



**CORVIDAE**

By QueryClick



# A Complete Guide to Customer Acquisition

corvidae.ai

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# Introduction to customer acquisition

Customer acquisition is the engine that drives your brand and your business.

However, retail marketers are experiencing a raft of issues right now which makes bringing new customers into your business increasingly difficult.

So, what exactly is customer acquisition? And what are some of the challenges and strategies that you can look to deploy in a rapidly changing market?

In this eBook, we take a deep dive into everything you need to know to boost customer acquisition for your business.

## What is customer acquisition?

Customer acquisition is the process of **attracting**, **engaging** and **convincing** prospects to buy your product or service.

## Why is customer acquisition important?

At the most fundamental level, customer acquisition drives sales and revenue which are key components in the overall profitability of your business.

It also drives strong brand awareness which can help fuel your growth.

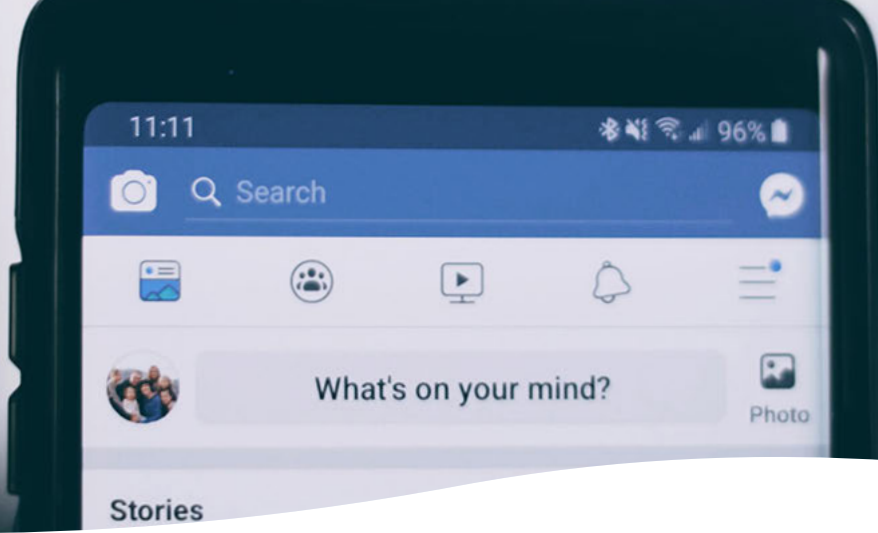
Customer acquisition drives the financial lifeblood of your business. The reality is that no customer stays with you forever, and attrition and churn are simple facts of life.

So, having a customer acquisition strategy in place to continue to drive the revenue and growth of your business is essential.



# **Customer acquisition channels**

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# Free customer acquisition channels

Not every business has a seemingly unlimited marketing budget to play with – you might not even have anything! So, let's start off with the “free” channels you can use to kickstart your customer acquisition.

**⚠ Please Note:** Although technically these are free channels, there are often some cost associated with them; whether that's specific tools you might need for publishing, monitoring or reporting.

## Organic Social

Organic Social is a great channel to acquire customers.

It acts as a window into your business, allowing potential customers to see:

- Who you are
- What you represent
- How other customers use your products

These channels are great for creating an affinity with your audience, leading to long-term customers. And when done right, can yield great results.

It's important to bear in mind that you don't need to be on every social media channel to succeed.

Creating great social media content can be time consuming. And what works on one channel doesn't always work on another.

So, focus on the ones you have resource to create relevant and engaging content for.

And the ones that your audience actually use.

### Organic social channels to try:



Instagram



Facebook



TikTok



YouTube



Reddit



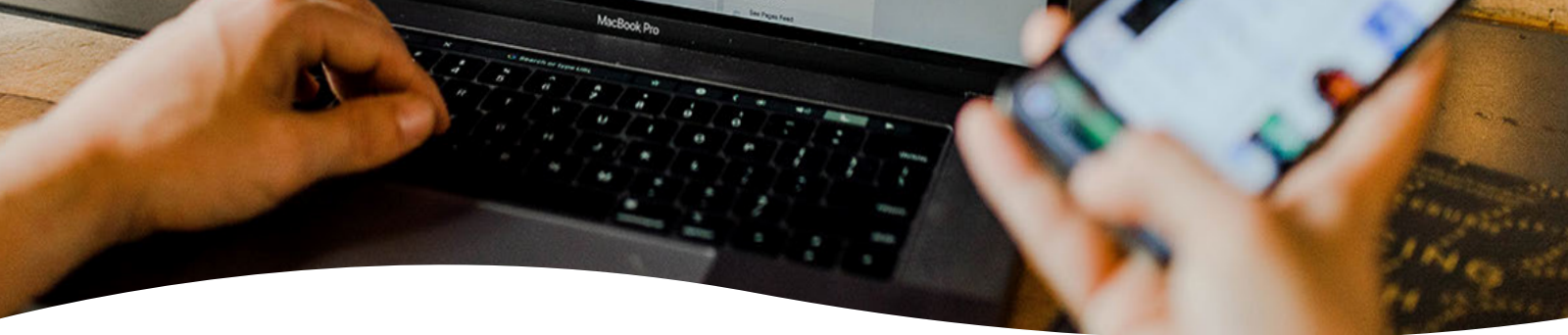
Snapchat



X (Twitter)



