

Case Study : Helped a D2C Brand Unlock Marketing Performance Insights

About the Client

A rapidly growing **Direct-to-Consumer (D2C) e-commerce brand** operating in the lifestyle and wellness category relied heavily on performance marketing to drive new customer acquisition and subscriptions.

The company used multiple marketing channels including **Google Ads, Facebook Ads, and email campaigns** to generate traffic and conversions.

While revenue was growing, leadership lacked a **unified view of marketing performance across channels**. Data existed across several marketing platforms and reporting tools, making it difficult to accurately evaluate campaign performance, customer acquisition efficiency, and channel-level profitability.

As marketing investments increased, the company needed a **structured analytics framework to guide budget allocation and improve marketing ROI**.

The Challenge

Despite strong customer demand, the client faced several operational and analytical challenges that limited marketing efficiency.

- **Fragmented Marketing Data Across Platforms** : Marketing performance data was scattered across multiple systems including advertising dashboards, analytics tools, and email platforms, making it difficult to create a unified and reliable view of overall marketing performance.
- **Limited Visibility into Channel Effectiveness** : Without consolidated reporting, the team struggled to identify which marketing channels generated the most customers, which campaigns were truly profitable, and how marketing investments translated into revenue growth.

- **Rising Customer Acquisition Costs (CAC) :** Customer acquisition costs were increasing, but the marketing team lacked clear insights into which platforms and campaigns were driving inefficient spending.
- **Manual Reporting Slowing Decision Making :** Marketing reports were compiled manually from multiple sources, creating delays in reporting cycles and limiting leadership’s ability to quickly respond to campaign performance trends.

The company needed a **centralized analytics system that could transform scattered marketing data into actionable insights.**

Numerix.ai Solution

Numerix.ai partnered with the client to build a **centralized marketing analytics layer** that unified campaign performance data and enabled real-time visibility into customer acquisition metrics. The solution focused on three key components.

1. Unified Marketing Data Architecture : Numerix.ai integrated marketing data from multiple platforms into a single analytics environment, enabling the company to view campaign performance holistically.

Data sources included:

- Google Ads
- Facebook Ads
- Email marketing platforms
- Revenue and order tracking systems

This integration created a **single source of truth for marketing performance**, eliminating inconsistencies between different reporting systems.

2. Performance Marketing Analytics Framework : Numerix.ai implemented standardized performance metrics to measure marketing effectiveness across channels.

Key metrics included:

- Blended Customer Acquisition Cost (CAC)
- First-time customer CAC
- Return on Ad Spend (ROAS)
- Marketing Efficiency Ratio (MER)
- Average Order Value (AOV)
- Channel-level revenue attribution

These metrics allowed leadership to clearly evaluate **which marketing investments were driving profitable growth.**

3. Custom Executive Dashboards : To enable faster decision-making, Numerix.ai built **interactive dashboards** that provided real-time visibility into marketing performance.

The dashboards allowed stakeholders to track:

- Channel-level ad spend
- Orders generated by marketing source
- Revenue contribution by platform
- Customer demographics and purchasing patterns
- First-time customer acquisition trends

Leadership teams could now quickly identify which campaigns were performing well and which required optimization.

Key Insights Uncovered

- **Google Ads Dominated Customer Acquisition :** Google generated the vast majority of orders and revenue, making it the primary driver of customer acquisition.
- **Facebook Campaigns Showed Poor Cost Efficiency :** Despite significant spend, Facebook delivered very few conversions and significantly higher customer acquisition costs compared to Google.
- **Customer Base Skewed Toward a Specific Demographic :** Order data revealed that a majority of purchases came from a single dominant demographic segment, enabling more focused targeting strategies.
- **Customers Preferred Longer Subscription Cycles :** Subscription analysis showed stronger adoption of quarterly plans over monthly subscriptions, providing insights for pricing and retention strategies.

Results

Using Numerix.ai’s analytics implementation, the company gained a clear and structured view of its marketing performance.

Key metrics analyzed during the reporting period included:

- **\$139K+ total marketing spend analyzed**
- **379 orders generated**
- **\$144K revenue attributed to marketing campaigns**
- **\$385 average order value**
- **62.9% growth in first-time orders compared to the previous period**

These insights allowed the company to better align marketing budgets with high-performing channels and make **data-driven decisions for future campaign scaling**.

Business Impact

By implementing Numerix.ai’s marketing analytics framework, the client was able to transition from fragmented reporting to a **data-driven marketing strategy**.

The company achieved:

- Improved visibility into marketing performance
- Faster and more confident decision making
- Better understanding of customer acquisition economics
- Clear identification of high-performing marketing channels
- Reduced reliance on manual reporting processes

With a centralized analytics foundation in place, the company is now positioned to **scale its marketing investments more efficiently while maintaining healthy acquisition economics**.