

# Eight Sleep Marketing Performance Report

18-Month Attribution-Aware Analysis | Strategic Intelligence Report

## Executive Summary - Attribution-Aware Analysis

\$14.7M

Total Marketing Spend

\$94.9M

Total Revenue

6.46x

Overall ROAS

706,515

Email Captures

### Critical Discoveries

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

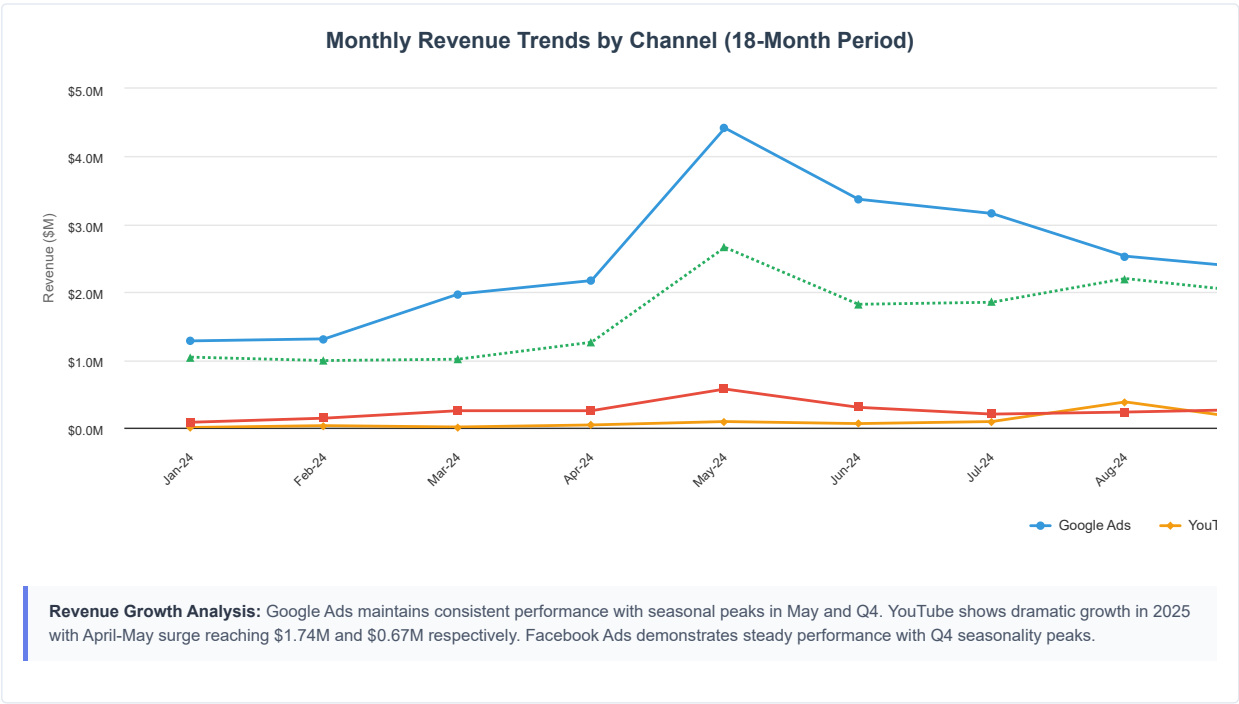
**Seasonality Impact:** Q4 revenue 50% above baseline, May spring peak, Q1 suggests budget reallocation opportunities

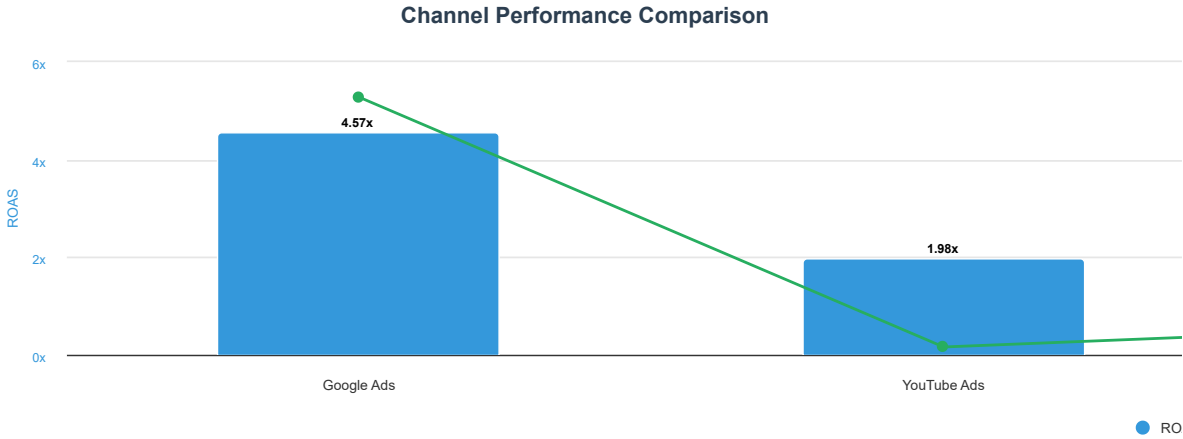
**Email Quality Gap:** Google leads email conversion at 7.6%, YouTube at 0.97% - optimize highest-performing email funnels first

