

## CASE STUDY

# Incremental Channel Lift Analyses Tie Cross Channel Performance to Business Outcomes

### Objective

Leading coworking space provider **Industrious**, alongside full-service media agency **Arm Candy**, sought a performance marketing partner who could provide upper-funnel tactics that could be tied back to true business outcomes, rather than directional metrics.

### Goal

Increase brand awareness with business professionals, executives, and C-level decision makers to increase form-fill, lead generation.

**Digital Remedy provided halo effect and brand lift analyses as added value, to produce a clearer understanding of how all media efforts, including search and social, impact business goals.**

*Minimum spend thresholds must be met*



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# Bringing Results Full-Circle Through Incremental Channel Lift

### Solution

Through Digital Remedy, Arm Candy was able to access automated reporting of real-time, cross-channel campaign insights, providing effective optimization and budget allocation strategies. The halo effect, which analyzes the effect all media channels have on conversions, was able to demonstrate the business impact that CTV has on Industrious' search and social campaigns.

Going beyond standard performance analysis, Digital Remedy conducted an incremental channel lift analysis which measured the lift in leads that would not have occurred without certain marketing efforts above native demand.

### Results

- Exceeded the CPA goal by 37%
- Partnership has expanded to help grow Arm Candy's other client's success

Incremental Lead Lift

**580%**

Volume of form fills directly impacted by campaign media

*"Digital Remedy was able to provide a solution for attributing the true-impact of CTV. We are looking forward to partnering with them on more campaigns in the future!"*

*- Zach Thompson, Director of Ad Operations*

