Viewing Entry

Category	Mumbrella Award for Data-Driven Marketing
Date Created	2018-03-16 00:51:07
Last Modified	2018-03-16 05:14:10

Name of organisation

Alley

Name of client / brand (if applicable)

Youfoodz

Name of campaign (if applicable)

Name of other organisation/s to be credited (if applicable):

Please take a single case study of no more than 500 words and explain how the data was gathered and applied, and what the outcome was.

HOW DID ALLEY HELP TURN A $5M COMPANY TO A $100M COMPANY? ONE DATA POINT AT TIME.

+91% ORDERS   +105% CONVERSION RATE   CONFIDENTIAL INFORMATION HAS BEEN REDACTED   1,054% ROI

TOO GOOD TO BE TRUE? IT'S NOT. CHECK OUT HOW WE DID IT.

The Client

Youfoodz is Australia's largest fresh pre-made meal delivery service, supplying chef-made meals directly to customers' doorsteps around the country with no lock-in contracts.

The Data Collection

First Party Customer Data

Alley is constantly collecting and analysing first party data including, but not limited to:

- Order History Data
- Pixel Data
- Past Campaign Data
- Email Database Data

Data Mining & Warehousing

Through various API integrations and carefully combining taxonomies of multiple data sources, Alley centralises Youfoodz' customer data into a single data warehouse (Big Query). Once in Big Query, Alley applies machine learning algorithms on the data sets to uncover previously hidden insights, quickly find top performing segments, analyse creative performance at scale, and build look-a-like models with third party data.

Putting Data to Use

After data mining customer buying habits for Youfoodz for over two years, Alley created several integrated campaigns and ongoing customer acquisition tactics extending across multiple channels, using data in the following ways:
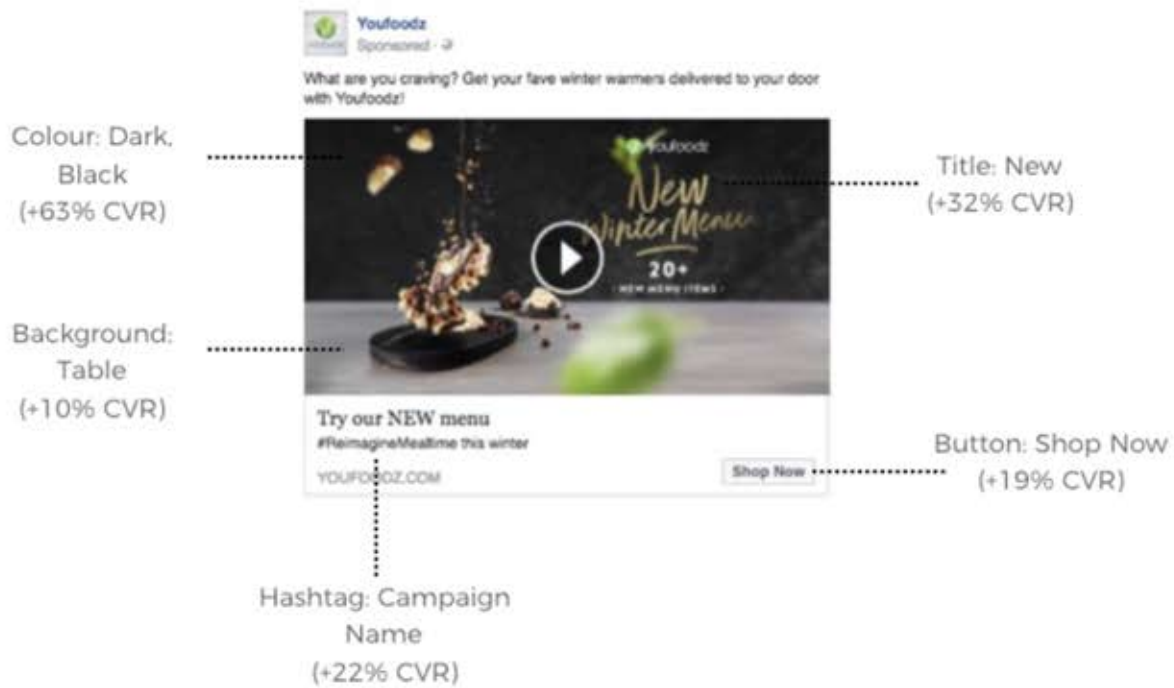
Menu Development

Alley analysed hundreds of meal launch performances to determine what cuisines, ingredients, flavours and product names made up the most successful meals during certain seasons and for particular customers. This data was then fed into Youfoodz' chefs so they could create meals that statistically had the best chance at generating new customers and retaining and growing existing customers.