Pinterest



## Email

There's often a lot of discussion around email marketing being 'dead'.

And while regulatory laws like GDPR and industry updates like iOS 14.5 have dented the impact of email, there is definitely still room for it in your strategy.

Similar to Organic Social, email is a great tool to build an affinity with your audience.

It can be easy for brands to spam their mailing lists

with offers, discounts and new product releases (and I know I see this a lot in my own inbox!) but it's important to create a fine balance between sales emails and content emails.

Sending user generated content (UGC) about how to use a product, reviews and blog content are key for customer acquisition too.

Customers want to see real people with your products – not just a faceless company constantly appearing in their inbox.

### Email tools to consider:



HubSpot



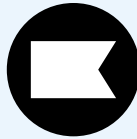
OmniSend



Brevo



MooSend



Klaviyo



MailChimp

## Search Engine Optimisation

If your audience wants to find out more about a certain brand or product – where do they go?

Google.

And if your website isn't there to provide the answer, you can bet your competitors are.

Search Engine Optimisation (SEO) is crucial to ensuring your website is found by your target market.

So, optimising your product pages for the right keywords, creating informative blog content and finding bottom of funnel opportunities are key to success.

### SEO tools to try:



Ahrefs



SEMRush



Moz



Google Search Console



## Webinars

With the rise in remote working, online events have become a core part of the marketing mix.

But you don't have to rely on a third-party to host these.

If you've got the time and resource, then running your own series of webinars is a great way to get in front of your target market.

They can be used to build out your brand as an authority within your industry, share the latest product news and releases or even showcase customer stories and reviews.

### Webinar tools to try:



Hopin



GoTo Webinar



Zoom



LiveStorm



Teams



WebinarGeek



Bizzabo



# Paid customer acquisition channels

If you've got room in your marketing budget to try some new acquisition techniques, then these are the key channels to consider.

## Paid Social

For brands that have the budget to play with, paid social is often one of the main acquisition channels to use.

It offers the opportunity to reach both brand-new users who have never come across your brand before – and those who have.

Certain channels let you target users based on the interests they've inputted into the channels, while also letting you import customer lists to target 'lookalikes' or do retargeting to those based on things like cart abandonment.

### Paid social channels to try:



Instagram



Facebook



TikTok



YouTube



Snapchat



X (Twitter)



Pinterest



LinkedIn

## Third-Party Events

Attending industry events are a great way to keep your finger on the pulse within your industry, understand what customers are looking for and to keep tabs on your competition!

But they're also a great way to **network** and find **new pools of customers**.

Depending on the size and type of event you're attending, it can be difficult to get your brand seen.

So, having things like **giveaways, games** and **other interactive elements** at your stand can be a great way to attract the attention of your target market.

### Types of events to try:



Networking



Roundtables



Conferences



Webinars





## Search Engine Marketing

Similar to Paid Social, Search Engine Marketing (SEM) allows you to **reach potential customers who have never interacted with your brand before**.

By targeting specific keywords, you can appear in the search results when a user searches for the right query.

Again, like Paid Social, it requires a significant amount of budget to be worthwhile.

Due to increased over-saturation within Paid Search, getting your ad seen requires either low competition (which, unless you're in an extremely niche industry, is unlikely) or a high level of spend.

This is where you can combine your SEO and SEM strategies to ensure you're only bidding on terms where you're not guaranteed to rank well on the SERP.

### SEM channels to try:



Bing Ads



Yahoo Ads



Google Ads



Google Search Network



Google Display Network

## Traditional Marketing

We might have a whole host of shiny new digital channels to try with our acquisition strategies, but sometimes the old ways still work best.

Depending on who your ideal customer base is, going down the more traditional route could be a winner for you.

If you're targeting an **older generation** who you know **read a certain type of newspaper** or if **commuters** are part of your core demographic then doing **print, radio** and **OOH adverts** could be key to bringing in new customers for your business.

