

The Attribution Connection: Tying branding to performance boosts sales for top jewelry brand in just 4 weeks

A **top Canadian DTC jewelry brand** that has been a leader and innovator in retail marketing.

In their **Connected TV campaign**, they wanted to ensure their long-form content branding campaign works in tandem with **other digital channels** to educate consumers and ultimately measure its **impact on sales**.

MiQ was their partner of choice as a leader in **programmatic omnichannel attribution**. We rolled out a CTV awareness campaign followed by a performance retargeting campaign that **boosted sales within 4 weeks** for the brand.

Discover how we did it



The client turned to MiQ for our expertise in planning, activating, and measuring both brand and performance campaigns across channels, holistically.

- They were looking to test **CTV as a top-of-funnel branding tactic**, that can still drive sales.
- CTV was a way for them to **try out longer form content** - versus social - and **extend their reach and brand education** to a new audience.
- They liked that our programmatic CTV offering also allowed them to **optimize their spending based on performance**.
- Most importantly, they wanted attribution and insights on the **impact of each channel on sales**.

GOALS



CA CASE STUDY



Here's how we delivered on a combined branding and performance campaign and tied everything back to sales lift:

- ▶ **CTV Prospecting:** We started off the campaign with CTV units only, to drive awareness and interest for the first 2 weeks.
- ▶ **Display Retargeting:** We then retargeted households exposed to the CTV units with a performance display campaign after 2 weeks.
- ▶ **Multi-Touch Approach:** For the full duration of the campaign, we measured the online store visits and orders of customers exposed to CTV-only versus CTV and display to show impact on sales lift and store visits.



CA CASE STUDY

SOLUTIONS

Here's what we accomplished:

4.3M+
CTV Impressions

The CTV campaign successfully drove over 4.3 million impressions among prospective customers, versus 2 million from the display campaign.

8x
Orders on
Multi-touch
Campaign

The multi-channel campaign with both CTV and display drove **triple the visits and 8 times the online orders** versus CTV alone.

7x
Lower Cost
per Order

The multi-channel approach also reduced the client's Cost per Visit by 3x and Cost per Order by 7x, versus CTV-only.

RESULTS

