

CASE STUDY

em michelle phan Decodes Dark Social Engagement
To Reveal Up To 34% Of Revenue Was Previously
Unattributed

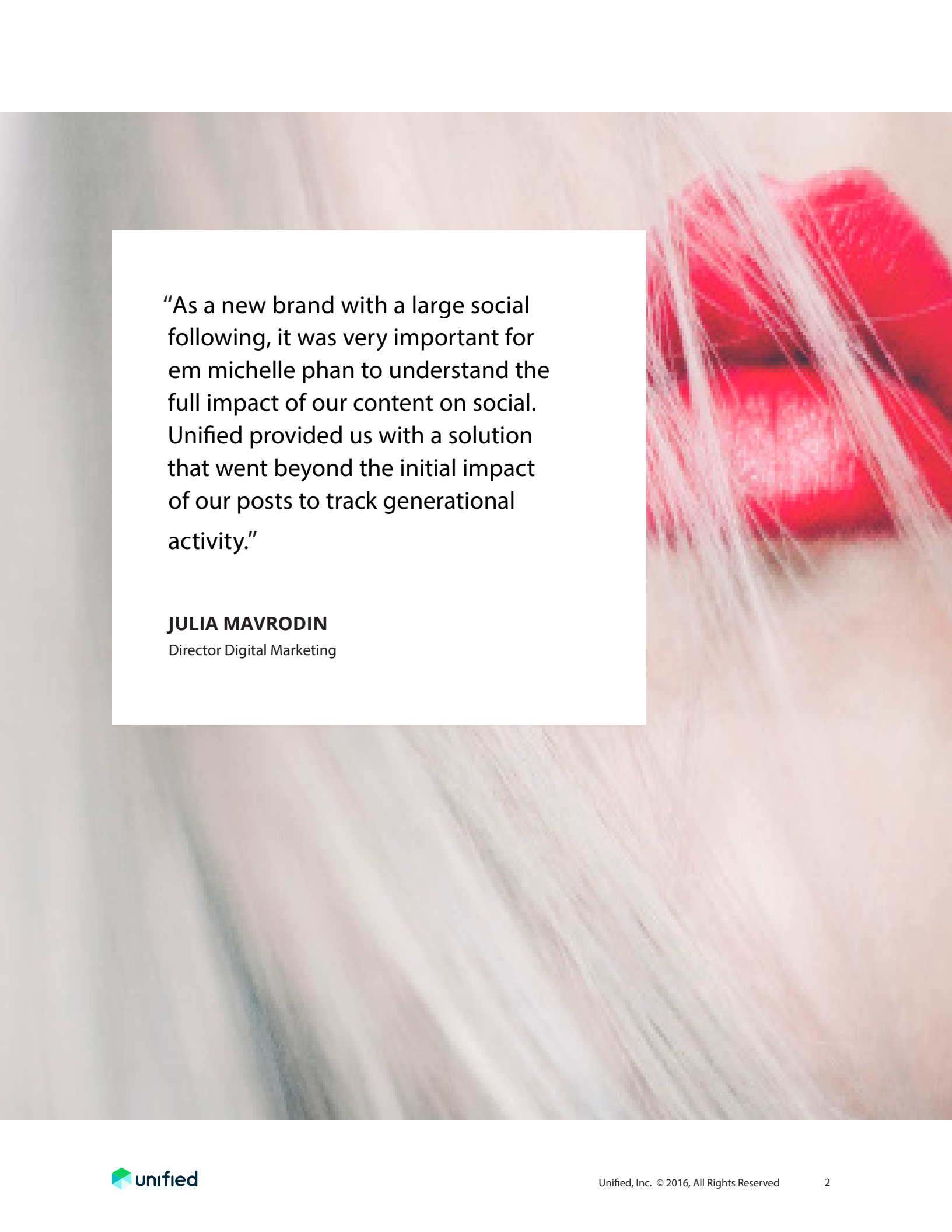
L'ORÉAL



em michelle phan



unified



“As a new brand with a large social following, it was very important for em michelle phan to understand the full impact of our content on social. Unified provided us with a solution that went beyond the initial impact of our posts to track generational activity.”

JULIA MAVRODIN

Director Digital Marketing

Overview

As it turns out, neither beauty nor social media is only skin deep. In fact, the viral nature of the Internet makes it absolutely critical for marketers to go beyond initial “superficial” engagement in order to truly gain a complete picture of how their content contributes to conversions and revenue.

em michelle phan needed information to help them understand how their forward-thinking content and marketing promotions directly contributed to brand awareness and revenue. Working with Unified, they deployed earned measurement and Dark Social tracking to measure sharing, conversions and revenue across multiple channels including the brand website, Google, Facebook, Twitter and more.