### Traditional advertising channels to try:



TV advertising



OOH / Billboards



Radio advertising



Newspaper/magazine



Direct mail



## for finding the right customer acquisition channel for your business.



### 1. Be where your customers are

Understanding who your ideal customer is – and the types of content they interact with (and where) will help you become more laser-focused in your targeting efforts.

If you're a **B2C business**, it's highly **unlikely that you'll want to spend any of your marketing budget on LinkedIn ads**.

If you're a **make-up brand** targeting the 18-24 demographic, then **TikTok could be a goldmine** for you.

Unfortunately, there's no one-size-fits-all strategy.

Perfecting your customer acquisition strategy takes time – and there's always something new to consider!



### 2. Take learnings from your competitors

There's **no need to start from scratch** with your customer acquisition strategy.

Take some inspiration from what your competitors are doing to **inform your own strategy**.

Before you start creating content and spending money advertising on the wrong channels, spend some time looking at:

- where your competitors are advertising
- what channels they focus on
- what content is getting the most engagement

Then you'll have a good place to start.

Remember to also **take equal notice on the content that isn't driving engagement** for them. So, you know the areas to avoid too!



### 3. Get a clear view of what's working – and double down

Analytics and attribution have a big part to play in customer acquisition.

If you're not tracking all of your activity, then how do you know what's working? And more importantly, where you're wasting valuable budget?

Accurately tracking the customer journey is far more complex than ever both. As your customers are zigzagging across multiple channels **and devices**, engaging with your brand a number of times before even clicking onto your website.

So, make sure that all of your marketing efforts are getting the credit you deserve through an **unbiased analytics tool**.

With a clear view of what's working, and what's not, attribution allows you to then move your focus and budget into the channels and campaigns that are really working to drive growth.



# **Customer acquisition strategies**

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# 7 examples of acquisition strategies

## Content Marketing

Successful content marketing is a strategy that enables you to not only acquire customers but also to engage and retain them.

It involves **clearly defining audience personas for buyers of your product or services**, including understanding their issues and needs.

And then creating a programme of highly engaging, ‘free’ content on the topics that keep them awake at night – that will attract them to your brand and encourage conversion.

The strategy is a great way to **establish your authority and ensure you are top of mind as they consider purchase options**.

### What is a customer acquisition strategy?

Customer acquisition strategies bring together the best techniques and media channels into a mix that is designed to deliver new leads and customers by targeting them on their digital and offline journeys.

## SEO (Search Engine Optimisation)

According to the [Google/Ipsos retail study](#), **51% of shoppers use Google to research the purchases they are going to make online**.

So, ranking well in Google searches for the type of terms your audience is interested in matters.

A structured approach to SEO is not something to be taken on lightly and is more of a **medium-to-long term strategy**. But it can pay real dividends which are repeatable, if properly implemented.

Successful strategies have typically revolved around the three key pillars of technical optimisation of your website:

→ technical optimisation                      → keyword optimisation                      → link-building

But with the advent of [Google’s E-E-A-T guidelines](#) the focus has turned firmly to creating content that provides Experience, Expertise, Authoritativeness and Trustworthiness to ensure your content ranks well.

So, having either an experienced SEO agency, in-house team or both is key to success here.



## Run paid advertising campaigns

The proliferation of different advertising opportunities across platforms like Google and Facebook have made this a popular choice for acquisition amongst marketers.

Particularly those with the type of sizeable budgets that are needed to make an effective 'go' of the strategy.

If you are looking for a strategy that can help scale your business quickly, providing rapid and easy access to online audiences, it has to be a key consideration for your brand.

One of the big attractions of this approach, has been the extended targeting capabilities that are available on interest and behavioural dimensions.

However, it is also worth pointing out that advertising opportunities on platforms like Facebook were severely impacted by the **Apple iOS 14.5 update** – where the **conversion analytics data available was reduced significantly**.

## Influencer-led marketing

We live in a world where the impact of influencers across channels like YouTube, TikTok and Instagram can be significant for brands that are able to harness the potential in the right way.

It is a strategy that can be particularly powerful for brands that are starting out, if the fit between brand and influencer is a good one.

The approach enables you to deliver your messaging and offers via a trusted intermediary that has an active and engaged following and that can help position your brand in the right way with your target market.

While this type of approach can put your brand in front of hundreds of thousands, or even millions, of followers it is worth noting that **this type of activity can be difficult to track in terms of hard conversion impact**.

You also need to tread carefully as you are effectively aligning your brand with a third-party which you may have limited control over in future.

## Social media marketing

Social media marketing is another strategy that can really pay dividends given the right planning and approach.

The key thing here is to be really clear about your audience and where they are on social so you can plan to reach them effectively.

For example, **61% of Instagram users are in the 18-34 age bracket**, ideal for brands offering cosmetics, fashion and accessories for that age group but perhaps less relevant for brands offering senior travel insurance and hearing support products.

