

Case Study

20% Elevation in Paid Search & 1.7 X Social Attribution for Weezie Towels

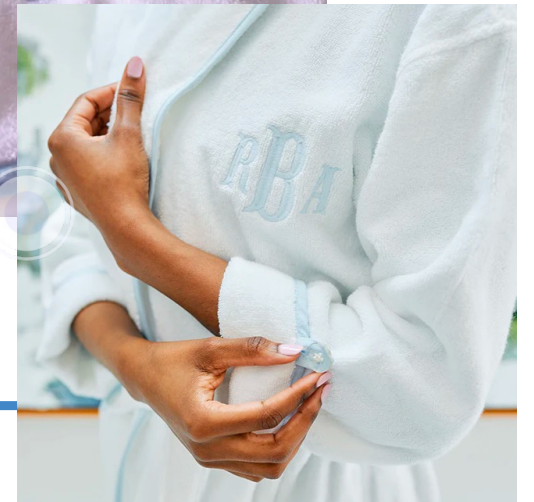




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Introduction

Weezie Towels

Weezie Towels, a distinguished luxury textile brand, embarked on a mission to reimagine bath linens, striving to craft impeccable towels from 100% organic long-staple cotton.

Founded by a dynamic duo of Liz & Lindsey with a shared vision, Weezie Towels was born out of the desire to offer unparalleled quality and luxury to their customers.





Business Challenge

Weezie Towels faced a significant challenge in understanding the attribution of sessions for Paid Search and Social channels in their digital analytics.

Weezie Towels encountered a critical issue in their digital analytics framework.

They struggled to **accurately attribute sessions to Paid Search and Social channels**, impacting their ability to evaluate the effectiveness of their paid advertising efforts.

This attribution challenge hindered their ability to make data-driven decisions and optimize their marketing strategy effectively.



Solution Offered

Saras Analytics stepped in to address this challenge and unlock the full potential of Weezie Towels' Paid Search and Social campaigns.

In-Depth Data Analysis

We conducted a comprehensive data analysis to identify gaps and discrepancies in session attribution, providing a clear starting point for improvement.

Custom Channel Modelling

We implemented custom models tailored to Weezie Towels' specific business goals, ensuring accurate attribution of sessions to Paid Search and Social.



Solution Offered (cont.)

Saras Analytics stepped in to address this challenge and unlock the full potential of Weezie Towels' Paid Search and Social campaigns.

Data layer & Tag Management Optimization

Google Tag Manager (GTM) tags and the data layer were meticulously reviewed and optimized, ensuring precise tracking, attribution of sessions from paid advertising campaigns, and comprehensive data collection.

GA4 Configuration Using Industry Best Practices

We configured GA4 settings using industry best practices, aligning the platform with Weezie Towels' goals, and ensuring they could leverage the full power of Google Analytics 4.

Results

Weezie Towels achieved a significant increase of 1.7X in the attribution of sessions to their Paid Search campaigns, demonstrating the impact of their paid advertising efforts.



Increase in Paid Search Attribution

1.2X More Sessions to Paid Social

The optimization efforts led to a **20% increase in sessions** attributed to Paid Social channels, expanding their reach and engagement with potential customers.



Increase in Paid Social Sessions

1.3X More Orders Captured

Weezie Towels captured 30% more orders, showcasing the direct impact of improved attribution on their bottom line.



Increase in Order Attribution



In navigating the data landscape, we collaborated with Saras Analytics to address our attribution challenges to our target growth.

Our partnership exemplifies strategic excellence, showcasing a thoughtful approach to elevating the brand in our digital marketing efforts.



Andrew Hughes

VP - Growth
weezie

Conclusion

Through strategic interventions and a data-driven approach, Weezie Towels overcame their attribution challenges, achieving remarkable growth in Paid Search and Social session attribution.

This transformation empowered Weezie Towels to make informed decisions and optimize their marketing strategy effectively, demonstrating the power of data-driven marketing in elevating their brand in the luxury bath linen industry.



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power of data to
drive your eCommerce
brand's growth?**

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