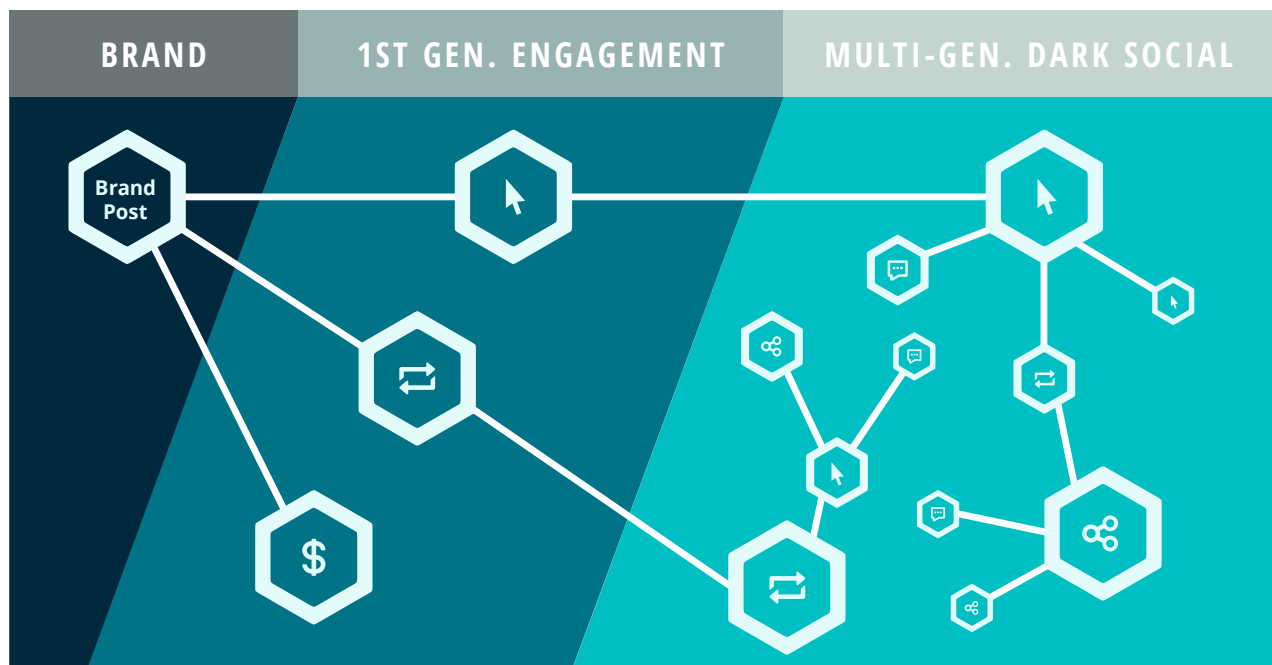
Approach

UNDERSTANDING DIRECT AND INDIRECT ENGAGEMENT

We tracked first generation, multi-generation and Dark Social activity. This included engagements such as clicks, email sign-ups, order completions and revenue from direct engagement, or first generation activity as well as indirect engagement, which we define as multi-generational and Dark Social activity.

WHAT'S THE DIFFERENCE BETWEEN FIRST GENERATION, MULTI-GENERATIONAL AND DARK SOCIAL ENGAGEMENT?

