

# Driving \$200k of Media Efficiency in 90 Days

Take the guesswork out of digital program optimization. Connected Voice of Customer programs can help quickly make your marketing and media dollars more effective and attributable.

Connected Voice of Customer programs go beyond simple metrics of “how much” or “how often” — helping you understand what really motivates consumers. These insights unlock segmentation, UX, and media optimizations that can quickly improve conversion and yield.

## Connect What Customers Say With What They Do

Voice of Customer (VoC) feedback provides direct insight on customer needs, motivations, and impressions – qualitative information that helps marketers get a clear picture of who they are, and what they’re looking for.

Connected VoC strategies go well beyond simply deploying surveys and analyzing the feedback. These techniques let us link qualitative and quantitative data – getting the best of both worlds, and adding missing context to existing analytics.

As an example, segmenting the engagement data of paid search traffic by their VoC feedback helped us quickly learn why certain segments of a client’s SEM campaign weren’t converting effectively. In less than 90 days we could pinpoint key gaps in message targeting, continuity and pull-through. These insights drove immediate action:

- 1 \$200K of inefficient media budget was immediately paused and identified for future reinvestment
- 2 Iterative updates to CPC campaign landing pages improved message continuity and drove a 22% increase in conversions
- 3 Updated messaging within the website drove a 48% increase in conversions from Organic traffic

## Start a 90-Day Voice of Customer Program

It’s easy to define and launch a program. Weekly VoC reporting adds missing context to your existing analytics — unlocking program efficiency and optimization opportunities.

Let’s discuss how Connected VoC techniques can quickly improve engagement and conversion across your brand’s digital ecosystem.

### **P** PERFORMANCE LABS

Performance Labs is a Toronto-based digital agency that makes marketing more effective and attributable in an increasingly connected world.

We help healthcare marketers capitalize on change across the treatment pathway and continuum of care.

