



AN ATTRIBUTION CASE STUDY ELK MARKETING

ONE TECH-SAVVY AGENCY; TWO CLIENTS ENTERING A NEW, DIGITAL AGE

ELK Marketing, a provider of full-service, managed solutions for marketing, technology, and content, has long been a forward-thinking, tech-heavy agency focused on producing high conversion value from marketing campaigns for its B2B and ecommerce clients. Applying data science is part of the company's DNA.

ELK needed a better attribution tool and looked to LeadsRx as it continued to service two longtime customers – Sands Investment Group (SIG), a nationally recognized commercial real estate brokerage firm; and Able Services, the largest privately-owned facility services and building engineering company in the U.S. ELK and both clients were already executing digitally focused marketing campaigns to stay competitive and win clients in their respective industries, but it wanted data from marketing attribution to create, test, and track new digital strategies.

Using the LeadsRx platform, ELK was able to track, evaluate, and value the number of leads generated by each company's upgraded, digital marketing campaigns and – through impartial attribution data – define customer journeys and the touchpoints that led to customer conversions. The most important question to answer: where were the leads coming from in a very complex sales cycle?



AGENCY EXPERTISE

ELK Marketing helps a janitorial service and commercial real estate brokerage firm leverage digital marketing and LeadsRx attribution.



TRANSITION TO DIGITAL

ELK implemented fresh strategies around targeting, content, email, and digital ads – connecting all channels together with attribution.

THE CHALLENGE – MOVING AWAY FROM IN-PERSON HANDSHAKE AGREEMENTS

Both businesses' industries depend heavily on traditional, manual methods of doing business – shaking hands with prospects at industry conferences, emailing newsletters, and cold-calling in an effort to collect vital contact information and develop relationships. They needed the power of digital tools to manage the data and track results from its pay-per-click and social media outreach.

ELK developed and implemented similar, but varied, strategies for each client. These included all or some components of a multi-channel digital marketing strategy focusing on direct audience targeting, content marketing, email automation, paid and organic search marketing, and optimizing the performance and speed of the companies' existing websites.

THE SOLUTION – IMPARTIAL MULTI-TOUCH ATTRIBUTION DATA ACROSS ALL CHANNELS

LeadsRx collected data on 100 percent of each company's marketing touchpoints from common sources, including Google, Facebook, LinkedIn, existing UTM parameters, referrals, and more. That attribution data was instantly added to the ELK LeadsRx dashboard for each company. It was important to note, and impartially measure, how all of these channels worked together in their customers' paths to conversion.

The LeadsRx Universal Conversion Tracking Pixel™ – installed on each company's website – capitalized on impartial multi-touch attribution and automatically learned about all touchpoints, properly allocating the right amount of conversion credit to each touchpoint.

There is something magical about "seeing" the journey a customer takes on his or her way to becoming a solid lead and, in many cases, requesting a quote. By collecting data in real-time attribution reports, LeadsRx was able to provide the ELK team instant access to the impartial attribution data it needed to make ad spend optimization decisions. Attribution identified exactly who their clients' "best" prospects were, and how to get more of them.

"LeadsRx allows us to see what marketing channels are producing new leads and better refine campaigns," said Craig Harrison, CTO at ELK. "We can also define the conversion path that is driving new leads, what content is working, what keywords are driving revenue, and define if a new website feature is working to generate business."



THE CUSTOMER JOURNEY

Attribution identified exactly who the "best" customers were, and what channels to optimize to get more of them.



KEY TAKEAWAYS – SIG, THE COMMERCIAL REAL ESTATE BROKERAGE

For ELK CMO and Co-Founder Frank Sanchez, deploying the same digital marketing tactics it used for its e-commerce clients to the commercial real estate brokerage industry was unheard of and untested. Marketing commercial real estate properties to buyers using Facebook was uncharted territory and was met with a lot of internal skepticism, he said. It needed a tool such as LeadsRx to prove its tactics were driving KPIs and eventual transactions.

“At the end of the day, our whole goal is to drive the KPIs that eventually drive the company’s revenue,” he said, as ELK pushed forward with new digital tactics. The data from LeadsRx Attribution™ helped ELK prove its marketing worth, subsequently creating a heightened level of trust and even stronger relationship with SIG.



“When we brought ELK on, we were somewhat doubtful that these new digital strategies would drive actual revenue, but as we saw the KPIs go up and deal flow increased, we could attribute the increase in transactions back to their marketing touchpoints using LeadsRx,”

said Liz Sands, owner of Sands Investment Group.

Even so, multiple marketing channels and an extremely long sales cycle made the measurement of the customer journey even more vital. LeadsRx helped ELK track new prospects that could be touched 50 to 100 times before making a purchase. The ultimate goal was to increase return on ad spend (ROAS) and allow ELK to optimize the performance of marketing campaigns.

“Here’s how we are going to do it, and here’s what we are going to do, and here’s what we did,” Sanchez said of its messaging to SIG leadership and its marketing team. “And being able to show that in real-time is what’s been powerful. That’s why LeadsRx has been an invaluable tool for us.”



It was invaluable to be able to show, through impartial attribution data, the new campaign strategy was paying off. Attribution proved that ELK, at the end of its promised six to nine months’ time period for results from its digital efforts, worked according to plan – even better than planned. It built trust in the ELK-SIG relationship and let them see reliable results, down to the channel.