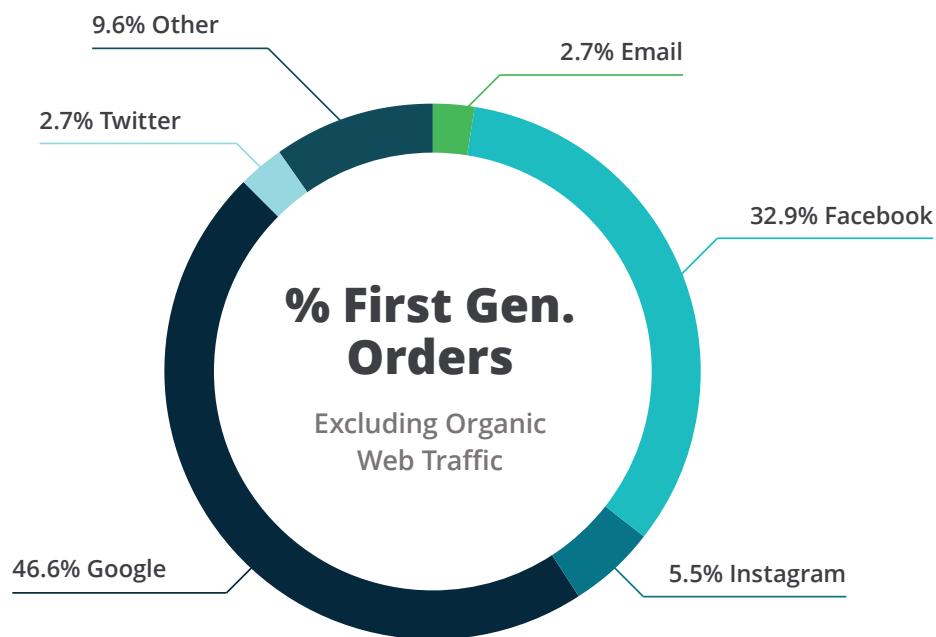
As the term suggests, first generation activity refers to the clicks, shares, conversions and revenue earned from the audience directly exposed to the content published by em michelle phan via their website and social media channels. Multi-generational activity consists of the downstream engagement from any user who didn't interact with the original brand post. Lastly, Dark Social is defined as the copy and paste link sharing activity that occurs when a user clicks on an ad, copies the link and pastes it into an email, instant message or social post.



Results

FIRST GENERATION MEASUREMENT

The Unified Platform was able to capture the first wave of activity from users who either clicked on a short link or visited the site organically. Key findings include:



em michelle phan demonstrated very healthy organic web traffic, which drove 95% of first generation revenue and 93% of first generation orders.

While Facebook drove the most clicks, Google proved to be successful in driving revenue, orders and email sign-ups.

Unified was able to measure the traffic and conversions of 5+ additional channels including Email, Facebook, Instagram, Google, Pinterest and Twitter.

Results

Unified also tracked downstream conversions resulting from generational and Dark Social sharing such as Facebook shares, Tweets, Pins and even when people copied and pasted em michelle phan URLs directly from their mobile and desktop browsers. As a result:

GENERATIONAL ACTIVITY

34.0%

Of Total Revenue

32.6%

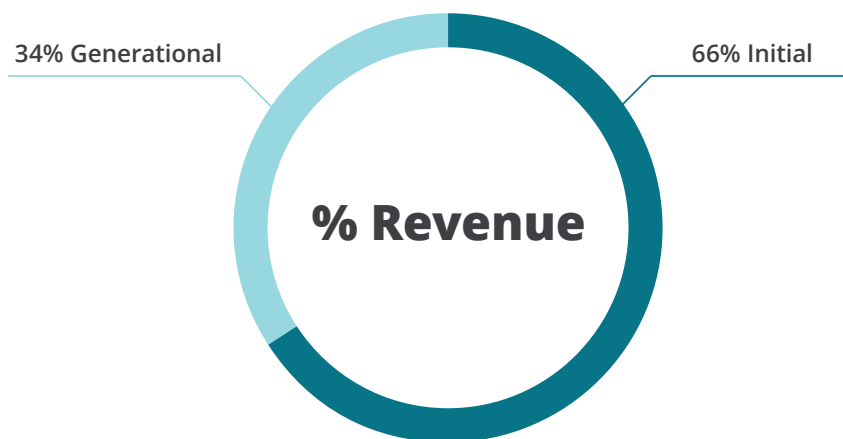
Of Email Sign-ups

32.8%

Of Order Completions

23.0%

Of Clicks



While initial clicks accounted for a greater volume of orders, generational and Dark Social clicks had almost twice the conversion rate.

For overall generational and Dark Social engagement, Google was the best social channel driver of activity across the board.

The cart page not only had the highest number of shares, but also contributed to a significant amount of multi-generational and Dark Social revenue.

Conclusion

The Unified Platform was able to identify important multi-generation and Dark Social activity that accounted for a significant amount of revenue that was previously unmeasured and underestimated. The resulting trends were eye-opening, showing that em michelle phan's quality video content on Google was a key driver of orders and revenue – second only to a bustle of strong organic web traffic.



About

Unified delivers technology and services to connect marketing data sets and optimize investments across the customer journey. Unified's software empowers Fortune 500 companies and agencies to drive marketing success in the context of their business goals. The Unified platform transforms fragmented marketing data into actionable intelligence and real-time activation. Unified has offices in New York City, San Francisco, Los Angeles, and Chicago. For more information visit www.Unified.com.

CONTACT US
sales@unified.com

SIGN UP FOR A LIVE DEMO
www.unified.com