Another key consideration is that social campaigns can be very content 'hungry' and **you need to be posting highly relevant content on a regular basis**.

So, think carefully upfront about how you are going to curate and produce content to feed your social channels.

Social works really well for brands that are growing quickly and that have a quirky positioning – as typically in these types of businesses there is a lot of internal social content that can be surfaced and released out to your audience.



## Run email nurture campaigns

Whilst email marketing campaigns have been beset by a number of issues from an acquisition perspective, not least the challenges that were created by iOS 15, it remains a really powerful tool for nurturing and engaging prospects that you are collecting through your acquisition activity across other channels.

The reality is that **most first-time visitors are unlikely to buy on their first visit.**

So, creating a schedule of **integrated email marketing content, offers, tips and advice** can be a great way of ensuring you are top of mind as they make purchase decisions.

And, also, a great way to leverage the investment you have already made in collecting email addresses via your other paid acquisition activity.

**Email marketing campaigns have been beset by a number of issues, not least the challenges created by iOS 15...**

## Start a referral campaign

Tapping into the benefits of personal referrals can be a strong driver for acquisition in your business.

People have always placed high value on the opinion of their peers when it comes to selecting the right type of product or services.

But advances in social media and online technology have made it easier for customers to share recommendations with their personal networks and for marketers to track the effectiveness of them.

Starting a referral campaign where customers are rewarded with **discount codes, vouchers and other incentives can be a relatively low-cost way to drive up new customer acquisition.**

But central to this strategy is **ensuring that your customers have an exceptional experience.**

If they aren't in love with what you do for them, then they are less than likely to refer you to a friend.

So, this type of activity is wrapped up with a wider approach to ensure you are delivering value for existing customers as a means to attracting new ones.



# 4 customer acquisition challenges for retailers

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These can be many and varied, depending on your own marketing circumstances, but here a few that we help solve for our customers:



## NO.1 Lack of an accurate analytics view on performance

One of the fundamental issues that marketers have is that they lack the type of effective measurement view needed to assess the effectiveness of their acquisition efforts.

In fact, [QueryClick's research](#) uncovered the fact that over **60% of marketers believe that the data to support cross-channel decision-making is broken.**

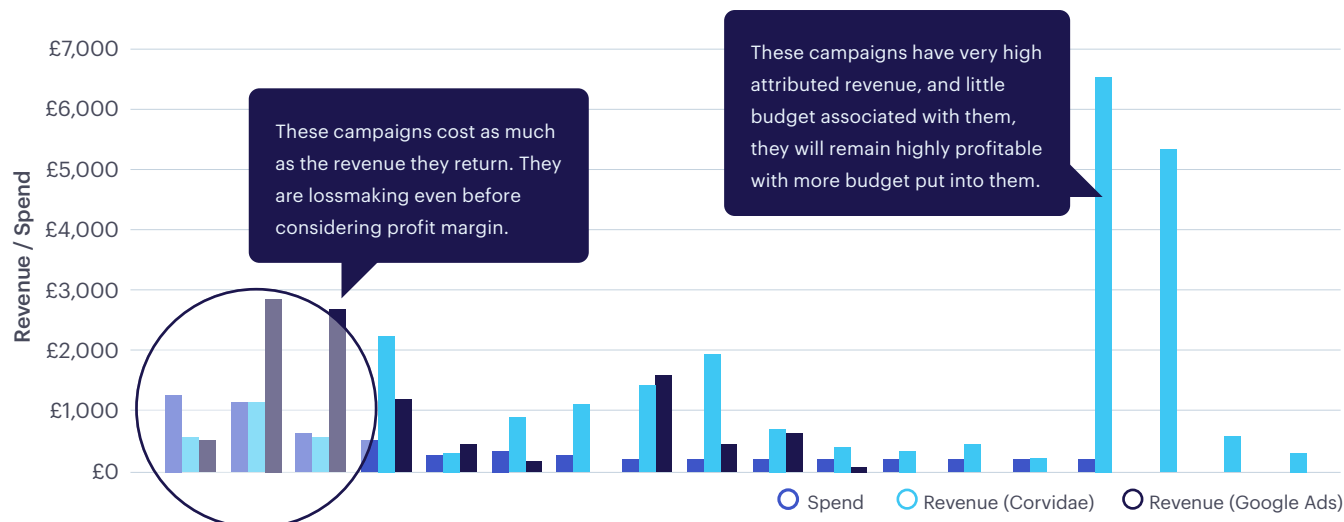
And the work we have done with our own clients bears this out, as we have uncovered the fact that **data from analytics tools like Google Analytics and Adobe is 80% incorrectly attributed** due to the limitations in data collection from cookies. Which highlights the need for effective attribution as a cornerstone of your acquisition strategy.

