

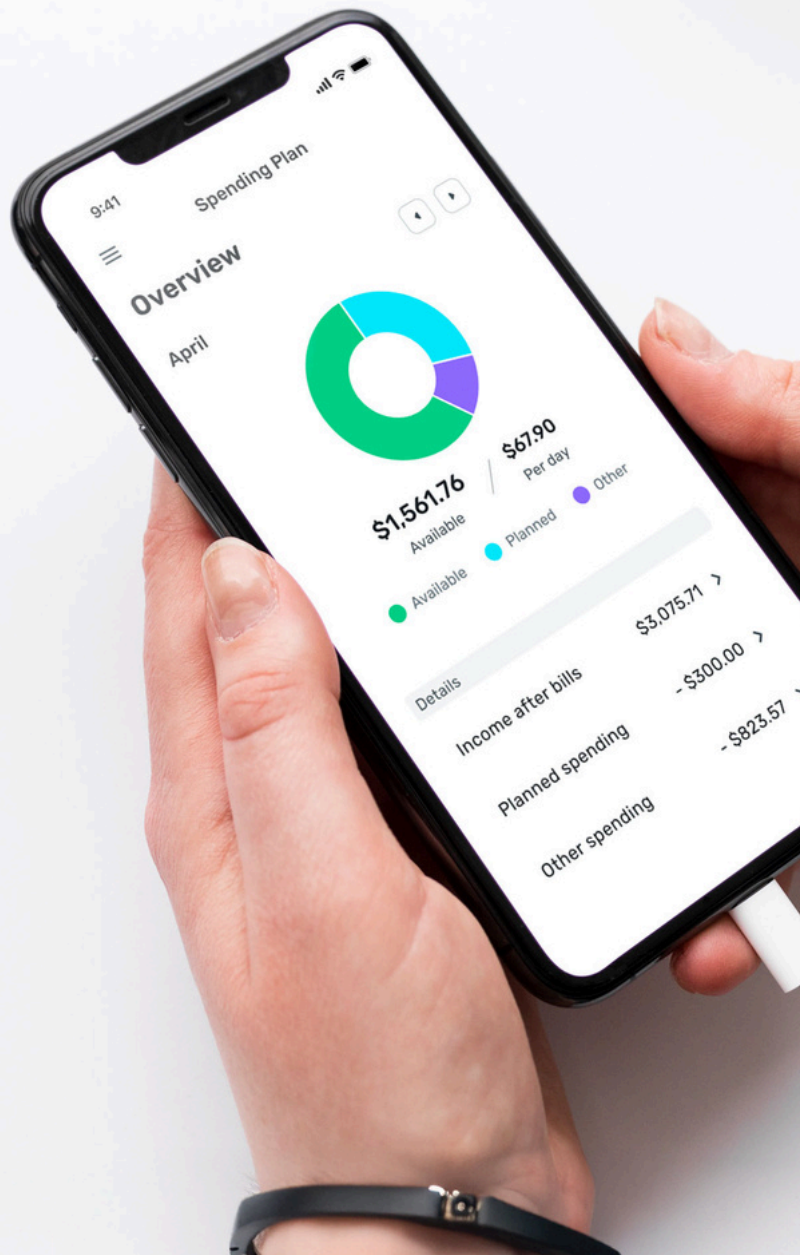
Quicken

Case Study

Meeting Aggressive Sales Goals with Data-Driven Marketing Efficiency

How Quicken Used LiftLab to Drive +19% Gross Revenue Growth in Three Weeks

liftlab





EXECUTIVE SUMMARY

Smart Decisions, Real Results

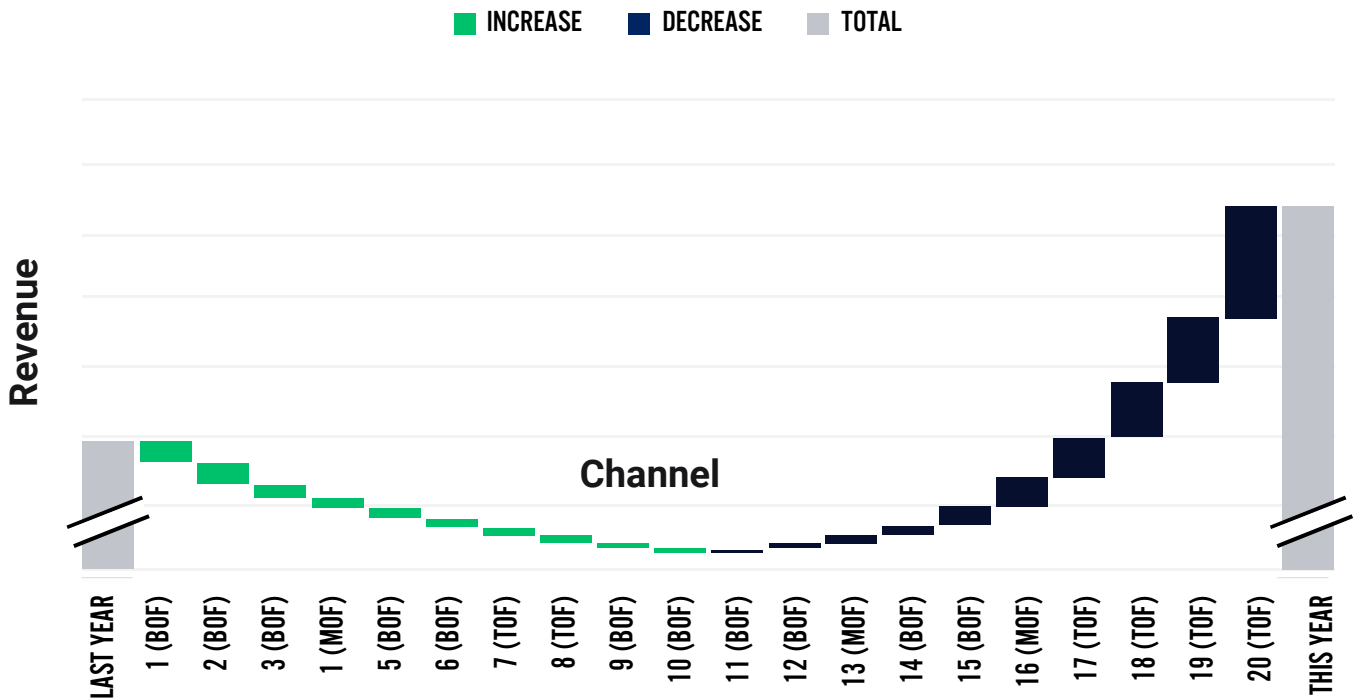
Faced with a critical year-end sales push, Quicken turned to LiftLab's marketing effectiveness platform for precise forecasting and budget optimization. Armed with data-driven insights, the team strategically reallocated spend, secured additional budget, and maximized impact—resulting in a +19% gross revenue lift while maintaining incremental return on ad spend (iROAS). With measurable success, Quicken's leadership fully supported the investment, proving that smarter marketing decisions fuel tangible business growth.



Liftlab's solution gave us the confidence to make significant changes to our media mix. Our business results proved we made the right choice."

Stephanie Pierce
Quicken, Director of Growth Marketing

Total Revenue FW 13-15 Comparison of Spend Plans



INTRODUCTION

A Leader in Personal Finance Software

Quicken is a leading provider of subscription-based personal finance software, serving millions of consumers in a competitive market. As a sophisticated, data-driven marketer, Quicken relies on LiftLab's analytics platform to optimize marketing investments and maximize performance across channels.

The rigor and transparency of LiftLab's models allows Quicken to make high-stakes marketing decisions with clarity and precision.

THE CHALLENGE

Maximizing a High-Stakes Sales Window

In late 2023, Quicken saw a temporary sales boost due to a competitor's market exit. Looking ahead to late 2024 and early 2025, they faced a new challenge: achieving aggressive sales targets while ensuring every marketing dollar was deployed efficiently.

To justify a potential budget increase and maintain executive confidence, Quicken needed a clear, data-backed forecast to ensure optimal budget allocation, scalable growth, and maximum return.

