

GRADIENT

Product
Guide

What Isn't Your Ad Reporting Telling You?

Build your **return on ad spend**
(ROAS) foundation with Gradient Recast.

See Which Channels Are Most
Efficient for Driving Your Most
Valuable Growth Metrics:

✓ Sign-ups

✓ Engagements

✓ Retention

✓ Revenue

...And build stronger, more efficient direct-to-consumer programs as a result.

The Challenge: Multi-channel strategies without a single source of truth on performance

Marketers need clear measurements to outsmart their intuition.

One of the biggest challenges that marketers face is making metrics actionable. With different metrics coming from different sources using different assumptions, it is easy to get lost. With north star marketing metrics pointing the way, you can cut underperforming channels and shift budget to the channels that are truly driving the largest impact.

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**We don't need more data.
We need to make the data
we have more actionable.**

MAXIMIZING CHANNEL EFFICIENCY IS HARD

- Marketers need to allocate and optimize spend across many different channels
- Biddable media is getting more expensive
- Audience behaviors are ever-changing and often unpredictable
- Reporting systems often overlook indirect, lagged, or cross-channel interaction effects
- Data exists in silos within and across platforms
- Advertisers and vendors may not provide the transparency or data picture that your unique business needs

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Today's approaches are incomplete

PROS

CONS

ORDER-LEVEL ATTRIBUTION

- + Simple to roll up into CPA estimates that drive decisions
- + Easy to interpret
- + Simple to set up

- Only works for certain online channels
- Only as good as the tracking and the weighting
- Lots of assumptions

LIFT TESTS

- + Very high predictive validity
- + Gold standard if you had infinite budget + time
- You don't have infinite budget or time
- Operationally complex
- Expensive
- Ad-hoc
- Only one-channel at a time

CHANNEL	CONFIDENCE	TOTAL SPEND (\$)		COST OF \$100 IN REVENUE		ATTRIBUTED CPA (\$)	
		Last week	Last 52	Last week	Avg last 52	Last week	Avg last 52
Unbranded paid search	+ High	5,725	834,292	● 34	● 43	● 20	● 5
Branded paid search	+ High	9,006	506,758	● 15	● 12	● 4	● 3
Display	Medium	4,318	172,921	● 31	● 19	● 9	● 7
Facebook remarketing	Medium	19,352	178,952	● 30	● 38	N/A	N/A
Facebook prospecting	Medium	7,097	1,554,139	● 43	● 35	● 18	● 22
Amazon	Medium	1,725	802,335	● 23	● 28	● 5	● 4
Newsletters	- Low	2,056	124,953	● 32	● 19	● 18	● 9
Tapjoy	- Low	1,326	115,442	● 26	● 182	N/A	N/A

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How Gradient Recast Drives Decisions

INTERPRETATION

Facebook prospecting has been underperforming recently, and was the least efficient channel last week. Consider lowering CPAs or shifting resources to remarketing.

Branded paid search is the most efficient channel, and bids should be raised if there is competition for those terms.

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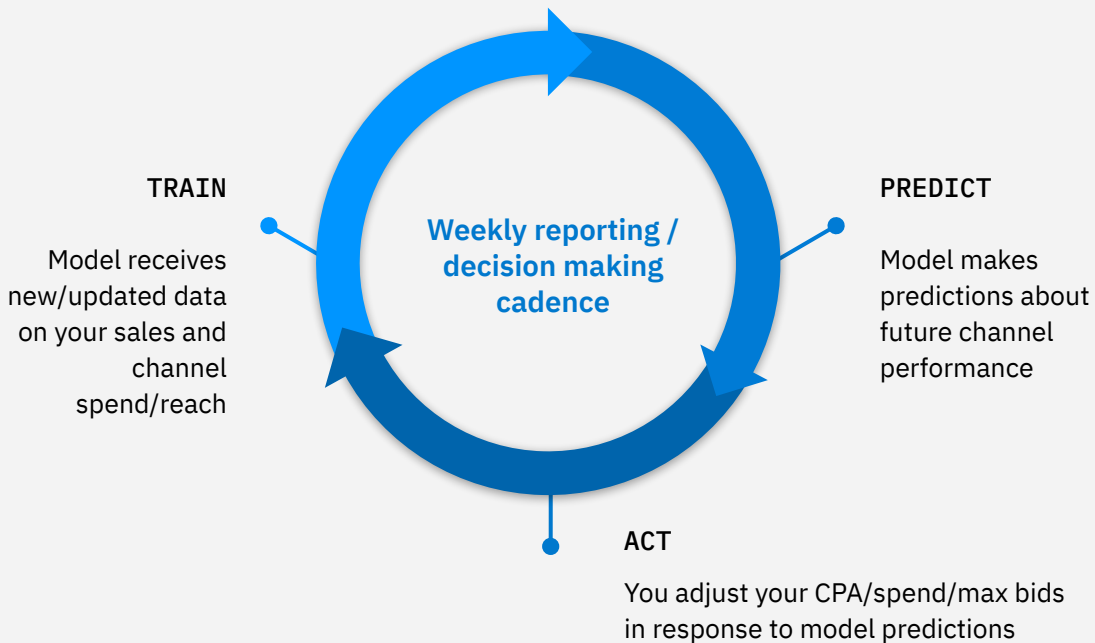
Making Metrics Actionable

