

WINDSOR.AI AND SCHRODERS

HOW WINDSOR.AI DECREASED MARKETING CPA BY 41% FOR A GLOBAL UK-LISTED INVESTMENT MANAGEMENT COMPANY



BACKGROUND

As a global investment manager, Schrodgers helps institutions, intermediaries and individuals across the planet meet their goals, fulfil their ambitions, and prepare for the future. Doing this takes experience and expertise.

Schrodgers bring together people and data to spot the trends that will shape the future. This provides a unique perspective which allows them to always invest with conviction. Schrodgers remains determined to build future prosperity for them, and for all of society.

CHALLENGE

Schrodgers is advertising across many different channels which include AdWords, Social Media, Outbrain, Email and Programmatic. The marketing team in Singapore wanted to find a simple way of analyzing the customer journeys without any bias and double-counting of conversions across different channels. Having a media and agency independent partner to analyze key performance indicators such as efficiency of the ad-spend across

Schrodgers at a glance

- Founded in 1804 in London
- Total assets under management GBP 447.0 billion
- FTSE 100 component, traded on the London Stock exchange (LSE)
- 4600 Employees in 29 offices globally
- Targeted advertising to reach intermediaries, individuals and institutional investors

channels (CPA) was important too, as the company is moving more and more into outcome driven campaigns with call to actions goals such as form submissions.

SOLUTION

Bringing visibility and transparency into the customer journeys took three steps

1. On-boarding all DoubleClick Campaign Manager and Google Analytics journey data onto the Windsor.ai - Attribution Insights platform to get an understanding on how users convert across channels. Having ad-server data in addition to Google Analytics data allowed us to include view-through conversions in the data modelling.
2. Adding the costs data from the various sources through the use of API's and stitching them together with the customer journey data from analytics and ad-server data.
3. Apply data-driven multi-touch attribution model to calculate the true CPA based on all activity in the customer conversion journey.

NEXT STEPS

Schroders is looking to decrease the CPA on an on-going basis and expand the use of the Attribution Insights platform across different markets in APAC.

"One reason we chose Windsor.ai is because of their independence of any publishers or media companies." said Isaac Poh, Asia Pacific Digital Marketing Lead. "It brings real transparency into our media-buy."

Results

- 41% decrease in overall marketing CPA
- Minimised unprofitable campaigns and increased profitable campaigns
- Eye-opening, data-driven insights into the full customer journey.
- Quantified insights to help plan overall marketing