

# Analytics Insights

## Solve the issue of aligning multiple data silos and enabling proper customer lifetime-value calculation



### The challenge

Analytics data begins as session data which, to be genuinely informative, must be transformed into customer-led insight. Executing and delivering insight at scale therefore requires a high-performing combination of expert analysts, a data-led, analytical approach and agile data platforms.

How can marketers solve the issue of aligning multiple data silos and enabling proper customer lifetime-value calculation?



### The solution

QueryClick's service portfolio is built on a precisely engineered combination of agile data platforms and a data-led, analytical approach. Analytics data is processed into insight, ready for:

- Immediate visualisation via API
- Re-ingestion into your existing analytics platform
- Our team to cascade multi-channel strategies from this data, driving future performance



### Benefits

QC's data insights facilitate change, by:

- Showing the monetary impact of each strand of the overall strategy
- Enabling clear, easy and above all objective prioritisation of the actions to take that really matter



## Outcomes



**Tesco:** QC found £9.7m more revenue to attribute per day compared to Google 360, allowing complete cross-channel attribution on and offline for the leading high street supermarket



**B&Q:** QC's analysts use our in-house tech to automatically extract and cleanse data, allowing them to focus on leveraging insight from the data: 10.3 million rows of data daily, ready for analysis



**Wiggle:** QC found that £48m of digital revenues were incorrectly attributed for one of their £100m turnover B2C brands, with £16.1m more revenue attributable via paid channels than their Marin and Google media mix model suggested



**Dramafever:** Cohort analysis using QC's *Corvidae* tool (see separate datasheet) uncovered an extra \$350k per year of high-value customer-cohort audience available for targeting in the US market. This was achieved via lookalike modelling and programmatic prospecting at the lowest CPA of any channel



**EE:** QC led the development of a robust migration plan for EE (combining T-Mobile and Orange) which was described by Google in 2015 as the best-managed, most thorough and successful large-scale migration in the UK to date. QC delivered an organic revenue uplift of £65 million over the subsequent year to migration



## Technical notes

Key to our superior capabilities is our in-house machine-learning technology, *Corvidae* [see separate datasheet]. *Corvidae* solves the issue of aligning multiple data silos to allow true customer-lifetime-value calculation.

We isolate customer cohorts for your highest lifetime-value customers and understand their critical first conversion path. This enables the development of highly tailored multi-channel strategies that drive growth, with statistically sound forecasting at their heart.

See additional datasheet – *Analytics Insights Service Details* – for more information.