

Eight Sleep Marketing Performance Report

18-Month Attribution-Aware Analysis | Strategic Intelligence Report

Executive Summary - Attribution-Aware Analysis

<div>\$14.7M</div> <div>Total Marketing Spend</div>	<div>\$94.9M</div> <div>Total Revenue</div>	<div>6.46x</div> <div>Overall ROAS</div>	<div>706,515</div> <div>Email Captures</div>
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Critical Discoveries

Attribution Discovery: 0.72 correlation between YouTube spend and Google orders - YouTube drives Google's 4.57x ROAS

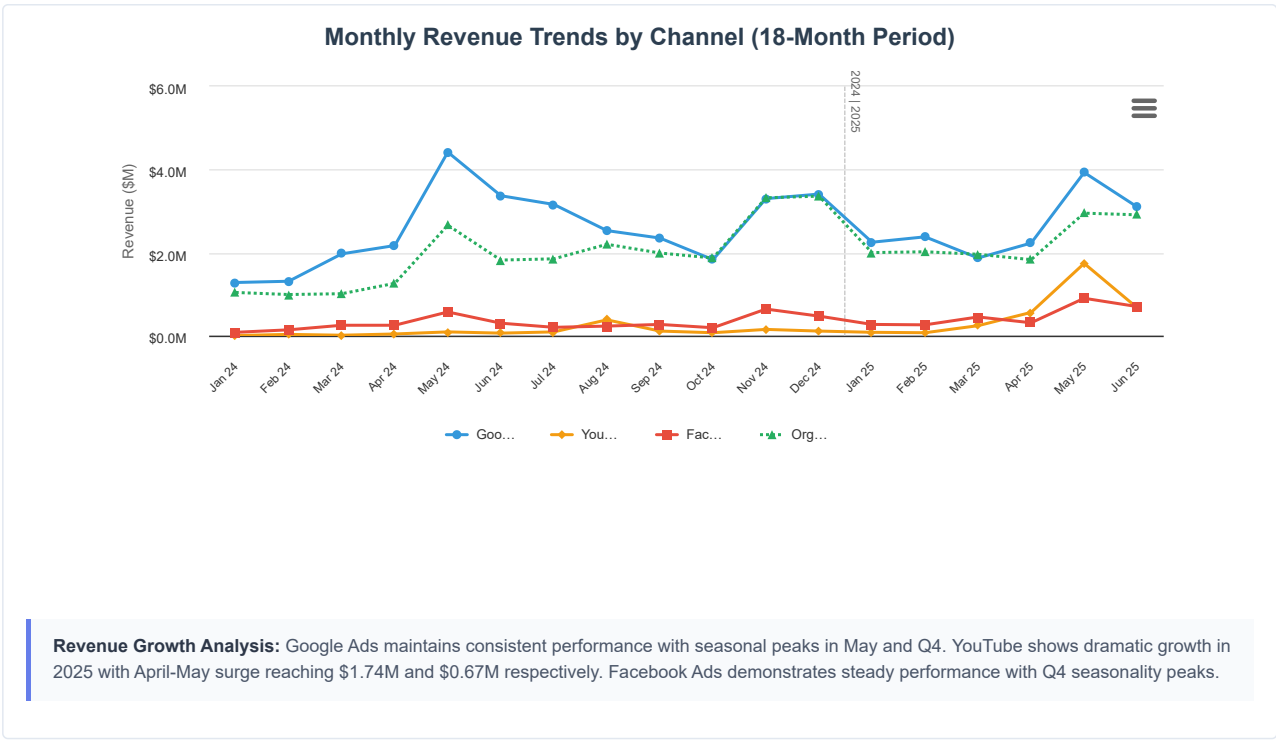
Seasonality Impact: Q4 revenue 50% above baseline, May spring peak, Q1 suggests budget reallocation opportunities

Email Quality Gap: Google leads email conversion at 7.6%, YouTube at 0.97% - optimize highest-performing email funnels first