“LeadsRx is the tool that has allowed us to back up our cutting-edge approach,” Sanchez said of the data pointing to why it was successful. “For us, the main advantage is converting traditional businesses into digital marketers and proving out that the tactics we are employing are actually driving top-line revenue.”

Attribution equals proof. It enabled ELK to convince a “cold-calling industry” that it could 100% grow their business online.

HERE ARE A FEW CLOSING CORE POINTS FROM THE ELK-SIG-LEADSRX PARTNERSHIP:

- Attribution proved that marketing channels were driving leads.
- The commercial property industry has a complex sales cycle; it’s not click-and-buy.
- SIG had been building its own tech stack for a couple of years. LeadsRx helped show all the systems working together – search, email, retargeting, website, etc.
- Real estate property document downloads as a Key Performance Indicator – the company previously didn’t have a way to track this; now, attribution can show downloads down to the marketing channel.
- Marketing is no longer a line item. It is an investment with a trackable return/capitalization rate. It is no longer a guessing game into what is working.

KEY TAKEAWAYS – ABLE SERVICES, THE FACILITY SERVICES COMPANY



For Able Services, marketing included paid search, organic traffic, and paid social campaigns. It was a much different approach to the commercial real estate company, but ELK knew this was the best approach for its client in a very different industry.

“LeadsRx allowed us to really refine the search campaigns,” Harrison said. “They are nationwide and there is a HUGE amount of potential search volume, but not necessarily the search volume that leads to new customers.” For example, “janitorial” could mean cleaning a house, he said. The client wants customers looking for cleaning in a high-rise office.



Despite a simpler approach to marketing and ad spend, the customer pipeline grew significantly for Able Services. Previously, the company didn't connect the dots between website leads, phone calls, and other marketing channels. That information was not being captured in its existing Salesforce platform.

“We connected LeadsRx with their internal CRM and reported each month on specific leads that were solid new business prospects,” Harrison said. “Then we performed digital forensics to figure out keywords, content, or landing pages that helped lead to the new conversions.”

LeadsRx allowed ELK to connect the marketing channel to the Salesforce information, and therefore show Able Services executives the channels were indeed performing and the website was working.



The company was convinced no new business would come from submissions via a new web form. Who would actually fill one out? Its customers talked in person to its salespeople. That's how it had always worked. It wasn't long before the online lead-capture form proved to be the right move.

Tracking inbound calls now had the appropriate attribution to web leads. Where were the prospects on the other end of those ringing phones coming from? Now they knew the digital campaigns were driving leads that the sales team were closing.

“We can now track the closing of a multi-million-dollar project, after an 18-month RFP and sales cycle, back to the first keyword the client clicked on,” said Sam Shapiro, Director of Communications and Sustainability Initiatives, Able Services. **“This has proved invaluable in adjusting digital strategies and testing content on the website.”**

A very large prospect submitted an RFP through the web form, and LeadsRx was able to identify that ELK's marketing programs drove the would-be customer into the sales funnel. Attribution tracked the customer's journey that led to the sale via the digital campaign, pointing to the prospective customer visiting the website and filling out the new form.

HERE ARE A FEW CLOSING CORE POINTS FROM THE ELK-ABLE SERVICES-LEADS RX PARTNERSHIP:

- While the company had been marketing all along, it was now able to show which existing and new campaigns were driving leads, and exactly where those leads were coming from.
- Top-line revenue could be traced back to ELK's pay-per-click (PPC) campaigns. That was important as PPC is complicated in an industry that sells large services.
- Attribution enabled ELK to show ROI – in reality, ROAS. That provided proof, and trust, to increase media budgets.

THE LEADSRX-ELK PARTNERSHIP – A WIN-WIN

LeadsRx gave ELK the insights, technology and confidence it needed to deepen its customer relationships and spark improved marketing performance. By examining impartial and transparent attribution data, ELK was able to prove its mix of marketing activities with a complete, unified view of its customers' buying journeys. And it can use that data to tweak campaigns to optimize them further.

"LeadsRx allows us to test new platforms quickly and understand whether they are winners or losers," Sanchez said.

Attribution can be complicated and requires multiple platforms and databases be connected. In addition to gathering valuable information via the proprietary Universal Conversion Tracking Pixel, ELK capitalized on another valuable tool – the LeadsRx Open Attribution API. The API becomes an integration hub for receiving external data feeds and sharing attribution results.

"We were able to use the LeadsRx API to connect attribution tracking information to the leads information inside the client's CRM," Harrison said. "That allowed us to prove that our campaigns were driving new revenue. We changed the questions from 'are these campaigns working' to 'how much revenue are the campaigns driving.'"

Harrison added, "Marketing isn't linear. LeadsRx helps us show the multi-touch journey in which large B2B transactions occur. The systems are all working together."

In addition to ELK acting and reacting to attribution insights, it also taught its clients to use the data so it could see the value of the leads and be a part of the decision-making process on "next moves."

ELK, SIG, and Able Services were able to focus on the bottom of the funnel, where buyers reside, and not rely on reports showing only top-of-the-funnel activity where everyone else is. With attribution, data on conversions (customers who made a purchase) now influences decisions. It's empowering, impartial knowledge.

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