



Cymax is an online furniture and home decor retailer based in Vancouver, British Columbia.



## Goal

Cymax was using a data analytics team to generate marketing metrics and reports. However, the process was time-intensive and only showed first and last click performance. So while they had access to traditional performance reporting, they couldn't see the customer journey and therefore lacked data-driven insight. Cymax sought to gain the insights they needed to make data-driven marketing investments with confidence.

## Outcome

With Altitude, Cymax gained a seamlessly integrated solution to aggregate and normalize its marketing data in real time and offer a unified view of performance and spend. Now, the brand can view the entire customer journey and see how each channel contributes to revenue. They have reassessed their marketing spend, cut unnecessary expenses, and focused on true drivers of growth resulting in tangible and material KPI improvement. Additionally, Cymax rethought adoption of new media sources and created a thoroughly metrics-driven evaluation process.

**+25k/mo**

Direct cost savings

**10%**

Savings on CPA

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*It's the single most powerful marketing tool that I've ever used in 10 years of experience! Altitude has made me a business disruptor inside Cymax.”*

- Kyle Murphy, Marketing Manager