

## Holiday company with 5 active brands

**Background:** the company sells tours to an older demographic, mainly in the UK, and books over 100,000 tours a year. The bulk of sales come from the existing customer base which in total amounts to over 1m people.

**The problem:** the company had been receiving multiple marketing reports from its agencies and from direct mail match-backs but had no idea of the overall incremental sales due to marketing, and its bottom-line impact.

They needed to fix this to get the 2024 marketing budget approved by the board. They also needed to know the return on marketing investment (ROMI) from each channel in order to allocate budget. And finally, they needed to understand how their offline channels like direct mail were interacting with online channels like affiliates, social, and Google PPC.

**Our approach:** we introduced multi-touch marketing attribution (MMM) in order to track all the online and offline customer touchpoints before each booking. We did this by ingesting browsing data from their website and matching this at an individual customer level to their direct mail audiences.

With the data in place, we could score up the value contributed by each journey step using our MTA algorithms which are trained on historic customer journeys for each client. From this we could calculate the value contributed by each campaign from the sum of the journey steps to which they contributed, but in the context of the other channels also being used.

The reports not only showed the value contributed by each campaign, but also the involvement of channels with other channels.

**The results:** the marketing director had fact-based evidence to present to the board in terms of the ROMI for marketing, and could get the 2024 budget approved. The MTA revealed that direct mail was contributing to just over 50% of all sales and that it was working well in conjunction with other channels. However, the overall impact of digital was small by comparison with PPC contributing less than 5%.

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