer insights in dashboards, thereby identifying partners that generated a large % of new customers. To incentivize these partners, HoK offered higher CPAs for new customers over existing, working out multiple pay-out rates depending on market, reach, media type and past performance. By developing existing relationships and recruiting more partners under this pay-out model, the share of new customers sales grew by 9%, beating their uplift goals by 50%.

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.