

goba Sports Group Unified Cross-Channel Data to Build New Segments & Drive Marketing Efficiency

About

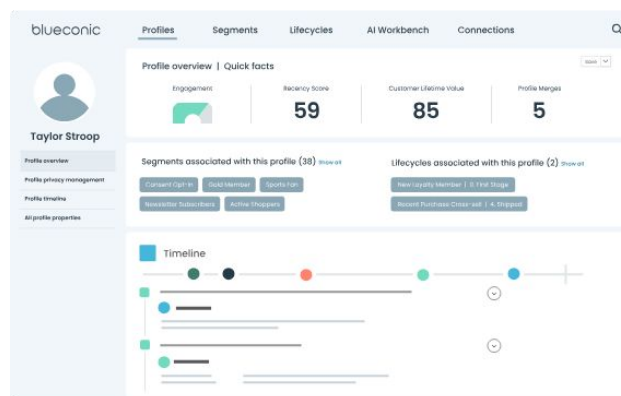
goba Sports Group is a global organization that represents eight brands including Springfree Trampoline, Athletic Locker, tgoma, as well as licensed brands such as Teva, Sanuk, and Umbro and operates in five countries.

Challenges

Over the past decade, goba Sports Group, like many multi-brand companies, has focused on bolstering their ecommerce business on prospecting and targeting customers. In examining current practices, they discovered their customer data was siloed across their marketing technology platforms. Without a way to unify that data – they were wasting ad dollars. Realizing they needed to resolve customers’ identities across online and offline channels to understand their customers’ behavior, they searched for a new marketing technology that could unify customer data in real time to improve their marketing programs’ efficiency.

In a complicated martech landscape, goba Sports Group wondered where to begin when selecting a CDP. Saugar Sainju, VP Growth Marketing, spearheaded an initiative to achieve their goal to unify their data. “Once I started thinking about the goal and looking at the CDP as a way for us to achieve it – a profile-based aggregation tool that we can use

to connect offline CRM data with all of our online activity – this space got a lot less complex to navigate.”



Solutions

When goba Sports Group activated marketing programs based on a unified view of the customer, it led to more efficient marketing spending.

Unified profiles across channels

In just two weeks, goba used BlueConic's intuitive user interface – with little involvement from their core IT team – to collect and unify both behavioral web data and personally identifiable information into unified customer profiles in BlueConic.

Because the BlueConic CDP sits between technologies in the martech stack to unify data across channels, goba Sports Group uses BlueConic to create anonymous profiles for potential customers that have not yet identified themselves. The lead generation team targets their prospects with programs to incentivize them to sign up for giveaways, etc. – ultimately identifying themselves. When an anonymous profile becomes known, goba Sports Group can retain the historic data from when the person was anonymous; therefore, creating a more complete view of both prospects and existing customers.

Multi-dimensional segmentation

goba Sports Group improved global marketing KPIs, CPA, and ROAS, by using BlueConic's real-time segmentation capabilities to target customers online across their four regions: US, Canada, Australia, and New Zealand. "When your ROAS goes up and your CPA goes down it means your marketing is effective on a macro level," Sainju says.

Data accessibility for advanced analytics

The accessibility of data in BlueConic also led to tech stack consolidation. goba Sports Group relies on dashboards in Google's Data Studio to gain the insights they need to make smart, data-driven decisions. Over the course of a year, goba Sports Group eliminated the need for their secondary business intelligence platform (BI), Tableau, because of BlueConic's open architecture and ability to unify their data across marketing technologies. BlueConic made it easy to export data to Data Studio. As Sainju puts it, "BlueConic pays for itself by eliminating the need for Tableau."

“**Adding a CDP to our martech stack has been truly transformative in how we think about our digital strategy..”**

Saugar Sainju
VP, Growth Marketing, goba Sports Group

Results

By activating new segments created in BlueConic for targeted acquisition programs, goba Sports Group's CPA decreased by 24% and ROAS increased by 59% in the U.S. In Canada, CPA declined by 13% while ROAS increased by 55%. They also reduced costs by eliminating the need for a secondary BI tool because BlueConic feeds data directly to Google Data Studio.