



Case Study

How KallySleep increased
their ROI by 6% using Multi-
Touch Attribution



About Kally Sleep

Kally Sleep creates innovative sleep solutions to help consumers get the deepest and most comfortable sleep imaginable. All of the products are created by industry leading experts, and manufactured using the highest quality components in the UK.

Kally Sleep manages all of their marketing channels in-house.



Odyssey is trusted by leading e-commerce businesses



DECATHLON

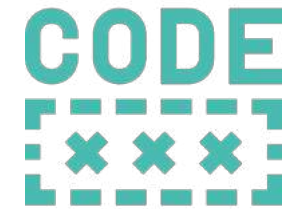


VANMOOF

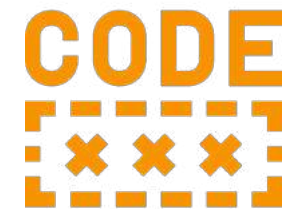
The challenge

Large uncertainty about the incremental value of affiliate publishers

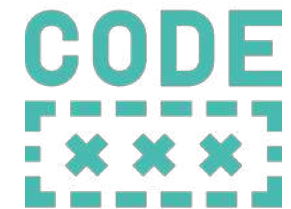
Kally Sleep had no insight into the true performance of its affiliates. Both the affiliate network (Awin) and Google Analytics were reporting on last-click attribution, giving the merchant only last-click data.



CODE



CODE



CODE

Multi-Touch vs. Last Click.

KallySleep used the multi-touch attribution insights by Odyssey Attribution to get a better understanding of the performance of their marketing campaigns, specifically the affiliate publishers.

The general overview of the publisher program showed a few insights:

- The incentivized publishers were extremely over rewarded based on the last-click attribution model. Odyssey attributed about 75% less than Awin to some incentivized publishers.
- For all the content publishers it was clear that they were attributed significantly less revenue by the affiliate network and Google Analytics than Odyssey was attributing.

The Data

Multi-Touch vs. Last Click.

Publisher	Publisher Type	Awin Revenue	Google Analytics Revenue	Odyssey Attribution Revenue
Goodhousekeeping	Content	£ 1.450	£ 1.500	£ 2.500
TheDozyOwl	Content	£ 250	£ 400	£ 560
MyVoucherCode	Voucher	£ 1.500	£ 1.100	£ 400

Strategy & Approach

More focus on initiating customer journeys

KallySleep used the insights by Odyssey to optimize their affiliate program and increase the commissions for the content publishers and decrease the commission for the incentivized publishers. The reason for this is to have an affiliate program that focuses more on initiating customer journeys.



“The Odyssey insights are great and provide us with insights on the affiliate channel and the other channels we can’t get any other way. It helps us increase the ROI of our marketing efforts”.



Marc Slattery

Head of Digital Marketing

Results

6% increase in ROI

It only took a few days to see the first improvements. Please find some of the results below:

- After two months we could see how the ROI of the affiliate channel was increased by more than 6%.
- While increasing the ROI, the multi-touch attribution insights also made it possible to decrease the overall spend.
- The affiliate program was extended with more active content publishers.





ODYSSEY

Attribution

[Book a free demo call](#)



DECATHLON



DEK•BED
discounter.nl