Campaign ROI: Measuring What Matters

From Vanity Metrics to Business Impact

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plum

Who are Plum?

Back in 2014, two Cypriot friends, Victor and Alex, set a challenge: who could save more? Victor followed the usual advice: setting a budget and moving money into a savings account. Alex, on the other hand, built an algorithm to do it for him.

Spoiler alert: the algorithm won. That got them thinking. Why was managing money still so manual, relying on willpower, spreadsheets and outdated tools?

Plum was born to change that.
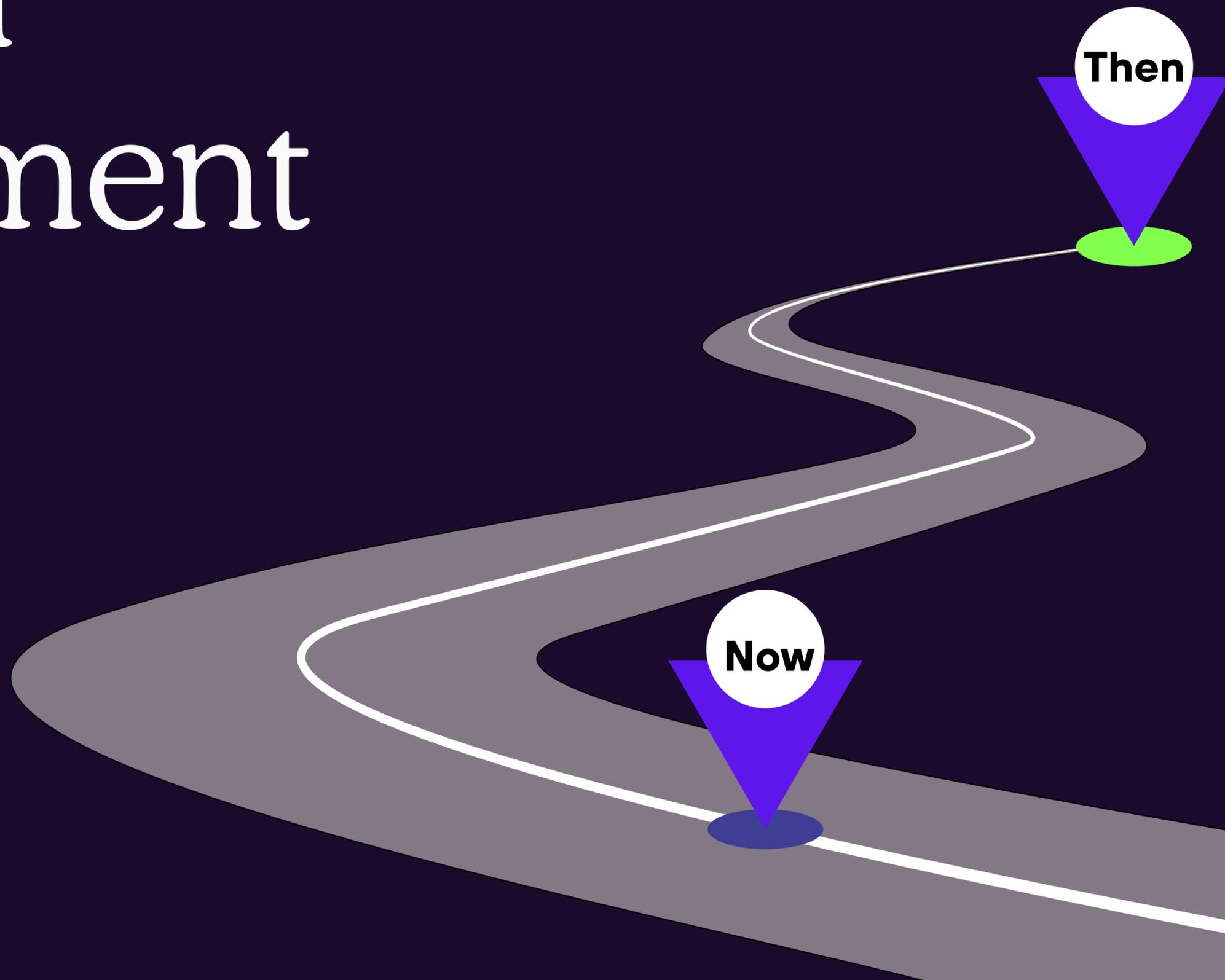
Auto Savers