But by effectively rebuilding this broken data from the ground up – and correctly stitching together a more accurate view – it is possible to have a clearer measurement view to base your decision-making on.

This is the approach [Corvidae](#) takes and is shown in the example below:

**Corvidae  
helped our  
client generate  
an extra £1.4  
million a year  
from wasted  
media spend.**

### Google Campaign Revenue



In this instance, Corvidae helped our client gain a more accurate view than Google Ads, to reallocate spend from poor performing campaigns to the best performing campaign in this set – **taking 22% of media spend that's wasted and generating an extra £1.4 million a year of revenue.**

Analysis that helped our client to really refocus their acquisition strategy.





## NO.2 Concerns about AdTech data bias

One of the concerns that marketers have right now, is how much they can trust the data that is being put in front of them by the big AdTech players regarding their acquisition activity.

In fact, our own research points to the fact that **80% of them have real concerns about bias in the reporting they are receiving.**

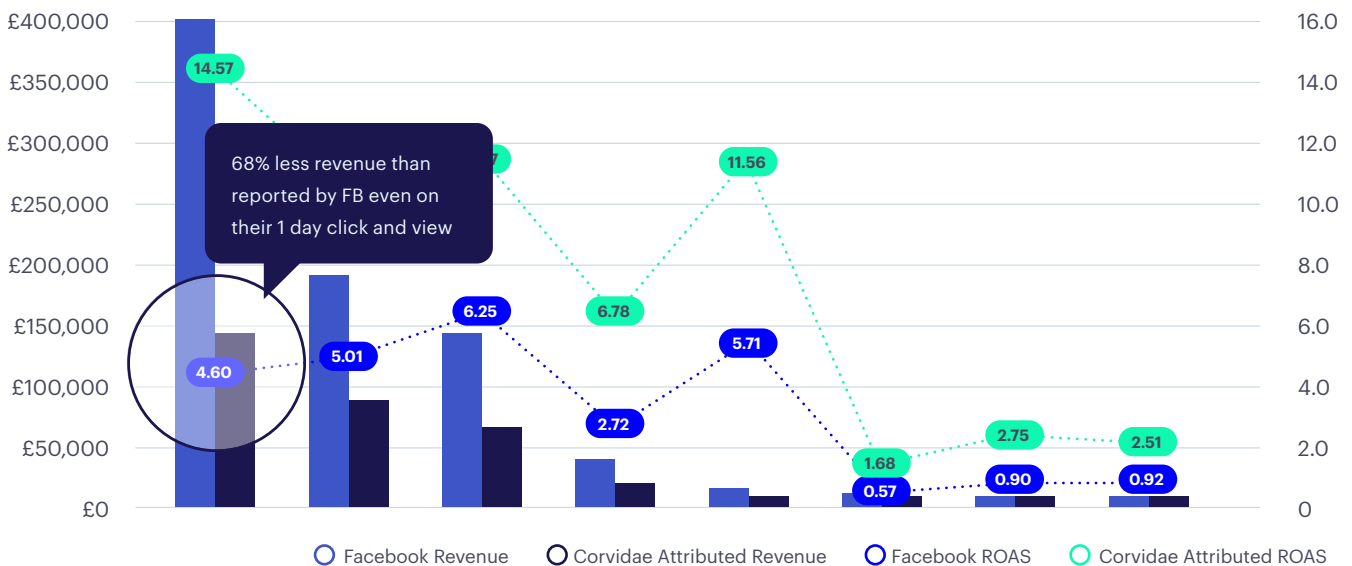
And the issue is only being exacerbated by the 'walled garden' approach that platforms like Facebook have to data sharing.

Or the lack of it.

Take the example below, where a client asked us to validate the figures they were getting from Facebook analytics around attributed revenue.

**34% of spend is not optimal. Reallocated would generate £1.6m p.a**

### Revenue & ROAS Comparison



In this case, not only were **Facebook reporting 68% more revenue than was properly attributed by Corvidae.** But an incredible **34% of spend was not optimal** and Corvidae was able to identify that re-allocating it would **generate an additional £1.6m.**



### NO.3

## ROI from Paid Media is decreasing

As [Forbes has pointed out](#), marketers focused on acquisition are also fighting a constant battle against rising ad costs.

