

LasikPlus

Adometry Data-Driven Attribution



CASE STUDY

Quantifying Results is Good for Business

With 1.2 million+ procedures since 1991, the company is known for its modern and innovative laser vision corrective procedures. So it's no surprise the company relies on science and data to inform many of its business decisions — especially marketing-related decisions.



BACKGROUND

LCA-Vision Inc., a leading provider of laser vision correction services, owns and operates 55 LasikPlus vision centers nationally, covering 41 markets in 26 states.

PRODUCTS AND SERVICES USED

- Adometry Attribution

Using Measurement to Communicate Business Value

LasikPlus wanted to shift a significant amount of its marketing budget from traditional to digital media to increase sales and provide a way to evaluate and manage their digital marketing mix across all channels. The advertising team knew they needed to invest more in digital advertising, but they'd first have to prove to senior management that the change would increase conversions.

Moving from Last-Event to Data-Driven Methodology

LasikPlus utilizes a data-driven sales and marketing model, but it was still evaluating online advertising effectiveness using a last event model. This was limiting its understanding of which channels were actually driving conversions. Using this antiquated measurement approach, all conversion credit went to search and the business was reporting zero conversions credited to display. A better methodology was needed to track all marketing touch-points, assign unbiased conversion credit based on each point's propensity to convert and report the data in a manner that was accurate and actionable.

Understanding = Opportunity

Empower MediaMarketing, LasikPlus' media agency of record, implemented Adometry's ad verification platform to make this much-needed measurement shift. This platform collects viewability data and ensures reporting accuracy down to the placement and creative level. Next, working with Adometry's client services and research teams, LasikPlus' media assets and goals were clearly defined to ensure data analysis was aligned with the company's business goals.

This ensured a smart approach to data collection. Using Adometry's tag-based attribution platform, data across organic search, paid search and display campaigns were merged into a larger, more descriptive dataset. With attribution data being captured from all three channels, LasikPlus had granular event-level data on all digital advertising channels to get a big picture view of their marketing efforts.

A Blind Spot Becomes a Wealth of Insight

The immediate benefit of implementing Adometry's data-driven attribution platform was a shift of credit away from paid and organic search, toward display. This more accurately reflects the impact of LasikPlus' display campaigns. Drilling down into the attribution data, a number of insights were then discovered.

"We needed to quantify the impact of what display was doing for us or we were going to lose it... This [project] gave me data and real evidence that display does more than what was reflected in a cost-per analysis."

– VP, Marketing, LasikPlus

To start, more than half of all display conversions resulted from cross-channel paths. In fact, paid-search campaigns saw an 80 percent lift in conversion rates when combined with display compared to paid-search alone. Display also had the most cost effective eCPA at \$444.69, and while that's not the norm, it is a sign that display is a critical component when combined with Search. This reinforced that display earns its allocated budget when it comes to driving conversions.

	BRANDED SEARCH ADS	NON-BRANDED SEARCH ADS
eCPA	\$45.50	\$488.81
% of Total Conversions	17.50%	82.50%
Conversion Rates	4.3%	1.80%

After analyzing attributed paid-search conversions, it became apparent that branded ads were 3 times more likely to result in a conversion and at a very low eCPA of \$45.40, while non-branded ads had an eCPA of \$488.81, but accounted for almost 5x as many conversions.

Adometry also revealed other insights that helped Lasik*Plus* optimize its campaigns:

- Over ½ of all display ads on a certain network appeared below the fold or off-screen, leading to a lower conversion rate and higher eCPA.
- Identified the best performing local planned markets and the actualized DMA performance data, showing where Lasik*Plus* ads were actually seen.
- Detailed funnel stage analysis on all three channels and their role in driving conversions. \ • Display provided a lift of 80% in conversion rate when assisting paid search events.
- Display-assisted search in general (both paid & organic), users were 1.5x more likely to convert than with search events alone.
- Half of all display conversions resulted from cross-channel touch points.

The Impact of Display

Understanding display's true influence on the customer journey allows Lasik*Plus* to evolve their marketing and grow their business. By understanding the entire marketing funnel, Lasik*Plus* can see marketing effectiveness with 20/20 vision.

Next Steps

To learn more about Adometry's Marketing Performance Management Suite, please drop us a line at info@adometry.com or visit www.adometry.com.



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About Adometry by Google™

Adometry by Google transforms the way the world's top brands improve marketing performance. Acting as marketing's "system of record," Adometry solves the complex challenge of integrating, measuring, and optimizing marketing performance across all channels—both online and offline. Combining and interpreting previously silo'd sources of data; the Adometry Marketing Performance Management Suite provides data-driven attribution, modern marketing mix modeling, and intelligent optimization recommendations across and within channels. As a result, marketers are able to identify their true impact on the customer journey and generate actionable insights that improve ROI.