



# **Impact of Data First Approach in Marketing**

ROAS Improvement from  
2.4x to 7.8x

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For Marketers, It's a dream of a result to achieve such a big and consistent growth in their performance. It's not the result of any overnight magic, but there is a long and effort driven journey of process discipline followed to correctly place the 4M of performance marketing.

### About the Client



**A Full-scale online retail footwear company dedicated to helping customers and their families lead active, healthy lifestyles!**

**They offer over 200 brands and 25,000 styles from the world's most popular and premium brands of athletic shoes, outdoor shoes, and fashionable shoes, apparel, bags, sunglasses, and gear.**

## **Approach**

At the beginning of the project, I knew the gaps. Therefore, all the steps were very clear, as we did a thorough audit of the account before beginning.

As we moved to the second month, when all the changes were done, re-innovating / re-enforcing the strategies which will continue to bring up-tick in ROAS was a challenge. Therefore, I used two basic concepts --

1. DTC (Divide, Test and Conquer)
2. ATO (Audit, Exclude and Observe)

Along with the above, we kept the first party data as our basis for taking any decision.

Accurate Measurement, Smart Bidding and Data first for any decision making. These 3 were my strengths in bringing about a change.

In addition to the above, we also adjusted a lot of criterias based on the limitations posed due to the situation. E.g. The feed and page did not have a common product ID, leading to absence of dynamic remarketing. To resolve this, we created a second feed for serving the purpose of dynamic remarketing only. The backup of feed in the form of dynamic remarketing feed helped us overcome a difficult time when the primary feed was having too many errors. The learning here was that you must have back up for everything.

## **Type of campaign, audience, geo, ad type we have targeted?**

Although the Geo altogether was USA, we had broken it down using exclusions and targeting into multiple chunks of geo-target sets.

The selection of geo was assisted by the selection audience as per Intent. Creation of a few audiences was great for us, but to achieve the results of such magnitude, it was important to be specific, to be selective in approach. The result was that we used a combination of first party, second party and third party audiences based on their Intent. All of the above was topped up with feed based dynamic creatives, making an attempt to personalise the ad experience for the user.

The campaign types were Search, Shopping, Performance Max, Display and Video campaigns. All of them run in tandem to create touchpoints for final sales.

It took us 4 Weeks to prepare the system and another 4 weeks to get the ROAS on the path of consistent growth. The changes were aligned with our basic framework - 4M -- Measurement, Market, Media and Messaging.

The success of the campaign was a result of a combination of both internal optimizations and leveraging external factors and tools:

**Internal Optimizations:** Internal optimizations played a significant role in shaping the campaign's success. This involved strategies like precise audience targeting, compelling ad creatives, bid management, budget allocation, and continuous performance monitoring. The ability to adapt and optimize internally based on real-time data and insights was a key driver.

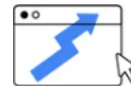
**External Tools:** The success was also influenced by leveraging external tools and platforms. These tools included advertising platforms (e.g., Google Ads, Facebook Ads) that provided data analytics, bid automation, and audience insights. Additionally, analytics tools such as Looker Studio and GA4 were used for gaining insights about top performing products and categories, keywords, and Brands.

## Conclusion

Shoebacca as a brand gained better results for a consistent period of time with continuous improvement and consistency in maintaining a disciplined approach by trusting the process.



**+500% Increase in ROAS**



**+60% Decrease in CPA**