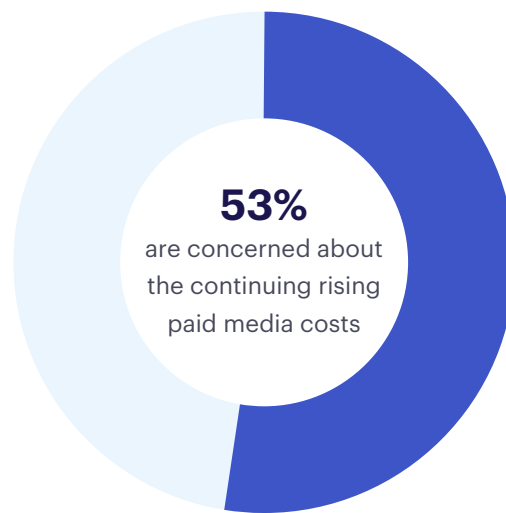
With some specific instances involving **Facebook ad CPA rises of as much as 89% in certain sectors.**

While **TikTok has seen instances around the 92% level.**

The effects of increased competition for space continue to keep the pressure up here and it means that **53% of marketers are concerned about the continuing rise in costs.**

With a paltry **16% seeing increased ROI from this heavy increase in spend and costs.**

The reasons for this are complex but include lingering effects from the pandemic, the continuing impact of iOS 14.5 (and subsequent Apple updates) and a market that is uncertain as Google continues to experiment with cookie replacements.

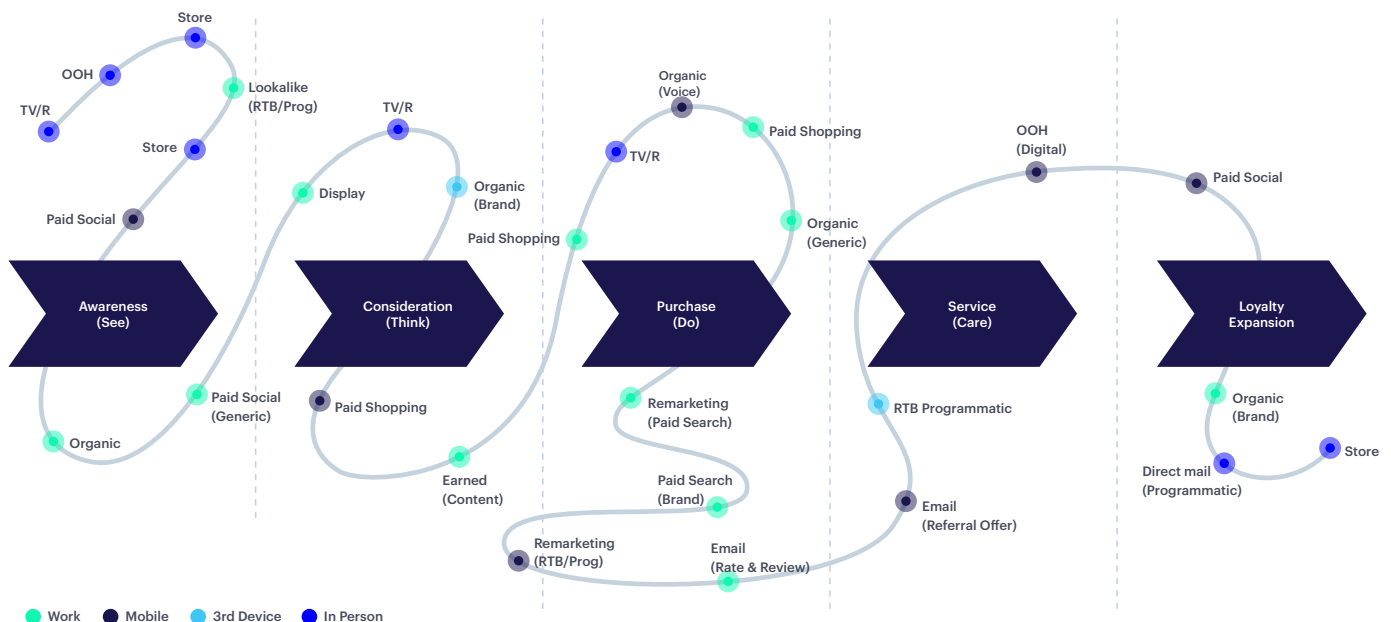




## NO.4

# Lack of a joined-up view right across the customer journey

One of the fundamental challenges marketers face around acquisition is getting a single, clear picture of the effectiveness of ALL of their media efforts – right across the customer journey.



These journeys are increasingly complex, taking place both on and offline, and involving a wide range of media from early stage influences like TV/Connected TV advertising, OOH and digital display down to retargeting activity at the bottom end of the funnel.

Layer in the complexity of digital activity that takes place across a range of devices at home, and at work – including mobiles, laptops, desktops and tablets – and you have a patchwork of activity that is difficult to unravel.

