



Measurement Case Study



The Challenge

With a rapidly growing business and customer base, the team at ThirdLove was ready to learn the true impact of each of its marketing channels and test new strategies. The company had specific areas it wanted to dive into and hypotheses it was ready to test, and it wanted to leverage new measurement tools and solutions to help.

Some of the team's main questions included:

- How can we better utilize in-market experiments to measure the marketing impact of Facebook?
- How does Facebook retargeting compare to our email retargeting strategies?
- How do we more accurately attribute sales across all of our marketing touchpoints?

Keys to Success

Aligning marketing and measurement strategies

By bringing its marketing in-house, the ThirdLove team was able to take a holistic look at each part of the marketing process—from media planning to measurement—to truly optimize at all points in the process.

Embracing a culture of testing and learning

With a business built on digital, the company understood the importance of hypothesis testing its marketing strategies to uncover the most optimal strategies. It embraced the challenge to test strategies against new ideas to learn what works best for its business. In the end, this openness helped guide the team in the right direction.

Understanding the true business impact of its marketing spend

To gauge effectiveness across its marketing mix, the team adjusted the attribution model to include view-through, which more accurately represented impact across channels.

How They Did It

Through the right mix of tests and measurement solutions, the ThirdLove team uncovered insights that impacted its marketing strategies across the board.

Lift

The team wanted to be clear on the effect its Facebook campaigns were driving. To better quantify the impact of its Facebook spend, ThirdLove used **Facebook Lift** studies to understand the incremental conversions Facebook was providing them.

Through a Lift study, the company learned how much Facebook was driving to its audience members who saw the ad:



Retargeting

The ThirdLove team hypothesized that its email channel was the most effective in terms of retargeting but were open to testing Facebook's effectiveness to add to the retargeting mix.

Another Lift survey was performed on the customer audience it wanted to retarget. Customers were divided into two groups—a control group who didn't get retargeted and a test group who did. The company found how much the retargeted group on Facebook drove:



Attribution

ThirdLove's marketing was spread across various channels, including TV, email, Facebook, Instagram and Messenger. Its attribution models had historically used clicks as an input, which showed Facebook having a high cost per action (CPA).

To better understand attribution, the team included views in its attribution models through Facebook attribution view-through. After analyzing lift results and adding views to their attribution window, tests concluded that Facebook was getting significantly under-credited, including views in attribution:



2x lower CPA
with Facebook



4x lower CPA
with Messenger

“We were able to uncover the true impact of the Facebook platform using attribution and incremental lift measurement solutions. These solutions helped us gain insights into the value of view-through attribution. And by testing various tactics using the incremental lift solution, we were able to better discern the positive impact Facebook had on our business in terms of driving conversions and lowering our CPA.”

Nisho Cherison,
Sr. Director, Growth, ThirdLove