ADVANCED CAMPAIGN ANALYTICS

Advanced statistical modeling helps you quantify campaign performance quickly and affordably.

A simple and actionable report that demonstrates which campaign elements worked, and which didn't, so you can invest in a media mix that delivers the highest possible return.

With so many marketing technologies and techniques available, and an increased pressure to make every marketing dollar work for the business, it's more important than ever to understand how different touchpoints influence consumer response. But how can you understand your campaign's performance in a timely manner so you can hone in on the right media mix?

The impact of campaigns on conversions and sales no longer has to be a mystery. With Advanced Campaign Analytics, you get a custom model to quickly deliver statistically sound diagnostics and actionable insights from your campaign data.

Quantify your campaign performance in the context of your ongoing media and other marketing efforts to learn:

- Which aspects of the campaign had the most impact?
- How much did each element contribute to overall performance?
- What combination of activity drove the best results?
- Were campaign ROI or target goals met?

With Advanced Campaign Analytics, award-winning marketing analytics experts from Cardinal Path offer up a data modeling solution that is custom-tailored to your organization's short and long-term campaign objectives.

How it works

Our data scientists begin by learning about your marketing and campaign goals and assessing the data available for analysis. We then review your targeted campaign, and using decision tree and regression models, we construct a custom model to determine behavior changes, test individual campaign elements, and rank them from most to least impactful.

Finally, we deliver an easy-to-understand report and summary designed to help you tweak your investments in media mix elements to ensure the best possible return on investment.

Decision Tree Model
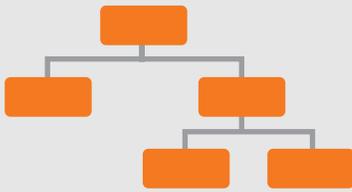
- Determines significant thresholds when behaviour changes
- Prioritizes campaign elements that are more impactful
- Compares combinations of activities which perform better

Regression Model
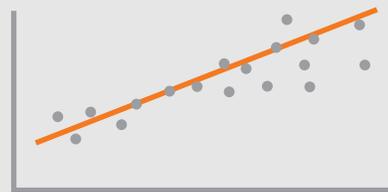
- Tests each campaign element's impact on performance
- Allows for a modelled calculation of incremental performance linked to the campaign

Advanced Campaign Analytics is data science in action. Marketers can deploy, refine, and boost performance smarter and faster than ever before.

Make better decisions about future campaigns

With Advanced Campaign Analytics, you are optimizing your campaigns based on specific, rigorously tested and validated insights into campaign elements.

Get Started
Take the complexity out of sophisticated campaign analysis.
Get in touch with us to talk further about your unique requirements.

We'll show you how.
Contact us today:
480.285.1622

info@cardinalpath.com
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.