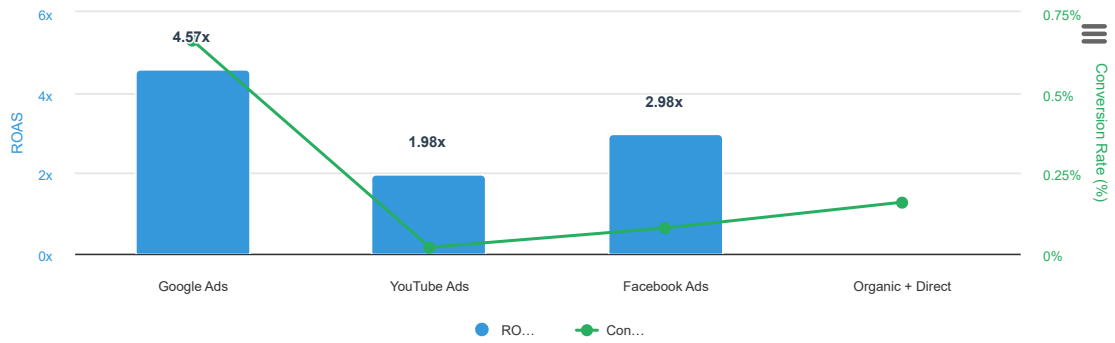
Channel Performance Overview

Channel	Spend Share	ROAS	Orders	Avg Order Value	Email Captures	Email Conv. Rate
Google Ads	69.8%	4.57x	12,717	\$3,686	147,169	7.6%
YouTube Ads	15.4%	1.98x	934	\$4,822	148,178	0.97%
Facebook Ads	14.8%	2.98x	1,610	\$4,016	119,777	0.42%
Organic + Direct	0%	∞	8,719	\$4,249	291,391	-

Revenue Trends & Channel Performance



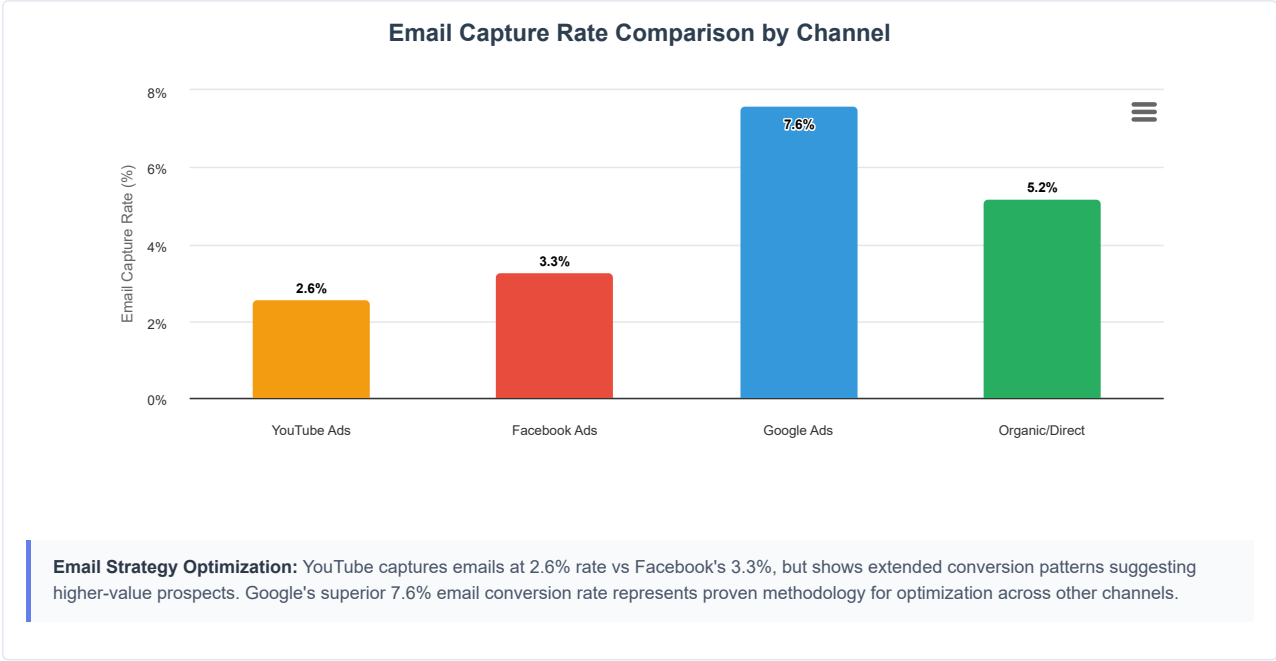
Channel Performance Comparison



Channel Efficiency: Google Ads leads with 4.57x ROAS despite high spend share (69.8%). Facebook Ads shows strong efficiency at 2.98x ROAS with only 14.8% spend share, indicating potential for scaling. YouTube's 1.98x ROAS includes attribution bias - true performance enhanced by Google cross-channel effects.

