

| CASE STUDY

How Menkind Scaled Revenue by **143%** with Corvidae AI

Gift Universe brand Menkind was scaling, but visibility into their customer journey was blocked by fragmented data.



£
+143%
Revenue

📊
+45%
ROAS

↓
-11%
CPA

THE CHALLENGE

A major catalyst for seeking a new solution was the impending loss of third-party cookies and the need for a privacy-first approach.

Relying on Google Analytics and Google Ads attribution meant over-indexing on last touch data and struggling to prove the true value of upper-funnel and affiliate campaigns.

"With GA, we never really had a lot of trust in the data. The way GA handles cross-network traffic is just not really that useful. It was hard to understand where the actual sales and efficiencies were coming from," explains Tom Phillips, Senior Digital Marketing Manager at Gift Universe.

ABOUT MENKIND & GIFT UNIVERSE

Menkind is a leading UK gifting and gadget retailer, part of the Gift Universe group, scaling fast across ecommerce.

"The cookieless aspect was extremely important. That was a very big conversation and probably one of the main things that led us to Corvidae," Tom notes.

Furthermore, fragmented data was masking inefficiencies in their affiliate programme. **"We had a lot of issues with fraud, putting too much money into certain types of affiliates - we got an understanding of which affiliates drive which part of the funnel and adjusted affiliate rates based on Corvidae incrementality.**

"Corvidae showed us quite clearly that much of it was not incremental.

"We cut those commission rates back and didn't see any drop to sales; we just saved the cash and reinvested it into channels driving incremental traffic".

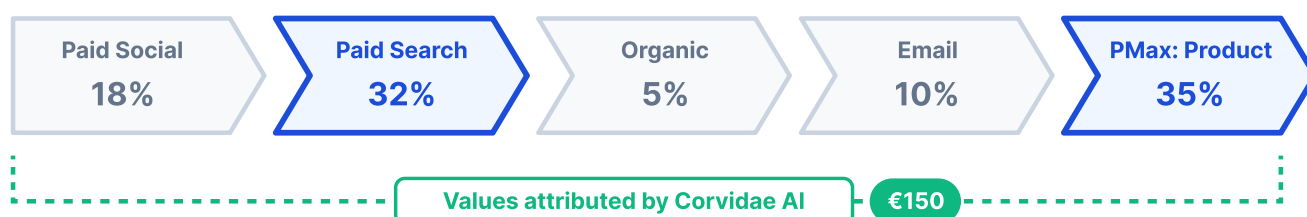
THE SOLUTION

Attribution, rebuilt from raw data.

Corvidae AI is a unified attribution and acquisition platform for performance marketers, founded in 2008. Its globally patented AI rebuilds customer journeys from raw, first-party eventstream data - no cookies or identifiers, fully GDPR & CCPA compliant - reconstructing journeys 40-50% longer than legacy ID-based systems.

Use AI journeys to attribute true value

CORVIDAE (AI STITCHED)



LEGACY ANALYTICS



Move away from failing cookie- and ID-stitched analytics, where most decisions rest on broken data. Corvidae probabilistically rebuilds cross-channel journeys using only first-party eventstream data - no cookies - and you can validate the impact with A/B split tests, with GDPR & CCPA compliance built in.

POWERING AUTOMATION

Acquisition, automated by AI.

With journeys rebuilt, Corvidae feeds the true value of every touchpoint back into Google Ads. Smart Bidding then trains on complete data - not the last-click fragment - so it bids on the moments that actually create new customers, earlier and at lower cost.

Feed AdTech true customer journeys

CORVIDAE (AI STITCHED)



Google's AI can only optimise placements using the conversions it can see. Corvidae's patented stitching feeds the true value of top-of-funnel touchpoints back into your AdTech - preventing overspend on competitive bottom-funnel auctions and guiding it to find net-new customers earlier, generating incremental revenue at a lower CPA.

THE RESULTS

Sensational results, proven.

Corvidae's AI **rebuilt Menkind's fragmented cross-device journeys**, feeding the data automatically back into Google Ads to use for bidding.

"The results spoke for themselves," says Tom.

GOOGLE ADS AUTOMATION IMPACT


+43%
ROAS
+55%
Sales
-31%
CPA

YEAR ON YEAR GROWTH


+143%
Revenue
+45%
ROAS
-11%
CPA

After building trust in Corvidae automation, Gift Universe **increased their ad spend by 68%**. Usually, this level of scaling leads to diminishing returns and rising acquisition costs.

But with Corvidae's journeys feeding Google Ads' algorithm, Google's own AI targeted auctions earlier in the customer journeys, and avoided overspending in last touch auctions.

This automation drove massive volume: an **increase of +143% in revenue**, while **lowering CPA by 11%**.

Corvidae supercharged Menkind's ability to compete in online ad auctions and revamp affiliates leading to **an improvement of +45% in ROAS**.

BUILDING TRUST

Trust, all the way to the **board**.

"There was such a clear disparity between the Corvidae campaigns and the originals that it was a no-brainer to go for it."

With Corvidae feeding accurate journey data back into Google Ads, the internal dynamic at Gift Universe shifted. Marketing could finally prove exactly what their investment was delivering at the board level.

"We have a big meeting every Monday afternoon with the MD, Ecommerce Director, and senior managers."

"Everyone's very tuned into it and happy with the results." shares Tom.

*"Corvidae has given people **a lot more trust in my role and my team.**"*

*"We understood we needed attribution, **but performance helps build trust.** Ultimately performance in Paid powered by Corvidae gives trust in the whole piece."*

"Corvidae's efficiency has given us a lot more confidence to push up budgets and add new campaigns."

*"Efficiency remains strong despite the increase in spends. **We're going for a more aggressive marketing budget this year,**" notes Tom.*

Ready to stop wasting ad spend?

Book a demo and see the journeys you're missing.

[Request a demo](#)