Grow Your Money

Investment

The Plum Measurement Journey

Over the past year, we embarked on a tranformational journey of how we report on campaigns. Were the communications we were sending our customers really doing the job we were setting them up to do? The truth is this time last year, we didn't really know.
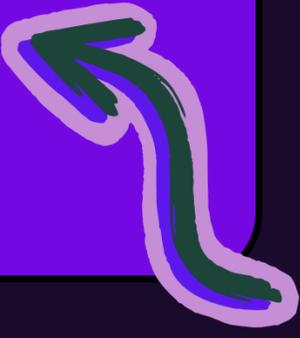
Then

**Now**

60%

MARKETERS FOCUSING ON VANITY METRICS

Marketing Week's 2025 Language of Effectiveness survey, in partnership with Kantar and Google, finds just two-fifths (39.2%) of brand marketers measure whether their work is delivering business outcomes.

The Measurement Gap

Traditional email metrics like open rates and click-throughs often fail to connect with revenue, leading marketers to focus on **vanity metrics** instead of real business outcomes.
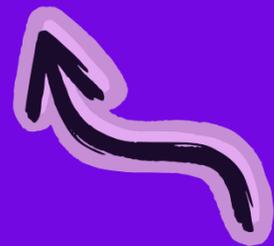
Engagement is a signal not a result

Open Rate

Opens measure **mailbox behavior**, not human behavior.

Click Through Rate

Firewalls and security tools generate clicks, reducing confidence in CTR as a signal.

Unsubscribes

Most **users disengage quietly** rather than opt out.

2026 will place greater emphasis on KPIs rooted in human intent, not automated noise

Unlocking Performance

Understanding the journey from **clicks to conversions** is essential for true business impact. Focusing on retention and revenue will drive sustainable growth for your campaigns.

Key CRM KPIs

Understanding metrics that drive revenue growth

ACTIVATION UPLIFT
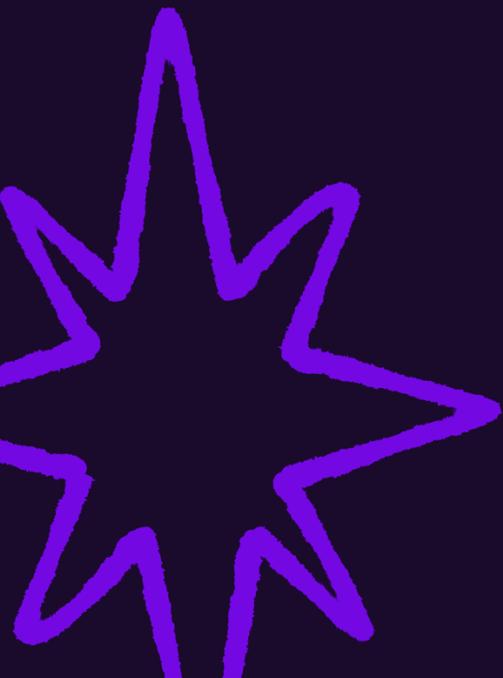First-time conversions from marketing efforts.

RETENTION UPLIFT
Renewals and re-engagement of existing customers.

CROSS-SELL UPLIFT
Additional product adoption among current users.

INCREMENTAL REVENUE
Revenue increase per user compared to control.

Proving Value to the Business

ATTRIBUTION MODELS

Multi-touch attribution provides a **holistic view** of customer interactions, ensuring that each touchpoint is recognized for its role in conversion rather than relying solely on last-click metrics.