Key Findings & Attribution Analysis

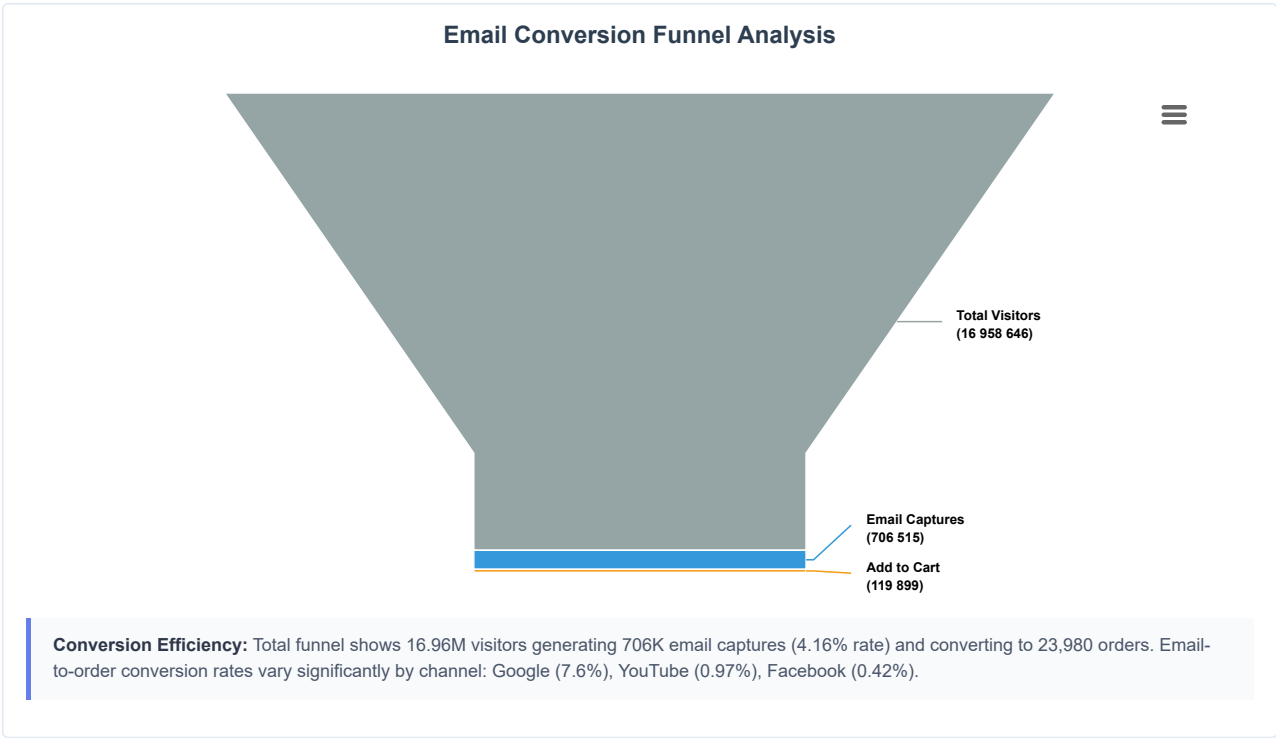
Email Capture Analysis



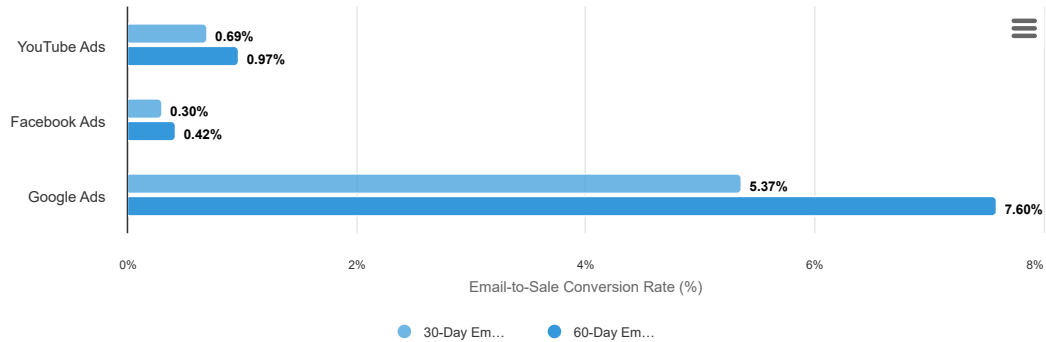
YouTube Attribution Discovery

Analysis reveals 0.72 correlation between YouTube spend and Google orders, indicating YouTube's role as an awareness driver that enhances Google's conversion performance.