THE SOLUTION

A Predictive, Data-Driven Strategy

As an active LiftLab user, Quicken had already embedded analytics into their marketing processes. For this high-stakes period, they took full advantage of LiftLab's capabilities:



Predictive Budgeting

Weekly model-driven budget allocations for real-time optimization.



Geo Experimentation

Running controlled tests to refine channel effectiveness and scalability.



Scenario Modeling

Testing multiple budget levels and projected sales outcomes to build a compelling case for increased investment.

Optimized Spending for Maximum Impact

With Liftlab's analytics as their guiding force, Quicken executed a precision-driven marketing plan:

1 Data-Backed Budget Proposal

Presented senior leadership with quantitative justifications for increased spend, ensuring buy-in.

2 Optimized Channel Allocation

Reallocated spend to high-performing, scalable channels while eliminating wasteful spend.

3 Dynamic Spend Adjustments

Monitored real-time results, adjusting investments based on in-flight performance.

4 Predictive Media Buying

Applied LiftLab's pricing models to secure cost-efficient ad placements at optimal times.



Liftlab's model-based forecasting was a necessary tool to tie our suggested media flighting to anticipated business impact."

Athena Dai

Quicken, Head of Audience and Marketing Data Science

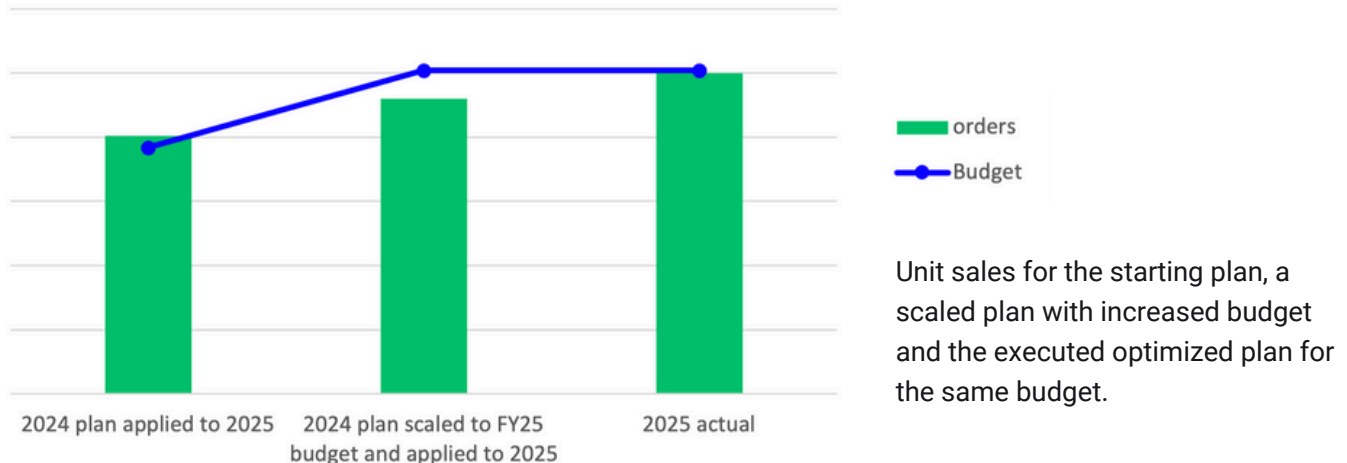
Efficient Revenue Growth

By fully integrating LiftLab’s predictive analytics, Quicken delivered exceptional results:

