

The logo for IDIRO ANALYTICS features the word "IDIRO" in a large, bold, black sans-serif font. The lowercase letters 'i' and 'i' are replaced by a light green circle above a light green vertical oval. Below "IDIRO", the word "ANALYTICS" is written in a smaller, black, spaced-out sans-serif font.

IDIRO ANALYTICS

**IDIRO HELPS THE DIGITAL MARKETING INSTITUTE ACHIEVE
HIGHER SALES AT LOWER COST**



DIGITAL
MARKETING
INSTITUTE

This case study describes how Idiro helped the [Digital Marketing Institute](#), Ireland's leading digital marketing training and accreditation organisation, to achieve higher sales by optimising its marketing channels.

THE CHALLENGE OF OPTIMISING MARKETING SPEND

'Half the money I spend on advertising is wasted;
the trouble is I don't know which half'

John Wanamaker (attrib.), 1838-1932.

Mr. Wanamaker's quote illustrates a problem all marketers face: choosing the best way to spend the advertising budget to generate additional sales. Today's marketers choose between organic search, paid search, banner advertising and social media advertising as well as the traditional print, radio & TV channels. The advent of digital channels has not solved the problem – consumers will typically be exposed to a number of messages about the company before making a purchase. For example, a consumer might:

- See a Facebook advertisement,
- then a day or two later, see a banner ad on a web page,
- then search for the product they need,
- visit your website, fill in their details to receive a case study
- Receive a call from the sales team and make a purchase.

Which of these marketing channels is responsible for the lead that resulted in the sale? The last one? The first one? All of them – and if so, in what proportions? This question is known as the marketing attribution problem.

With digital channels, we can see who was exposed to which advertisement, who clicked, and what the result was. Nevertheless, understanding the impact of each channel on the sale requires careful analysis of the data.

THE DIGITAL MARKETING INSTITUTE'S CHALLENGE

The Digital Marketing Institute (DMI) pioneered digital marketing training and accreditation in Ireland and now has a worldwide business offering digital marketing education online and through partners.



DMI sells its digital marketing courses across the world. It has a large advertising budget and uses a mix of digital channels. A small number of sales are made online, but the majority come through prospects registering their details on the website in order to gain access to collateral (skills audit, newsletter, etc.) and being contacted by the sales force. While DMI's sales conversion rates would be deemed very healthy by most standards, they felt that there was still room to improve, and they engaged Idiro to analyse sales and marketing data and report on potential improvements.

IDIRO'S ANALYSIS

Idiro's challenge was to understand the journey of each individual as they respond to marketing campaigns, interact in various different ways with the DMI website, and finally respond to contacts from the DMI sales force. Idiro assigned this project to one of its senior data scientists.

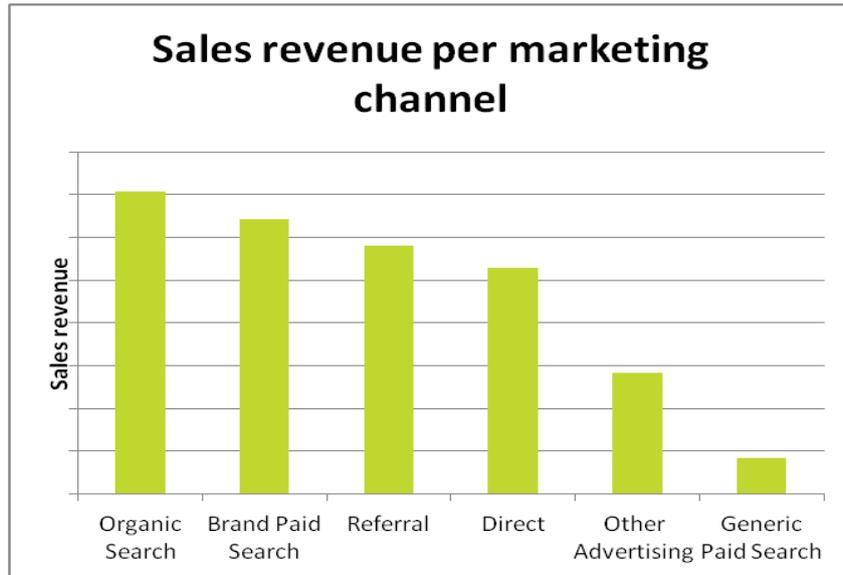
Idiro received data on leads, sales and campaigns. Each potential marketing lead was recorded as an enquiry. The dataset contained missing fields, and additionally there were multiple records for some individuals. Therefore, as is usually the case at the beginning of an analytics project, a large degree of data cleansing was required.

Idiro then separated the leads that came through just one marketing channel from those interacting with multiple DMI channels. For the leads that resulted from just one marketing interaction, Idiro chose to carry out a univariate analysis of the leads' journeys through the sales and marketing funnels. This resulted in a significant number of insights into what was working in terms of campaigns, channels etc. for DMI.

For leads that had multiple interactions with DMI marketing channels, a multivariate analysis was carried out. In order to complete this, records of multiple interactions per individual were created. These were used to create a multivariate attribution model. This model yielded further insights and recommendations for DMI.

One of the insights from the univariate analysis was that illustrated by the following chart, showing that generic paid search performs far worse than the other channels in terms of website hits that result in closed sales:





The message was very clear: generic paid search advertising was providing a far lower return on investment than the other marketing channels. In addition, organic search was shown to be the most successful channel for sales.

Therefore, by redistributing the marketing budget away from generic paid search to other channels, and particularly in favour of organic search, DMI would increase sales revenue significantly without increasing marketing spend. This insight alone justified the project.

CONCLUSION

This project shows the importance of understanding the contribution of each marketing channel to generating sales. It also underlines the way in which advanced analytics techniques can find hitherto hidden value in business data. These conclusions apply to almost every business. Finally, this project demonstrates the value that Idiro Analytics' team of experts can bring to businesses by analysing their data.

"Our work with Idiro has demonstrated the value of analytics to the Digital Marketing Institute. Idiro Analytics has proven itself a valuable analytics partner for the Digital Marketing Institute."

Aaron McKenna,
Global E-Commerce Director, Digital Marketing Institute