## 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 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.

Attribution Analysis & Cross-Channel Effects

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.

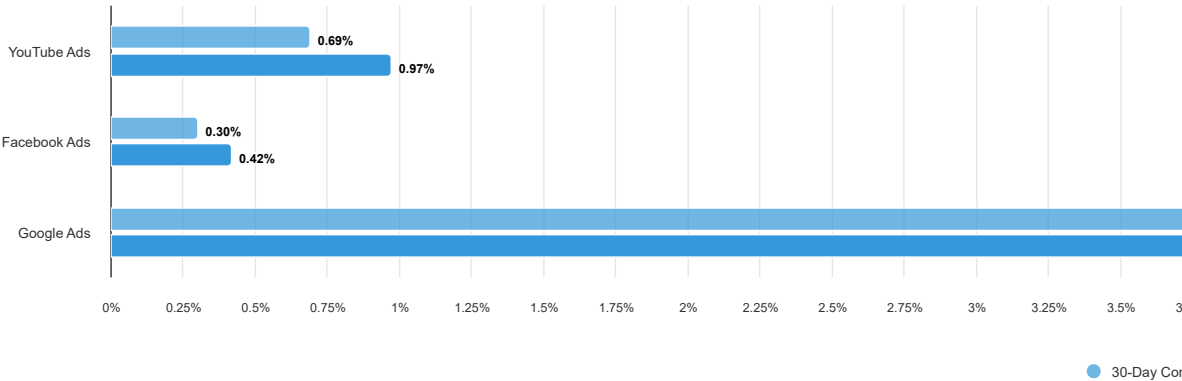
**Impact:** YouTube's true value extends beyond direct conversions to improving Google's 4.57x ROAS through audience warming and brand awareness.

Email Conversion Funnel Analysis



**Conversion Efficiency:** Total funnel shows 16.96M visitors generating 706K email captures (4.16% rate) and converting to 23,980 orders. Email-to-order conversion rates vary significantly by channel: Google (7.6%), YouTube (0.97%), Facebook (0.42%).

Email Capture & Conversion Quality by Channel



**Email Strategy Optimization:** YouTube captures emails at 2.6% rate vs Facebook's 3.3%, but shows extended conversion patterns suggesting higher-value prospects. Google's superior 7.6% email conversion rate represents proven methodology for optimization across other channels.