Impact: YouTube's true value extends beyond direct conversions to improving Google's 4.57x ROAS through audience warming and brand awareness.



Email Conversion Patterns: 30-Day vs 60-Day Windows



Email Conversion Quality Analysis: Google demonstrates superior 7.6% email conversion in 60-day window, nearly 8x higher than YouTube (0.97%) and 18x higher than Facebook (0.42%). This represents a proven methodology for strategic application across channels.

Strategic Insights

Channel Strategy: YouTube + FB Ads (30.2% of total spend) can be directly scaled. Consider focusing optimization efforts on these channels for maximum impact.

YouTube Email Opportunity: Current 2.6% email capture rate with 0.97% email→sale conversion (60-day window). Strong conversion performance suggests quality audience - optimizing capture rate could unlock significant revenue growth.

FB Ads Underinvested: Shows true 2.98x ROAS with no attribution bias. Currently only 14.8% of controllable spend despite superior direct response performance.

Strategic Implementation Plan

Priority 1: Reverse-Engineer Google's Email Success

- ▶ Analyze Google's 7.6% email conversion methodology - nurture sequences, timing, messaging, and segmentation
- ▶ Document proven practices from highest-converting email funnel
- ▶ Identify transferable elements for application to other channels

Priority 2: Apply Google's Methods to YouTube

- ▶ YouTube has quality audience (0.97% conversion) but low capture rate (2.6%)
- ▶ Test Google's nurture strategy with YouTube email audiences
- ▶ Focus on increasing capture rate rather than conversion optimization

Priority 3: Fix Facebook Email Conversion

- ▶ Facebook's 0.42% email conversion significantly underperforms
- ▶ Test Google's email sequences with Facebook audiences
- ▶ Consider segmentation improvements for direct response audience

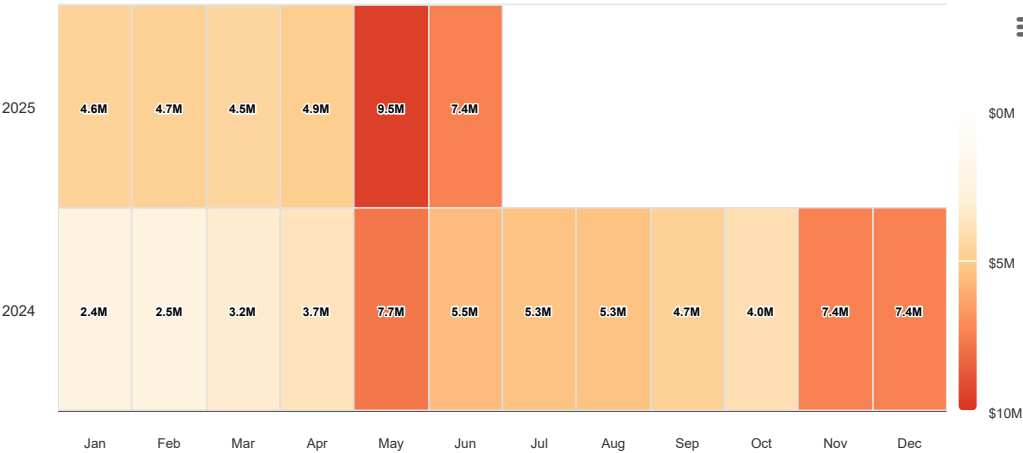
Priority 4: Scale Based on Performance

- ▶ Increase YouTube email capture and Facebook retargeting budgets post-optimization
- ▶ Google is already optimized for revenue extraction at current scale