Add in the fact that, for many brands, there are a number of internal teams involved from SEO to Paid Social to Programmatic – all with their own data sets, and all effectively marking their own homework in performance terms – and you can see how this is difficult to achieve.



# How to measure customer acquisition

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The real test of your customer acquisition strategy is how cost-effectively you are bringing new leads into your funnel.

This can be measured using **Customer Acquisition Cost (CAC)** as a metric.

CAC essentially measures how much you are spending to bring new customers onboard.

It matters as a metric as it is one of the keys to building a sustainable growth strategy for your brand and it is highly likely that your CFO is going to want to know how you are performing in this area.

For funded businesses, it is also likely that investors, and potential investors, are going to be keen to understand performance here as it gives them a good understanding of the viability and longer term potential in your business.

How you choose to measure CAC, and what you choose to include in your calculation, is going to be specific to your own circumstances.

But in broad terms you are going to want to lump together all sales and marketing costs and divide them by the number of customers that are acquired in a formula that looks something like this:

$$\text{Customer Acquisition Cost} = (\text{MC} + \text{SC}) / \text{CA}$$

So, if, across a defined period, you are running at:

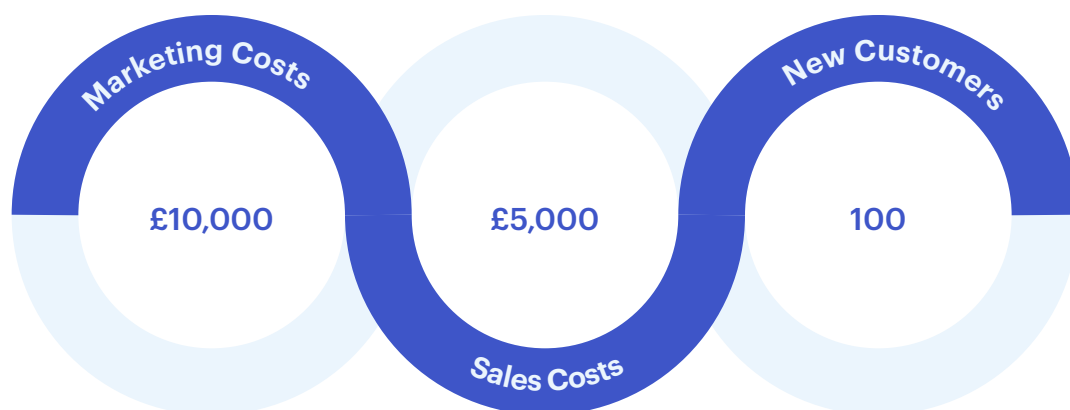
→ Marketing costs = **£10,000**

→ Sales costs = **£5,000**

→ **100** new customers

**Your CAC from a marketing perspective is going to be £150.**

Whether that is sustainable for you is going to tie back into other calculations around overall profitability, to including looking at Customer Lifetime Value (CLV), to really assess what is working and not.



A woman with blonde hair, wearing a light blue button-down shirt, is looking at a tablet computer in a clothing store. The background shows racks of clothes and a blurred interior. The entire image has a blue color overlay. There are decorative white circles and a white rounded rectangle containing text.

# **5 tips to boost your customer acquisition**

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## Effective attribution is the game-changer

We have been using AI for a number of years to improve the quality of marketing attribution for our clients.

One of the key attribution challenges is that solutions like GA and Adobe, which rely on cookies for tracking, actually do a particularly poor job of tracking multi-session, multi-device journeys.

And this results in around **80% of data being incorrectly attributed for attribution purposes.**

This is why we developed [Corvidae](#), our own attribution platform, which uses a combination of AI and Machine Learning to effectively replace cookies and rebuild this data from the ground up.

Giving our clients not only a much clearer view of what is and isn't working in their campaigns but also very specific predictive suggestions for how they can re-allocate underperforming spend to optimise their revenues.

[Find out more about Corvidae](#)

## Stay well ahead of changes where you can

Your market acquisition strategy doesn't operate in a vacuum.

The reality is that it is going to be impacted by everything from **industry-wide changes to big swings in the strategy of your competition.** And, in a lot of ways, the move to digital marketing being the dominant media and channel choice has exacerbated this.

For example, the decision by Apple to release iOS 14.5, asking users to opt-in to receive targeted ads, had profound effects on the targeting and measurement capabilities for brands that were heavy users of Facebook advertising in their marketing mix.

And the ones that fared better when it happened were the ones that had a front-facing view on their acquisition and media strategy.

The impending removal of third-party cookies – which has been delayed by Google more than once – is ultimately coming and will have serious consequences for marketers that rely heavily on cookie-based solutions for targeting and measurement in the acquisition marketing strategies.