Creative Development

Alley used image recognition artificial intelligence to analyse hundreds of design variables in all of Youfoodz' creative–from a simple background colour to a model's facial expression–in order to pinpoint what design elements and combination of design elements created the highest conversion rate.
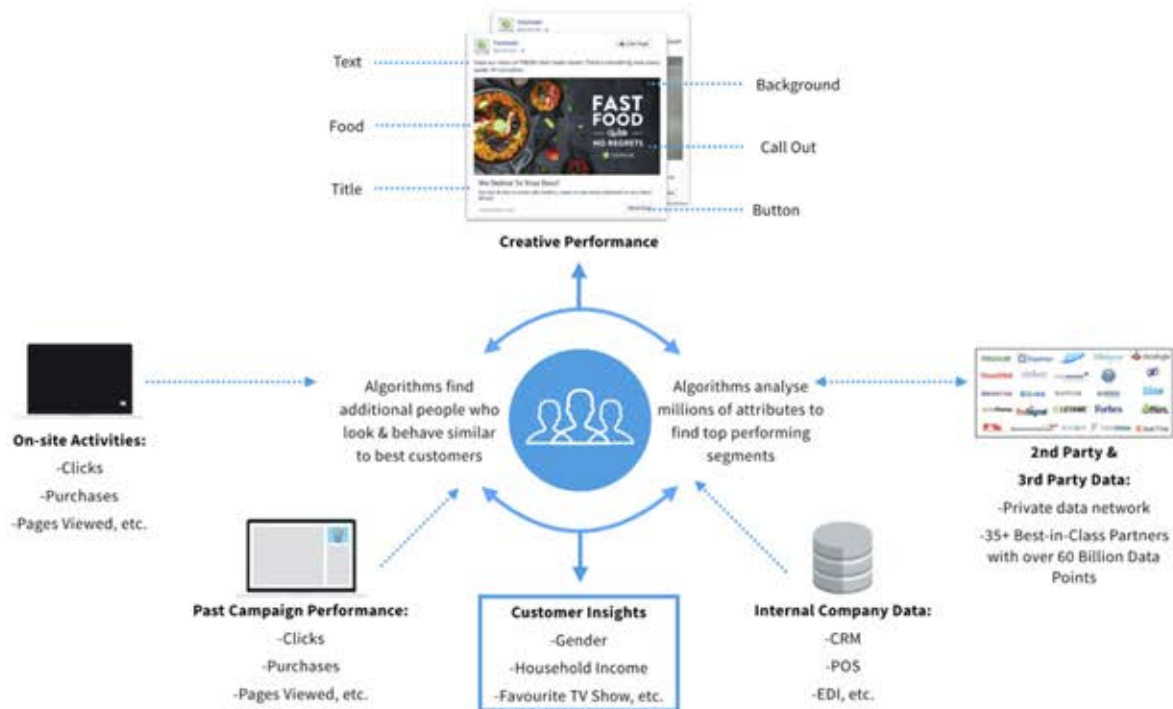
This data was then provided to Youfoodz' creative teams in order to continually hone in on what statistically has the highest probability for success, allowing them to develop the "perfect" ad for every single customer segment.

Colour: Dark, Black (+63% CVR)

Background: Table (+10% CVR)

Title: New (+32% CVR)

Button: Shop Now (+19% CVR)

Hashtag: Campaign Name (+22% CVR)

Performance Marketing

Once a customer is acquired for Youfoodz, Alley tracks them throughout their entire journey, collecting data such as browsing and purchasing behaviour, which is then used in predictive algorithms to determine future actions such as when that customer is at risk of churning. Alley used this data to deliver personalised promotional messaging in order to decrease churn rate from meal fatigue and increase customer lifetime value.

Alley also developed custom look-a-like algorithms that mapped Youfoodz' first party data to premium third-party data partners, uncovering prospective customers who statistically had the best chance at converting, then deploying video, display, Facebook, Instagram, native, search and retargeting campaigns to push them down the sales funnel.

Creative Performance

Text ....

Food ....

Title ....

Background

Call Out

Button

On-site Activities:
-Clicks
-Purchases
-Pages Viewed, etc.

Algorithms find additional people who look & behave similar to best customers

Algorithms analyse millions of attributes to find top performing segments

2nd Party &
3rd Party Data:
-Private data network
-35+ Best-in-Class Partners with over 60 Billion Data Points

Past Campaign Performance:
-Clicks
-Purchases
-Pages Viewed, etc.

Customer Insights
-Gender
-Household Income
-Favourite TV Show, etc.

Internal Company Data:
-CRM
-POS
-EDI, etc.

ROI Thanks To The Data

Through meticulous optimisation, Alley has driven exceptional results for Youfoodz. During the judging period (16/3/2017 - 16/3/2018), Alley has directly driven the following results*:

- Website users - ▮▮▮▮▮ (36% increase YOY)
- Total orders - ▮▮▮▮ (91% increase YOY)
- 7.5% average monthly revenue growth
- Total revenue - ▮▮▮▮▮ (75% increase YOY)
- Average conversion rate ▮▮▮▮ (105% increase YOY)
- Return on investment - 1,054%

CONFIDENTIAL INFORMATION HAS BEEN REDACTED

*results are representative of sales and growth directly attributable to Alley managed channels

Kane Sala, General Manager
Youfoodz

"We were rapt with how Alley kept themselves accountable for directly driving sales through their activity, as well as their effort to integrate into our in-house creative team despite physical distance. Alley raised the bar by showing initiative in using technology to better understand our customers, and demonstrated how they would help us make more sophisticated buying decisions. They have also helped a lot with redefining our creative strategy by non-stop testing to determine which creative elements give us the highest return. This is why our working relationship remains so strong."

As supporting material, you may supply up to five examples of the work. For images (jpegs), audio (audio files) or supporting documents (word doc or PDF), please drag and drop files into the box provided below (each individual file uploaded must be no larger than 5MB - max 5 files).

Download File:Data Driven Creative Output 2.pdf

For all videos of the work in question, please supply the link (YouTube or Vimeo link) in the below fields (one link per field - max 5 links).

https://www.youtube.com/watch?v=2qHNPkJNf0g

https://www.youtube.com/watch?v=KU1Guuies54
https://www.youtube.com/watch?v=DAj4_nrp2CQ
https://www.youtube.com/watch?v=jWoDKs5cXW4

Please upload an EPS file of your company logo (files must be no larger than 5MB)

Download File:Alley-Colour (1).eps

If i am successfully shortlisted, I agree to a face-to-face session with the Jury on May 23, 2018. Please ensure that this date goes into the appropriate calendar now, as inability to present will disadvantage the team.

Yes