

# Data Driven Paid Acquisition

## Find your best customers

**Spend your marketing dollars effectively with proven strategies for finding and engaging your best audiences.**

Every savvy marketer wants to lower their cost of customer acquisition, while ensuring that those acquisitions have the potential for high lifetime value.

Cardinal Path can help you to:

- Activate your data to uncover your best channels and campaigns to establish true impact
- Segment your highest-value audience based on your business goals
- Target your best existing and potential customers through top paid acquisition sources
- Enable true line of sight into your performance through dashboards and reporting
- Raise performance levels: study & optimize using industry-leading testing platforms

### **Data drives us**

We believe that well-informed choices come from sifting through all of the data, gathering insights that will deliver unique strategies for your advertising efforts. Cardinal Path's award-winning team of digital marketing consultants deliver the highest quality acquisitions to suit your business demands. Each client engagement is customized, which allows us to forge strong and enduring relationships between people and your brand.

### **What you'll get:**

- Exploratory analysis, channel-contribution insights
- Marketing goal-alignment, audience and behavioral metrics analysis, insight summary
- Customer targeting through a variety of high quality paid acquisition sources
- ROI evaluation via dashboards that deliver a true line of sight across web, social, mobile and email channels
- Conversion testing, landing page testing
- Ability to tap into wider, data driven digital intelligence and data science services

**Spend your marketing dollars effectively with proven strategies for finding and engaging your best audiences.**

- Establish digital advertising insights and accurately segment audiences**
- Acquire customers through a variety of highly targeted sources**
- Evaluate your ROI and test for optimal performance.**

## **Best-in-class expertise and implementation**

Cardinal Path's expert practitioners can help you to master the art of high-ROI customer acquisitions through execution testing and optimization. Along with top industry analytics platforms, 3rd party consumer data, ad networks, reporting/dashboarding and testing platforms, Cardinal Path is uniquely prepared to deliver unparalleled performance for you and your business to be successful.

### **Get started!**

Have a conversation with one of our award winning digital marketing experts and start realizing the benefits of professional, enterprise level acquisition solutions immediately.

**We'll show you how. Contact us today:**

**480.285.1622**

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**[www.cardinalpath.com](http://www.cardinalpath.com)**

Cardinal Path is an award-winning digital data analytics and optimization consulting firm that works with the world's most prominent organizations to create, implement and action advanced analytics. Known for its industry leadership with tools such as the Online Analytics Maturity Model, a framework for assessing enterprise-wide analytics maturity, Cardinal Path comprises dedicated teams of award-winning analysts, statisticians, academics, developers, and many of the top minds in the digital marketing space. We help our clients unlock the value of their data, sharing all that we know and empowering people to make confident business decisions for sustainable growth.