► Consider budget reallocation from Q1 to Q4 and May peaks

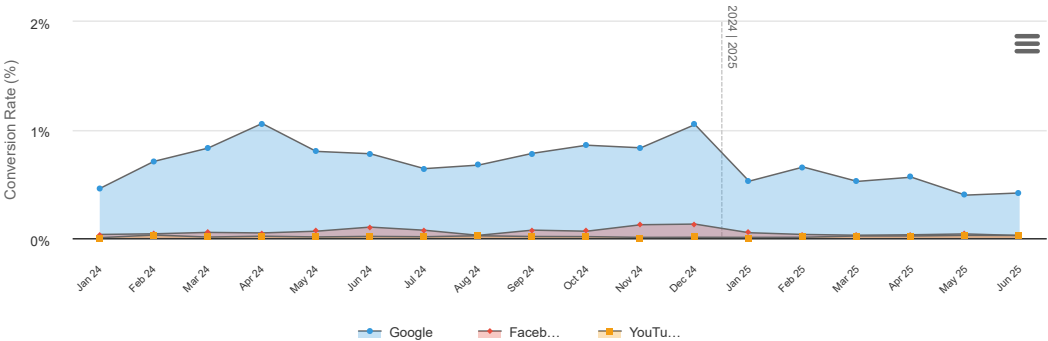
Seasonality Analysis & Revenue Patterns

Revenue Seasonality Heatmap



Seasonal Optimization: November-December revenue 50% above average (\$7.4M each vs \$4.9M baseline). May consistently shows strong performance (\$7.7M in 2024, \$9.5M in 2025). Q1 represents weakest months suggesting budget reallocation opportunities.

Conversion Rate Trends: 18-Month Analysis



Channel Evolution: Google shows improvement in 2025 averaging 17.7% vs 1.3% in 2024. YouTube demonstrates dramatic improvement with conversion rates increasing over 12x from 2024 to 2025, indicating significantly improved targeting and optimization.

Data Anomalies for Investigation

Critical Data Quality Issues Requiring Investigation

- Facebook Conversion Anomaly:** 325% cart-to-order rate detected (143 orders from 44 carts, June 2025) - investigate attribution accuracy
- YouTube Performance Volatility:** 22x variance in monthly performance (Jan-May 2025) suggests tracking changes or external factors
- Google Ads Traffic Gap:** Despite 69.8% spend share, absent from top visitor months - verify traffic attribution methodology
- Organic Email Conversion Gap:** 291K email captures but 0 tracked email conversions - investigate attribution window settings

- 🔥 **AOV Channel Variance:** 31% difference in average order value by channel (\$3,686-\$4,822) - analyze customer segmentation
- 📊 **Email Capture Rate Inconsistency:** 2x variance between channels (2.6%-5.2%) - standardize measurement methodology
- 📢 **Q2 2025 Tracking Changes:** Multiple conversion anomalies suggest measurement methodology updates requiring validation

Priority Data Needs

Recommended Analysis Extensions

- **Google Ads Breakdown:** Understand spend allocation across Display, Branded Search, and Non-Branded Search campaigns to optimize channel mix
- **Lift Studies:** Consider implementing incrementality testing to measure true channel contribution beyond last-click attribution
- **Marketing Mix Modeling (MMM):** Explore deploying statistical models to understand cross-channel interactions and optimal budget allocation
- **Post-Purchase Surveys:** Consider collecting first-party data on customer journey and channel influence to validate attribution models
- **Multi-touch Attribution:** Quantify YouTube's contribution to Google conversions and cross-channel assist rates
- **Customer Lifetime Value:** Consider optimizing CAC thresholds by channel quality and customer cohort performance

Business Implications Summary

YouTube: The Awareness Engine

Strategic Role: Drive awareness and email capture, not direct conversions. Current 2.6% email capture rate with strong 0.97% email-to-sale conversion indicates high-quality audience fit and potential to focus on increasing capture rate rather than conversion optimization.

Google: The Email Conversion Champion

Hidden Strength: 7.6% email-to-sale conversion rate (60-day window) - nearly 8x higher than YouTube and 18x higher than Facebook. Consider scaling Google's email capture and nurture processes and applying methodology to other channels.

Facebook Ads: The Conversion Engine

Strategic Role: Convert aware prospects through direct response and retargeting. True 2.98x ROAS with no attribution bias. Underinvested at 14.8% of controllable spend, but email conversion (0.42%) lags significantly.

Cross-Channel Email Strategy

The Connecting Thread: YouTube captures emails (2.6% rate) → Google's superior nurture (7.6% conversion) → FB retargeting converts → Organic harvests branded search. Google's superior email conversion represents proven methodology for strategic application.