

Gonoise Case Study



ABOUT GONOISE



Gonoise is a leading Indian tech brand that makes the latest lifestyle products including smart watches, wearables, and hearables. It excels in innovation and technology, constantly pushing boundaries to deliver cutting-edge audio products. By incorporating the latest advancements in audio technology, Gonoise ensures that its customers experience the best in sound quality and performance.

Gonoise distinguishes itself through its emphasis on stylish and trendy designs. The company understands that audio equipment is not just about functionality but also about making a fashion statement. Its products feature modern aesthetics, vibrant color options, and sleek designs that resonate with the fashion-conscious consumer.

Gonoise's target audience includes tech-savvy individuals who appreciate high-quality audio equipment integrated with their digital lifestyles, as well as fashion-conscious consumers seeking stylish and trendy designs in their audio products.



Key Challenges Faced by Gonoise

In 2021, Gonoise was onboarded on Trackier with the goal to expand the affiliate contribution to their revenue. Previously, it was using Google Analytics but as they expand, they wish to foray into the Affiliate Marketing segment as well.

For this, they approached many other attribution-tracking solution providers and zeroed down on Trackier given its usability and real-time reporting.

Before getting Trackier, the key challenges faced by Gonoise include,



Multiple touchpoints

Lack of a solution that can consolidate data from multiple touchpoints to simplify attribution and gain valuable customer insights



Cross-channel attribution

Tracking conversions across different channels and devices can be challenging, as there may not be a consistent identifier for each customer.



Time Lag

Attribution challenges arise due to the extended customer journey and the need to determine the right time window for conversions. Balancing time windows is crucial, as longer ones increase touchpoints and complexity.



Data accuracy and Quality

Accurate and reliable data is vital for effective attribution. However, data inconsistencies, incomplete tracking, data silos, and discrepancies between different systems can impact the accuracy and quality of the attribution analysis.

Results

How Trackier Helped Gonoise Solve Key Attribution Challenges

A 360-degree look into the campaign

- Trackier consolidates data from multiple touchpoints and provides a holistic view of the customer's journey before conversion. Therefore, Trackier has helped Gonoise to consolidate the whole data which has helped us to gain better insight.

Solving the cross-channel attribution dilemma

- Trackier has helped Gonoise track conversions across different channels and devices to overcome the inconsistent results they were getting.

Real-time reports

- Gonoise never misses a beat of their campaign now, since Trackier provides real-time reports without any lag.

Data accuracy

- Trackier's reports are always on-point and accurate, giving Gonoise an actual look into their campaign performance.

Scaling partners

- With the help of easy conversion rate optimization on Trackier, Gonoise was able to scale their best-performing partners, so much so that their current affiliate contribution to revenue stands at 3% from their previous 0%.

Outcomes

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30%
Increase in
Gross Conversions



16%
Increase in
Gross Revenue

13%
Increase in
Gross Profit

Straight from Gonoise

“Trackier has been a game-changer for our affiliate marketing efforts at Gonoise. Since implementing their platform, we have witnessed a remarkable surge in our affiliate revenue, gross conversion, and gross profit. Their advanced tracking and attribution capabilities have provided us with invaluable insights into the performance of our affiliate campaigns, allowing us to optimize our strategies and drive exceptional results.”



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