Be up and running within a month

ONBOARDING :

PHASE 1: Initial model fit and accuracy check

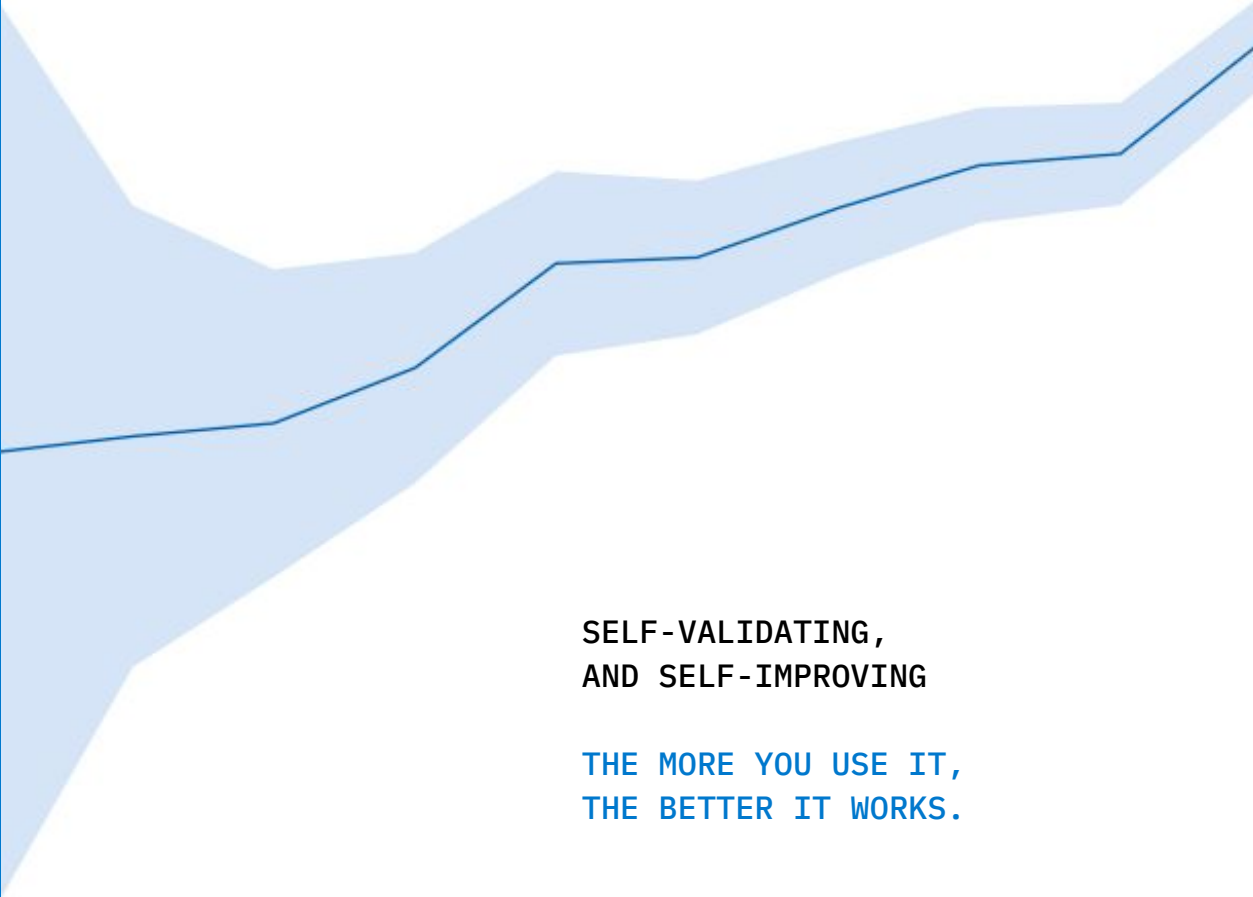
PHASE 2: Integrate with your reporting systems



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Use It And Improve It

Gradient Recast
automatically
responds to your
changes in spend,
improving its
accuracy over time



SELF-VALIDATING,
AND SELF-IMPROVING

THE MORE YOU USE IT,
THE BETTER IT WORKS.

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Stories From The Field

The model in action

EXAMPLE I: **Validating Catalog Performance**

1

Gradient applied the Recast model for a direct-to-consumer online brand covering offline and online channels

2

Recast's estimates of catalog performance disagreed with internal company estimates and intuition

3

After re-analysis, the client found errors in initial analysis and re-calibrated their plan for catalog performance

EXAMPLE II: **Shifting Spend During The Holiday Season**

1

Gradient applied the Recast model to a highly seasonal brand

2

During the holiday ramp-up, Recast tracked the deterioration of a key channel's performance with day-by-day updates

3

The client used this information to adaptively reallocate spend to different channels, update their revenue and operational plan, and to get ahead of notifying key executives

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The World's Most Forward-looking Organizations Trust Gradient

Contact hello@gradientmetrics.com
to brainstorm a plan, figure out
pricing, and identify steps to getting
started for your company.



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