

Dipping into incremental ROI for a packaged food brand with unified marketing measurement

A dipping sauce brand utilized Lifesight's Unified Marketing Measurement (UMM) to improve their marketing ROI with better attribution and budget allocation. They applied marketing mix modeling, incrementality testing and multi-touch attribution to measure marketing effectiveness across brand and performance campaigns. This holistic approach allowed the brand to reallocate their budget more effectively, resulting in improved ROI and more targeted marketing strategies.

Challenges



Poor Budget Allocation

Large portion of ad budgets are misallocated to non-incremental sales



Poor Offline Attribution

A large portion of offline sales couldn't be attributed to marketing campaigns



High Acquisition Costs

Over-reliance on PPC campaigns sales caused CAC to escalate

Approach

Lifesight's UMM solution enabled the brand to:

- **Seamlessly integrate data:** The marketing and analytics leads were able to easily integrate their first-party data into Lifesight's platform from 15 different data sources without technical help.
- **Triangulate marketing effectiveness:** The team built a custom marketing mix model and ran experiments to calibrate their model. They also used multi-touch attribution to get a blended view and optimize cross-channel campaigns.
- **Analyze impact on business KPIs:** They were able to identify and analyze the incremental impact of all channels across brand and performance campaigns on business KPIs

The team was also able to better plan, forecast short and long term scenarios, and act on their new marketing strategies easily with Lifesight.

Key Results

28%

Increase in iROAS

11%

Decrease in iCPA

34%

Increase in iRevenue

25%

Reduction in PPC Spend

As we aimed to achieve 9 figures in sales, we knew we had to change the way we measure and ditch our vanity metrics and growth at all cost mindset. Our UMM approach with Lifesight delivered a strong result in driving incremental sales simply by optimizing our budget and campaigns with better data and models.

— Chief Executive Officer

About Lifesight

Lifesight is a unified marketing measurement & optimization platform that is redefining how non-technical marketers can leverage data and AI to improve marketing decision to drive profitable growth.