CONTROL TESTING

Holdout/control testing allows marketers to isolate the **impact of campaigns**, providing clear evidence of ROI by comparing results from engaged customers against a control group that receives no communication.
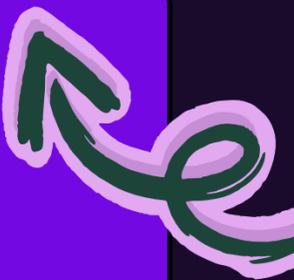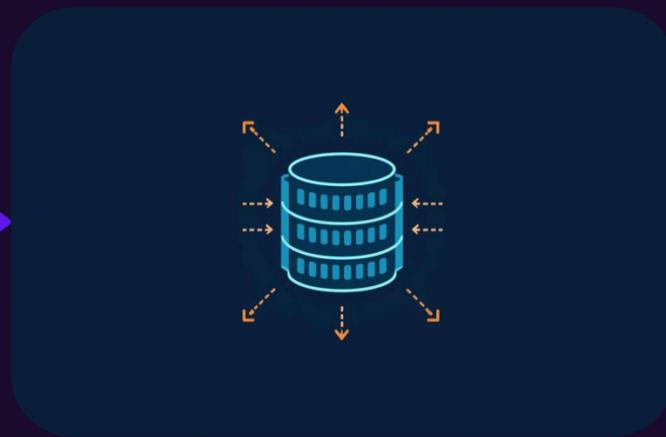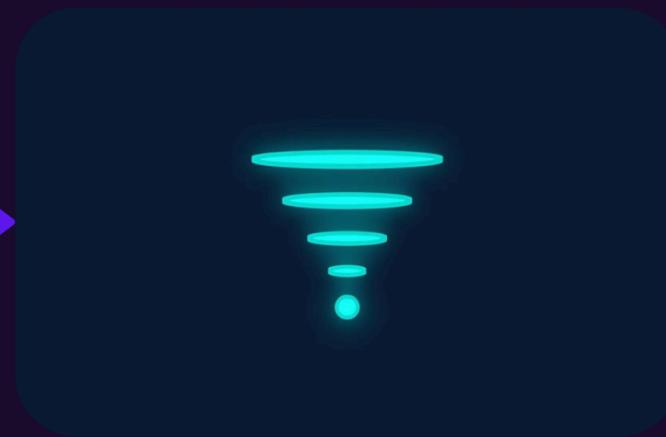
Advanced Measurement Strategies
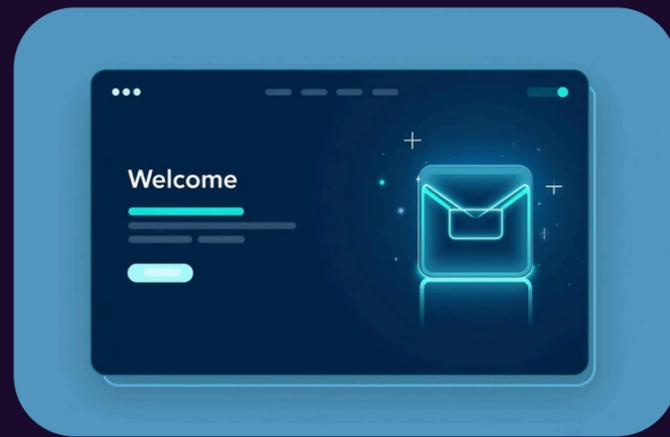
EMAIL CAMPAIGNS

Welcome
Trust & Security
First Deposit

CUSTOMER DATA LAYER

User Level Tracking
Multi Touch Weighting
Funnel Stage Mapping

FUNNEL PROGRESSION

Sign up
Personal Details Complete
Funded

REVENUE OUTCOMES

Funded Accounts
Deposit Value
Lifetime Value (LTV)

WHAT THIS MEANS FOR EMAIL MARKETERS
- Emails mapped to funnel stages
- Revenue credit shared across emails
- Optimised for time to fund
- Clear visibility into email driven revenue

EMAIL ATTRIBUTION DASHBOARD

Funded accounts influenced by email
1,250

Avg. time to funding
14 Days

Cost per funded account
£45

Mini Visuals

Sign-up → Funded
100%
70%
50%
20%

Funding rate by email sequence
10%
8%
6%
4%
2%
0%
Sequence A Sequence B Sequence C

LTV uplift for email-engaged users
+15%

Impact Through Controls

WHAT WE DO?

Persistent **email hold out groups**

Campaign level controls for key sends

Track **CRM outcomes**

WHAT THIS ALLOWS?

