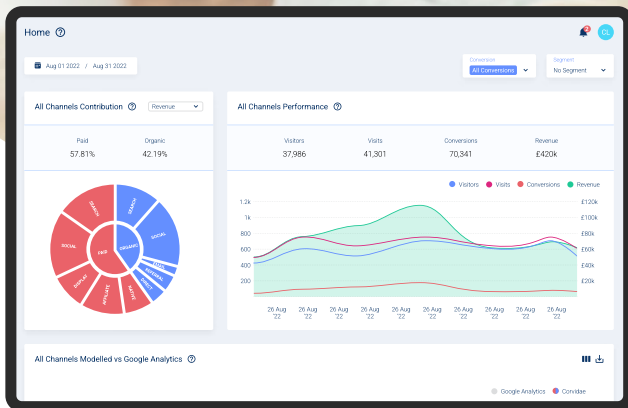


Longer customer journeys deliver 45% CPA reduction for Western Union



The Client

Western Union is a leading American multinational financial services corporation. With a primary focus on encouraging account sign-ups and app downloads, Western Union's digital marketing team faced the challenge of stagnating signups and a cost per registration which kept creeping up. The team were struggling to attribute web to mobile engagement, and knew that cookies and last-touch attribution were acting as a real blocker to understanding the true picture of their customer's journey.

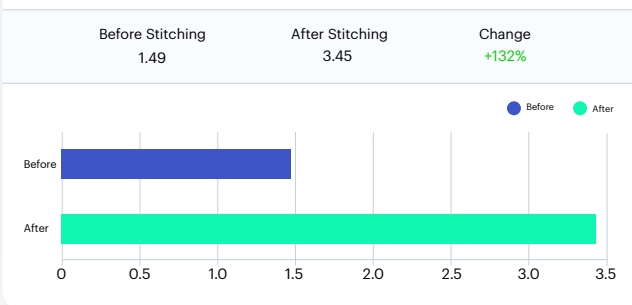
The Challenge

The main challenge of this project was addressing the ever increasing cost per registration, which was showing as a consistent pattern for many years and needed to be addressed. The team understood the instability of cookies, and concerns around privacy, meaning they were keen to move away from relying on last-touch attribution. Western Union needed to secure their visibility of the customer journey, and to begin to dive into attribution beyond just outsourcing it to an agency.

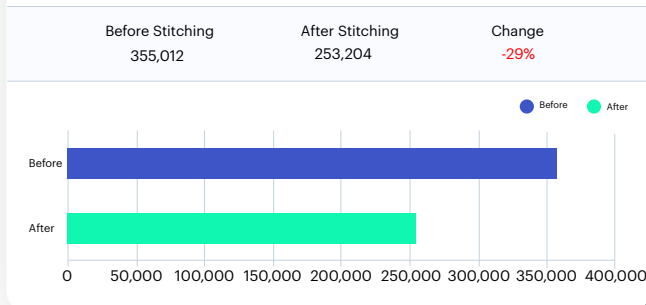
The Solution

Campaigns using our patented path-stitched Corvidae data consistently outperformed the old last-touch model when A/B split tested against each other. Boasting an impressive 45% reduction in CPA across our tests, Corvidae data immediately began to get to work, reducing Western Union's all-important cost per registration. Corvidae data provided 2-3X the length of attributed customer journeys in comparison to GA, and was seamlessly integrated into Western Union's existing Google Ads account via the Google Ads API.

Average Journey Length

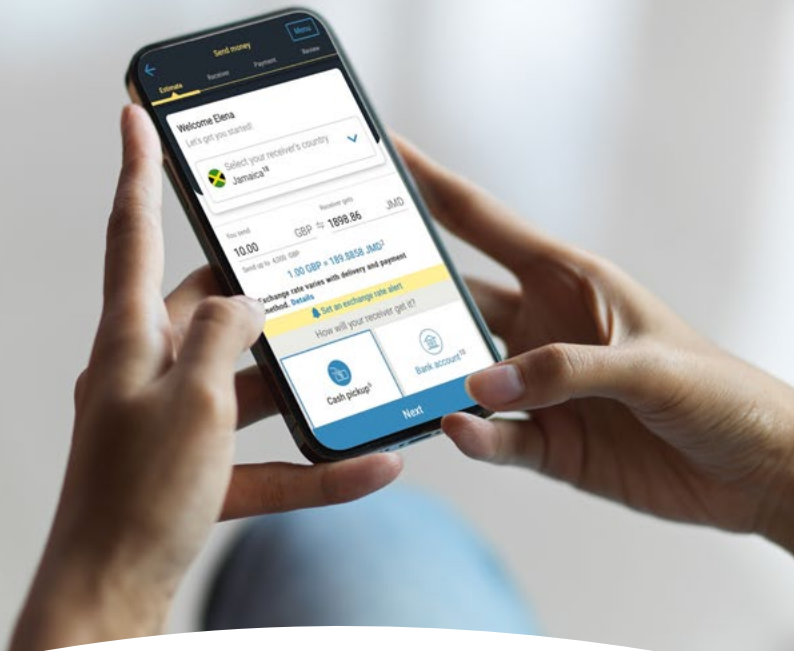


Single-Touch Journey



The Impact

Western Union’s adoption of Corvidae has yielded significant impacts on their business, with a large amount of their yearly marketing spend now leveraging Corvidae’s capabilities. Corvidae continues to outperform Google dramatically, demonstrating the efficacy of the solution for Western Union in optimising their performance and getting the most out of their marketing budget. In addition, the team at Western Union know that they have full visibility of the customer journey and have futureproofed their attribution practice against cookie deprecation and privacy concerns.



Key Results

Thanks to Corvidae, Western Union saw the following key performance indicators which underscored the effectiveness of our attribution solution:



29% Single Touch Reduction

Western Union saw a 29% decrease in single-touch journeys, increasing the quality of their attribution data.



132% Increase in Customer Journeys

Customer journeys increased by 132% on all registrations and transactions, with double the amount of GCLIDS (Google Click Identifiers) into their Google Ads account, allowing for more touchpoints for Google to optimise its ad purchases with!



Double Digit Reduction in Cost per Registration

The implementation of Corvidae resulted in a double digit decrease in the cost per registration, optimising marketing spend efficiency.

“ Corvidae has given us peace of mind in terms of attribution post cookie deprecation, whilst unlocking very impressive performance improvements and efficiencies in challenging areas. Full customer journey visibility is invaluable for us, and with Corvidae we are confident we have a single source of truth to inform our marketing decisions.”

Patrick Eikelenboom, Global Leader Acquisition, Western Union



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](#)