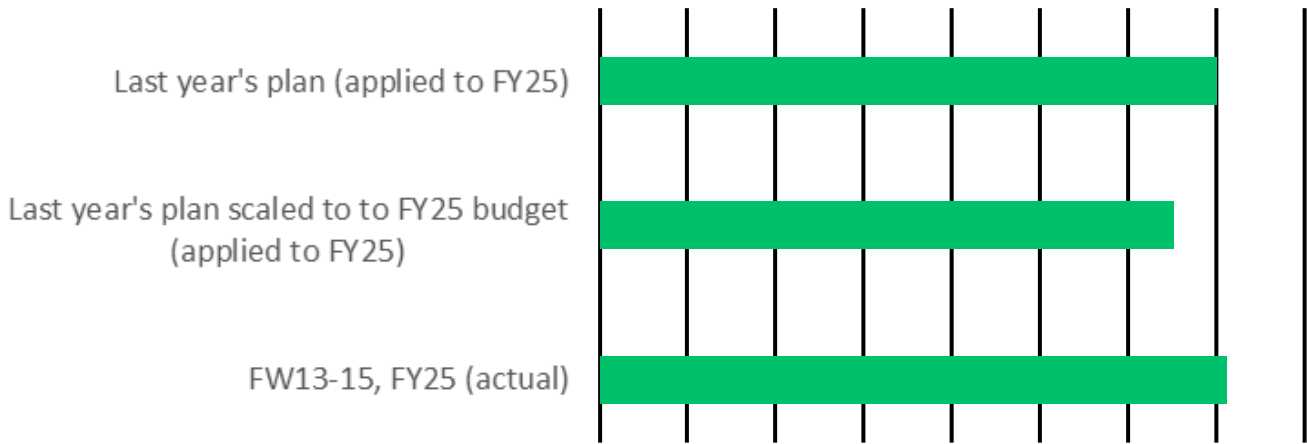
- ✓ +19% increase in gross revenue during the critical year-end period.
- ✓ Secured additional budget through data-backed forecasting.
- ✓ Optimized channel spend for higher efficiency and scalability.
- ✓ Maintained overall iROAS, proving profitability of incremental investment.

Beyond hitting revenue goals, Quicken’s leadership gained deeper trust in the marketing team’s process—solidifying analytics-driven marketing as a pillar of the company’s growth strategy.

