

Cross-Device Insights Help eCommerce Brand Maximize User LTV

VERTICAL: ECOMMERCE

SOLUTION: CROSS-DEVICE MEASUREMENT

THE CHALLENGE

An ecommerce business wanted to understand which cross-device journeys (app-to-web or web-to-app) drove the highest lifetime value (LTV) from their customers. These insights would help inform both optimization and prioritization of their media spend on traditional display versus mobile channels.

THE SOLUTION

The ecommerce brand integrated the Kochava SDK (software development kit) into their Android & iOS apps to track user engagement via mobile devices. The Kochava Web SDK was then leveraged to capture user sessions and activity through their website. This provided holistic measurement of conversions (app installs, web visits, registrations and purchases) across all platforms, with corresponding attribution to both paid and owned media campaigns.

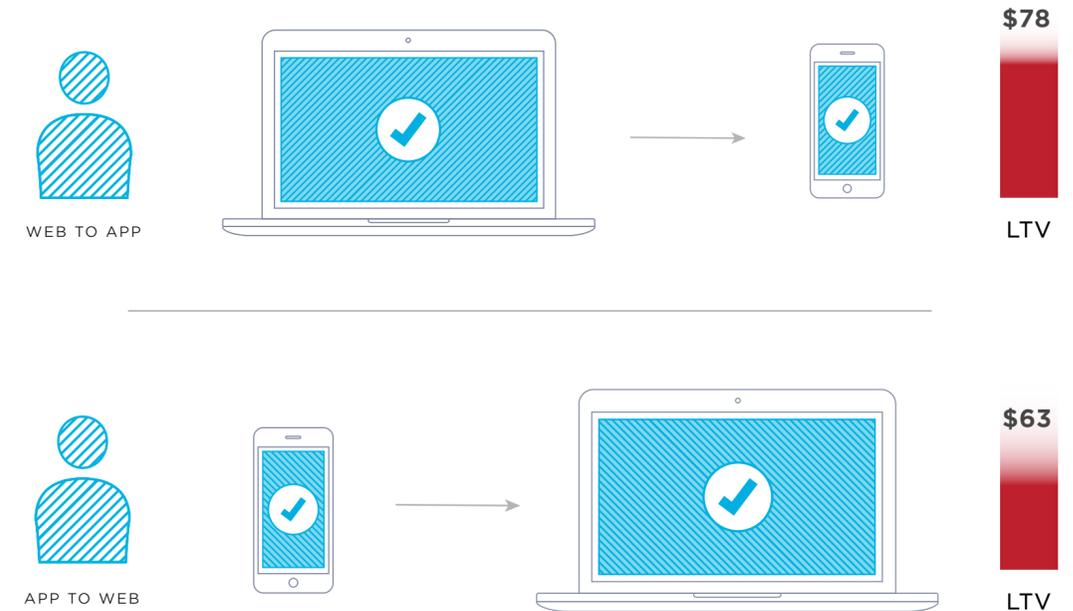
Upon customer registrations and logins, a privacy-safe, hashed email address was captured using Kochava IdentityLink™ technology—enabling visibility of distinct users as they moved across devices.

IMPACT

Cross-device insights provided by Kochava measurement and IdentityLink™ solutions revealed that customers with a web-to-app journey had a 23% higher lifetime value than customers with an app-to-web journey. Further, customers who exclusively engaged through mobile had 117% higher lifetime value than those who only ever used the website.

These insights empowered the brand's marketing team to better optimize their media spend and focus on driving users toward the journeys with the highest lifetime value.

Customer Journey	Customers	Avg 90-Day Customer LTV
Web-to-app	87,923	\$78
Exclusive App w/ 2+ Sessions	45,234	\$74
App-to-web	116,346	\$63
Exclusive Web w/ 2+ Visits	81,403	\$34



Contact Kochava today to measure cross-device journeys for your users.

This use case is one example of the impact of Kochava solutions for advertisers. Kochava makes no guarantee of individual results.

TAKEAWAYS

23% GREATER LTV FOR WEB-TO-APP JOURNEYS

117% HIGHER 90-DAY LTV FOR EXCLUSIVELY APP VS EXCLUSIVELY WEB