

Outlier Expedites Marketing Agency Campaign Performance Analysis



In paid online marketing, every customer dollar has to be spent efficiently. Delphic Digital, a leading full service marketing agency, helps their clients build engaging digital experiences online. As part of their data-driven practices, Delphic sought a new approach to proactively manage digital marketing performance in a way that could scale to hundreds of simultaneous campaigns across their portfolio of clients.

Outlier’s predictive data model insights save marketing analyst time. Outlier’s predictive data model approach is a considerable cycle time improvement from manual reporting practices that may only reveal performance blockers weekly. Within days of activation, the Outlier product helped Delphic Digital identify and block ‘bot’ traffic corrupting campaign performance reporting results. The clarity of Outlier’s daily feedback also enabled Delphic Digital’s analysts to improve targeting approaches across campaigns and to detect a marketing channel tracking issue.

Outlier surfaces hidden acceleration of keyword costs. Outlier’s ability to quickly surface marketing improvements also recently paid off for a long-running account that Delphic manages. They implemented new campaigns and keywords, causing overall campaign performance (measured

by spend and engagement) to improve. **Outlier isolated a rise in spend for one of the newly added keywords with low end-user engagement. Delphic’s analysts took immediate steps to re-allocate this marketing budget spend,** further improving overall campaign performance and saving their customer money. Because of Outlier, Delphic Digital has the confidence that no detail will be missed in their pursuit to optimize campaign outcomes daily.



DELPHIC
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Delphic Digital, founded in 2003, is an award-winning digital marketing agency located in Philadelphia, PA. They leverage data to drive and create magnetic digital experiences to enhance each client’s brand, voice, and mission.

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“The quality of Outlier insights allows Delphic Digital to maximize the impact of our client marketing budgets. While our existing tools let us set threshold based alerts, this approach drowns us in noise and does not scale across to the thousands of keywords and design decisions we manage for our clients daily. **Outlier’s tool requires no overhead** and its approachable feed helps our teams **find opportunities that are specific, actionable,** and more than likely would be buried within our prior reporting practices.”

Cristie Setzer, Media Supervisor at Delphic Digital