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

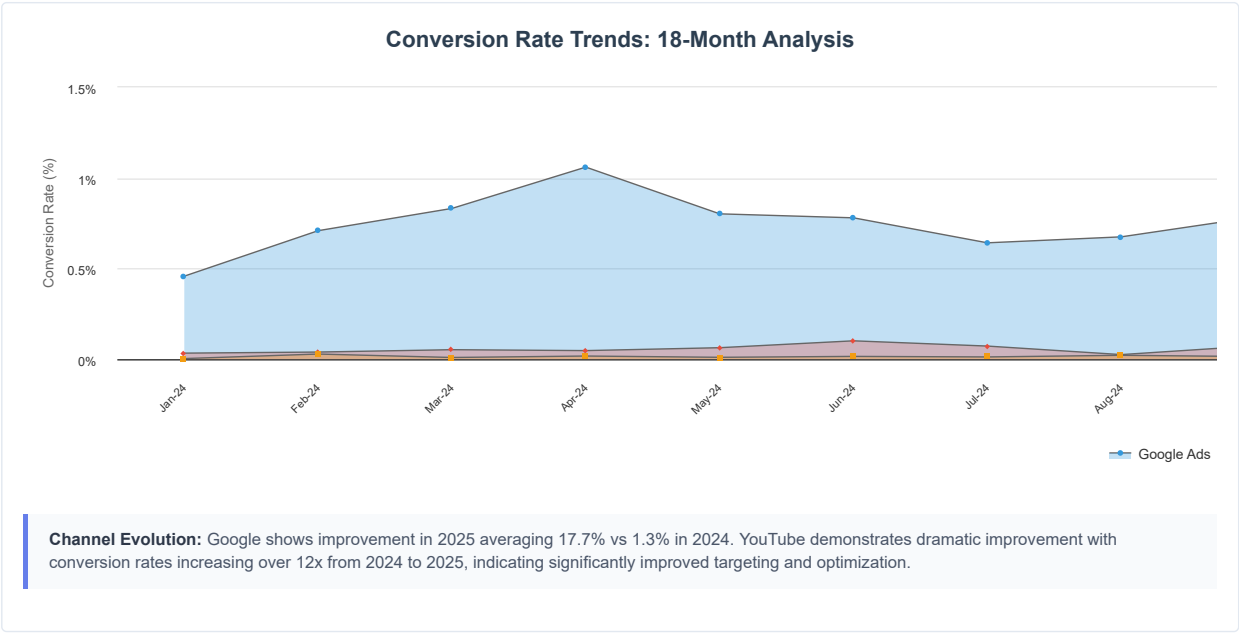
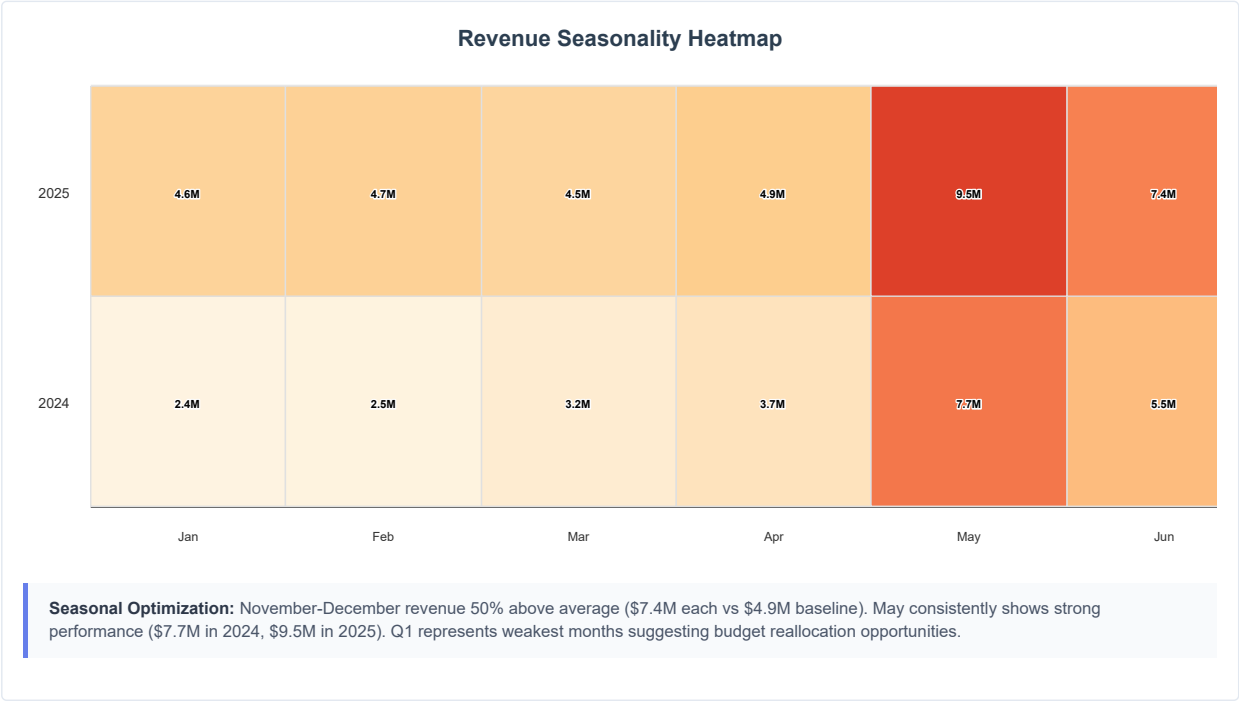
#### Priority 3: Fix Facebook Email Conversion

- ▶ 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



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.