Fospha Multi-Touch Attribution: Case Study

The Problem

A leading e-learning provider approached Fospha faced with several digital marketing challenges:

- **Spiralling cost of customer acquisition:** An increasing reliance on Paid Search and a limited view of the performance of other channels. This limited their ability to experiment, most notably in paid Facebook advertising.
- **Significant marketing measurement problems:** A complex online to offline sales process meant they were unable to see the relationship between digital marketing spend and revenue, so all efforts were focused on optimising to top-of-the-funnel leads instead of ROI.
- **Stuck using last-click attribution:** Previous failed multi-touch attribution reporting with another partner left the client relying on last-click, despite a particularly complex customer journey (high average order value in a competitive market).

Why Fospha?

18 years' experience in handling customer data problems means Fospha are comfortable integrating disparate data from all available sources, devices and channels – both online and offline – enabling an **end-to-end view of the customer journey**.	Fospha's proprietary, **data-driven multi-touch attribution solution** uses advanced data science and algorithmic modelling. This means, unlike 'out-of-the-box' models like first- and last-click, we can accurately assign value to each touchpoint based on it's role in bringing revenue.	Fospha provide clients with insights into where to cut and redistribute spend to **increase conversions and ROI**. Seamless integrations with bid management platforms (in this client's case **Kenshoo**) operationalises these insights automatically, at scale and in real-time.

The Solution

	Action	Effect
1	We placed web tags to collect all hits on the website and pull them into the Customer Data Platform (CDP), stitching touchpoints to a single user.	Created a single customer view of each path to purchase.
2	We then enriched the view by layering in cost data from their channels and revenue from their CRM system.	Bridged the gap between online and offline, giving the client visibility on how digital spend affects revenue for the first time.
3	We applied our multi-touch attribution algorithms.	Demonstrated the value of each touchpoint's contribution to conversion.
4	Integration with Kenshoo.	Leveraged Kenshoo technology and Fospha insights to make fast, automatic changes to spend.
5	Reporting available through Fospha's query tool.	Provided valuable insights and recommendations.

The Outcome

Fospha's end-to-end solution enabled our client to capture each customer journey, in granular detail and uncover which of their marketing touchpoints were responsible for driving revenue.

Fospha's key findings include:

30%	**20%**	**£200,000**	**30%**
of keyword spend was being wasted, playing no role in any historic or forecasted conversion.	of keywords were under-invested in, having played a role in conversions, but not recognised by last-click.	estimated in AdWords savings using Fospha's solution without affecting leads/revenue.	increase in ROI realised by feeding accurate data to Kenshoo (spend remained consistent).

Next Steps

As Fospha's partnership with this client develops, further projects have been undertaken to create value. As the AdWords chokehold on spend has been broken, they've been able to redistribute their budget and begin experiments in Facebook, as well as build a better understanding of their cheaper channels like email and SEO.