Our own research on this topic suggests that many marketers are going to look to rely on solutions like Google Analytics 'post cookies', which has been dogged by concerns around illegality in the EU.

As many as **85% of marketers** believe there are sufficient cookieless solutions out there to navigate the change – with **43% sleepwalking into the opt-in problem which is presented by Google's Topic and Fledge APIs** and **38% placing bets on Unified Attribution platforms despite the GDPR issues surrounding them.**



# Play your media cards away from the competition

One of the consequences of the raft of recent industry-wide changes has been to heighten competition and huge hikes in media costs.

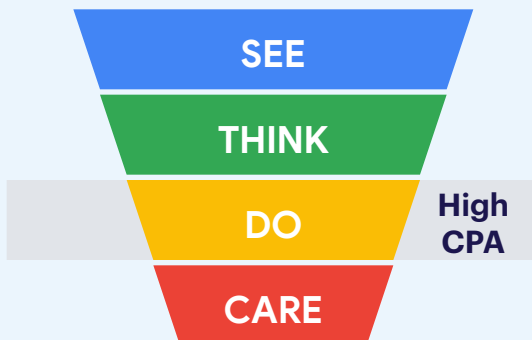
By their very nature, the advertising opportunities provided by the big platform providers like Google and Facebook tend to be heavily focused on targeting prospects at the bottom end of the funnel.

This is partly because that's the part of the funnel that the proprietary reporting and analytics tools that are built into these platforms can measure effectively – as measurement of higher funnel activity is problematic for them due to limitations in cookie-based measurement.

All of the above has combined in recent times to **increase the level of competition for media space** at this end of the funnel delivering **huge increases in CPAs** for this type of media.

The only solution for marketers looking to do something different in their acquisition strategy is to find a way to move further up the funnel where CPAs are cheaper and the market is less crowded.

This is the approach we took for a major electronics retailer as outlined below using the **Google 'See/Think/Do/Care' model**.



Reduce CPA by 87.5% by reallocating underperforming generic paid search to programmatic video

QC - (Electronics Retailer, EMEA)

NEW LOOK

**-12% CoS**

Moving activity away from expensive generic terms drove a 22% reduction in Cost of Sale

By using AI and Machine Learning techniques, like the ones used by Corvidae, it was possible to target users further up the funnel at the 'See' phase – where CPAs are much lower.

In fact, this is the type of approach that enabled us to **reduce CPA by 87.5%** for a major European Electronics retailer.



## Focus on keeping the customers you have – and help them to help you

In anyone's language customer acquisition can be a costly business these days.

And high levels of churn can cause customers to quickly come and go from your business – for a raft of reasons from poor customer service to issues with product quality – which can quickly reverse any acquisition gains.

So, the focus needs to be on **keeping your churn metrics to a minimum**.

You also work hard to bring new customers to your brand, and they are a valuable resource for it. Not just in revenue terms but as potential informal ambassadors for your business.

So, work heavily on getting them engaged with your brand.

Help them to understand your unique values and what it is that sets your brand, and your product or service offerings, apart.

As they better understand what you stand for, you build loyalty that transcends the transactional nature of your relationship.

And it is more likely that they will be able to tell your story to their friends and colleagues – and your business will feel the revenue impact of referral style marketing.

## Don't put all of your marketing eggs in one basket

If there is one thing that the last few years has taught marketers, it is to expect the unexpected – and to make sure you have options in case the landscape suddenly changes.

Having a breadth of proven media in your marketing mix is essential, particularly where the emphasis is heavily on digital where the opportunities and competition levels for space are changing all of the time.

The broader the spread of channels you have – or have validated as effective for you – the more flexibility you have to push spend around as things change.

And, as we pointed out earlier, effective marketing attribution is the key to your success.

Knowing when to pull Facebook spend because you can see it is underperforming and also knowing that you can move it across to spend on Instagram that is more effective by a factor of 'X'.





# CORVIDAE

By QueryClick



## How does Corvidae help with customer acquisition?

Corvidae is the only cookieless attribution tool which uses AI to replace broken third-party cookies.

Our patented AI-driven session stitching technology allows us to rebuild your analytics data from the ground up, **revealing over double the number of touchpoints** compared to off-the-shelf tools like Adobe and Google Analytics.

Our attribution model then assess the influence of every touchpoint and assigns value based on the role it played towards conversion.

With this clearer view of the customer journey, Corvidae customers can confidently move budget from underperforming campaigns and reallocate it to **generate greater ROAS** and **significantly reduce CPAs**.

### An attribution tool to drive growth

**-20%**

Google Ads spend

**+41k**

average monthly revenue

**+50%**

conversions

Ready to try attribution the Corvidae way? Get in touch to book a demo.

corvidae.ai