

cymax on Media Manager

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*“It's the **single most powerful marketing tool** that I've ever used in 10 years of experience! Media Manager has made me a **business disruptor** inside Cymax.”*

- Kyle Murphy, Marketing Manager



Cymax is an online furniture and home decor retailer based in Vancouver, British Columbia.

Customer needs

Cymax was using a data analytics team to generate marketing metrics and reports. However, the process was time-intensive and only showed first and last click performance. The complete customer journey was missing and the team lacked data-driven insight. It had to rely on intuition for important marketing decisions.

Media Manager delivers clarity

With Media Manager, Cymax gained a seamlessly integrated solution to aggregate and normalize its marketing data in real time and offer a unified view of performance and spend. Now, the brand can view the entire customer journey and understand how each channel contributes to revenue.

Driving results

Media Manager has enabled data-driven marketing investments at Cymax. The brand reassessed its marketing spend, cut unnecessary expenses, and focused on true drivers of growth resulting in tangible and material improvement in KPIs. Additionally, Cymax rethought adoption of new media sources and created a thoroughly metrics-driven evaluation process.

Direct cost
savings

+\$25K/mo

Savings on
CPA

10%