Total Orders and Marketing Budget

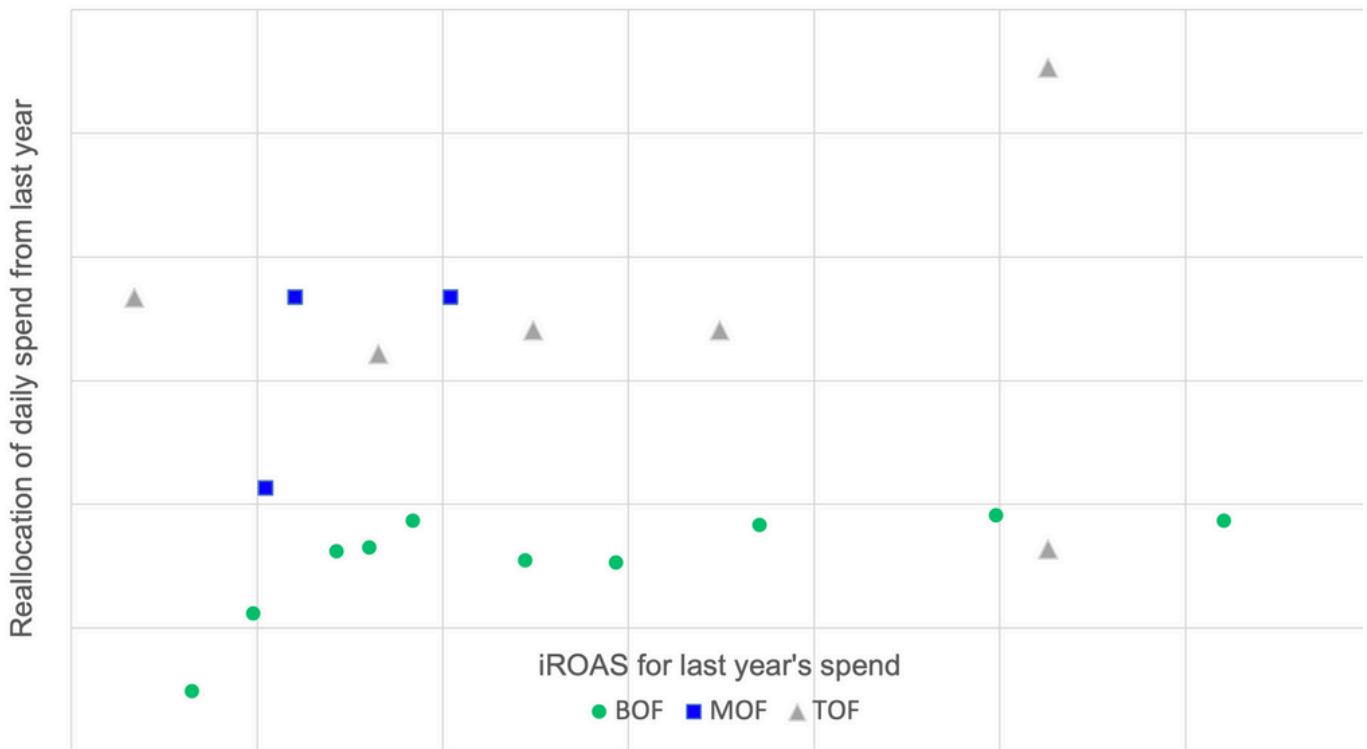


iROAS



Maintaining advertising effectiveness while increasing spend.

Allocation Change by starting iROAS



Allocation changes implemented by Quicken. Note that wherever constraints allowed, channels with higher iROAS received increased spend.

CONCLUSION

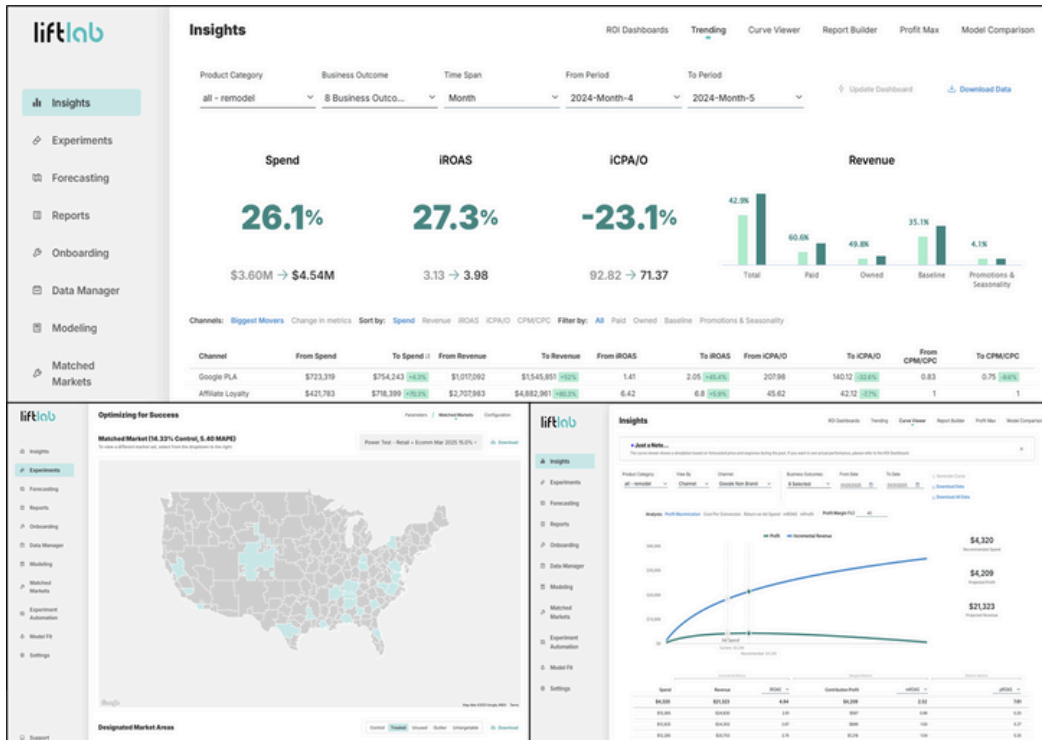
The Power of a Fully Integrated Analytics Platform

Quicken’s success underscores the power of LiftLab’s marketing effectiveness platform in today’s competitive digital media landscape. By embracing data-driven forecasting, real-time optimization, and predictive budget allocation, they achieved both growth and efficiency— without compromise.

For modern marketing leaders, accurately forecasting growth isn’t a luxury, it’s a necessity.

ABOUT LIFTLAB

LiftLab is the leading provider of science-driven software designed to optimize marketing spend and predict revenue for optimal spend levels.



Want to learn more? Request a demo with our team.

liftlab.com/requestdemo