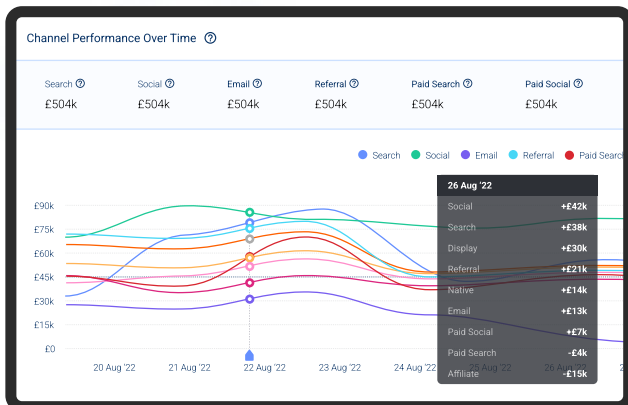




New Era Cap cuts CPA by 26% whilst driving 41% increase in revenue



The Client

New Era Cap are a leading hat manufacturer producing high quality iconic caps for sale across the globe. The company is well known for their prolific licensing with organisations such as the NHL, NFL, MLB, and NBA, and being the official producer of on-field hats for the MLB!

With their ecommerce operation having an overreliance on Google Analytics for attribution and reporting, the New Era Cap team had been on the lookout for an attribution tool to unify all channels and provide a single source of truth. This would allow them to make informed business decisions across all their marketing channels with confidence.

The Challenge

New Era Cap relied heavily on Google Analytics as their main measurement tool, handling substantial data, but routinely experiencing frustration due to GA's inherent bias towards Google-related channels.

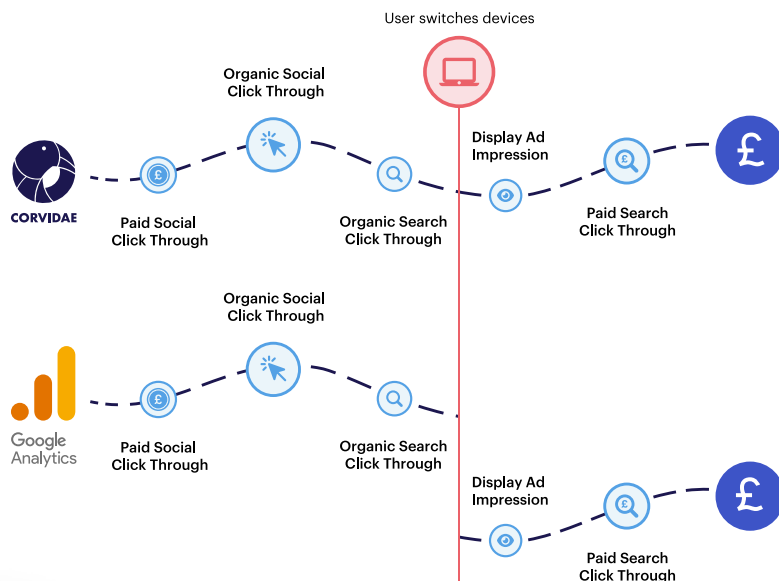
Their attribution tools could not handle complex paths stemming from high-cost affiliate marketing efforts and routinely failed to deliver clear visibility of channel performance, an issue that complicated communication with senior management.

The digital marketing team sought to increase revenue and ROI across all marketing channels, and for attribution that delivered accurate and reliable data across all channels within different reports and dashboards.

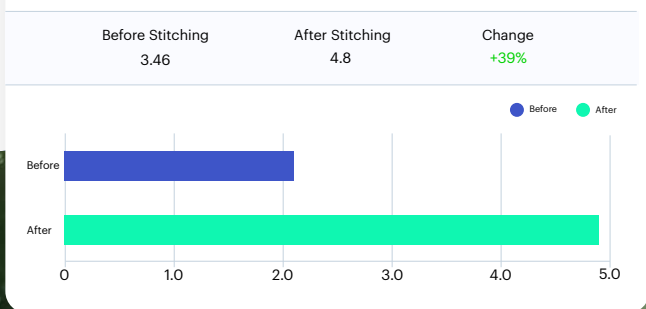
The Solution

Our team deployed Corvidae's patented AI-stitching solution to deliver full customer journey data, allowing New Era Cap to finally get access to the true journeys their customers took to convert.

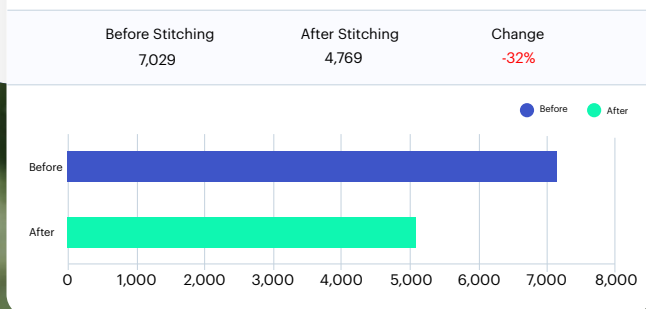
Corvidae's stitched data showcased user paths on average **39% longer** than those delivered by Google Analytics, allowing us to give the Google Ads API more data from which to optimise its ad placements. We used this data to run A/B split tests, testing ad campaigns informed by Corvidae data against the base campaigns already being run by New Era Cap in Google Ads.



Average Journey Length



Single-Touch Journeys



The Impact

Not only did Corvidae attribute on average 39% longer customer paths to conversion, but also reduced the number of attributed single touch journeys by a third. This gave New Era Cap confidence in their reporting, and the ability to make decisions based on truth.

The campaigns optimised with Corvidae stitched journey data fed into the Google Ads API, outperformed the base campaigns in all metrics during the pilot, with a **26% decrease in CPA**, and a **40% increase in ROAS**.

These improved statistics occurred alongside a **41% increase in revenue!**



Key Results



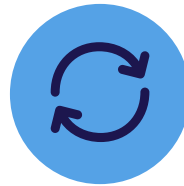
39%

longer customer path data



41%

increase in revenue



40%

increase in ROAS



26%

decrease in CPA

“ Corvidae has made attribution in the post-cookie era both seamless and effective, enabling exceptional performance and operational efficiency. Its ability to provide full customer journey visibility gives us the assurance of a single, accurate source of truth. ”

Tom Alderson / Performance and Digital Marketing Manager, EMEA



Discover Corvidae

Find out how you can unlock truly accurate attribution and achieve new levels of digital performance by speaking to one of our experts today.

[Request a demo](#)