

eClicks Australia reduces the cost per CRM opportunity for two of their clients by 19% by connecting analytics and CRM data

eCLICKS
DIGITAL PERFORMANCE EXPERTS



“Windsor.ai has helped us to decrease the CPA of two of our clients campaigns by 19%. The level of insight is something we've never had before and has allowed us to base our optimisation decisions on concrete data.”

James Ambler
Digital Performance Director
eClicks

BACKGROUND

eCLICKS is a trusted partner in developing customised, data-driven digital strategies that drive results.

Since 2006, eCLICKS have worked with numerous well known brands across Australia and New Zealand.

eCLICKS offering covers the full digital arena including paid and organic search strategies, remarketing, conversion rate optimisation, analytics and social media marketing.

eCLICKS at a glance

- Google Premier Partner in Australia & New Zealand
- Digital Performance Agency, founded in 2006

CHALLENGE

- Transparency: eClicks manages large media buys on multiple channels but making decisions on business outcomes was impossible with Google Analytics data alone.
- Double counting of conversions: Within paid social and paid search the numbers looked good but did not match with the clients numbers.
- Multiple platforms take credit for the same conversion. Heavy reliance on last-click: Besides looking at intra-channel data, optimisations were done manually and based on last-click Google Analytics data.

SOLUTION

With Attribution Insights eClicks is able to connect the data from all advertising platforms, analytics and CRM and run customer lifetime value optimisations in a fully automated way. The optimisations are based on a data-driven attribution model and take into account the historical performance of the channels as well as impression share metrics.

Campaign conversion type overview [🔗](#)

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Source	Campaign	Marketo Opportunities	GA Conversions	Attributed CPA	Spend	Conversion Rate
google		15.29	91.23	114.98	1,757.50	16.75%
google		16.74	88.89	114.12	1,910.90	18.84%
google		4.61	75.95	3,327.51	15,329.80	6.07%
google		11.21	66.93	171.02	1,916.88	16.75%
google		3.36	74.71	3,176.13	10,686.90	4.50%
facebook		1.22	66.20	6,871.74	8,369.38	1.84%
google		8.17	56.91	92.78	758.04	14.36%
facebook		1.98	44.70	4,155.71	8,245.00	4.44%
google		6.01	40.66	109.17	656.54	14.79%
google		1.45	44.30	6,186.09	8,990.58	3.28%

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Cross-channel conversion rates to opportunity

As paid social activities are a big part of the media-buys, it was important to also have optimisations done on an ad set and even ad level, which was possible with the integrations across all channels.

Source	Campaign	Ad Set	CRM Opportunities	Attributed CPA	Spend	Proposed spend
facebook		- Website Conversions	3.05	94.72	289.05	332.41
facebook		- Website Conversions	0.86	2,043.69	1,753.42	2,016.43
facebook		Website Conversions	0.86	2,185.73	1,870.77	2,151.38
facebook		Website Conversions	0.86	211.77	181.17	208.35
facebook		Website Conversions	0.65	614.03	397.80	457.47
facebook		- Website Conversions	0.65	530.47	343.66	395.21
facebook		Website Traffic - Retargeting	0.60	2,233.61	1,340.10	1,541.11
facebook		Website Conversions	0.60	2,705.03	1,622.62	1,866.01

Optimisation on Ad Set level

Results

- Cost per acquired customer and cost per opportunity were measured for the first time down to the keyword and ad level.
- Optimisations reduced overall the cost per CRM opportunity by 19%
- eClicks automated 50% of a FTE by using the automated media optimiser