Measure **incremental lift** from email

Impact at **campaign level and overall**

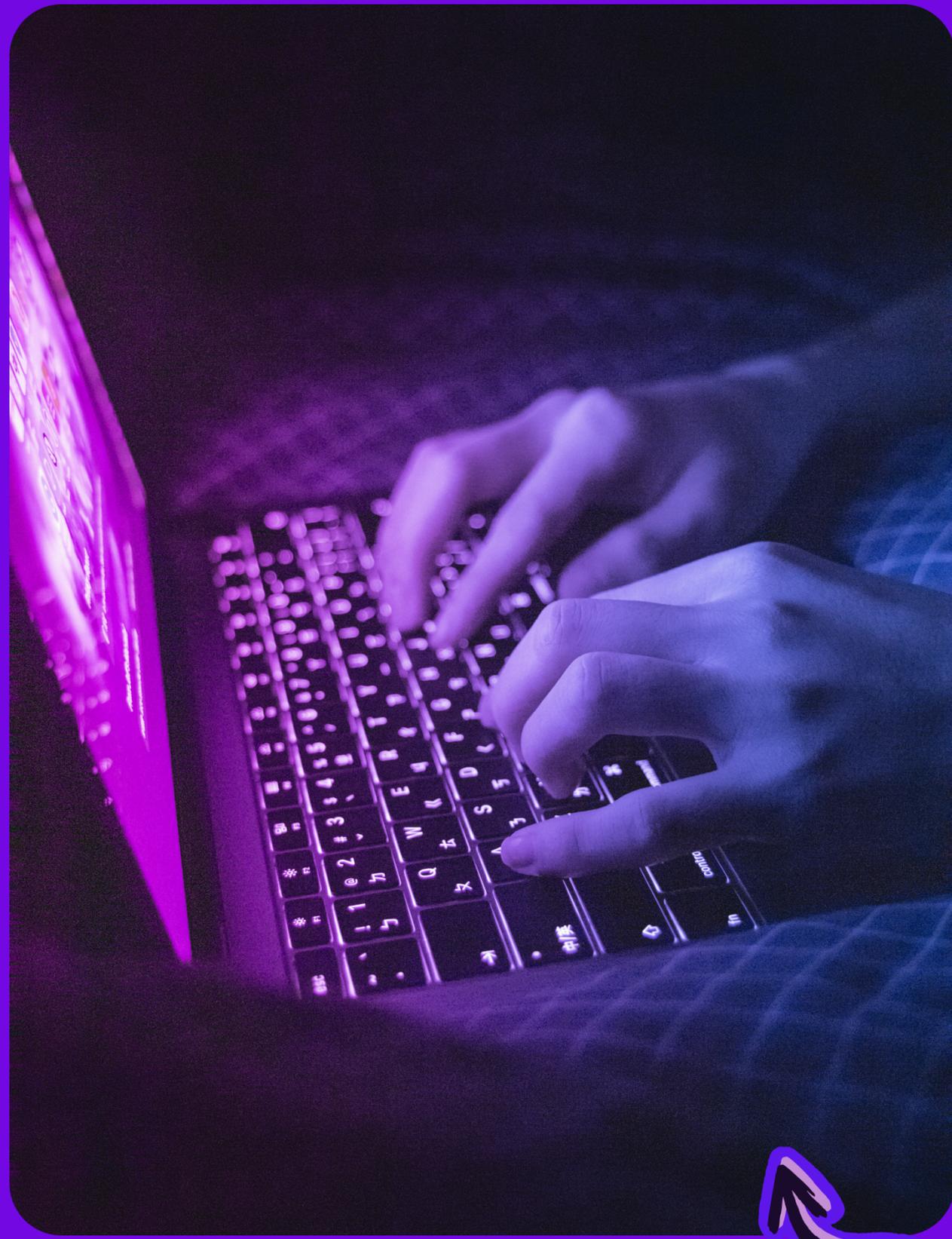Prove results that **would not happen without email**

HOW WE SHARE?

Incremental revenue, not email metrics

Customer **LTV impact** uplift

Compare **emailed vs non emailed** customers

Control-based measurement turns email into a proven growth lever

Key Takeaways

- Shift focus: from "**campaign success**" → "**customer success**."

- **Example:** "The campaign didn't just get 20% opens; it drove £200k in incremental revenue"

- Storytelling with data – **show leadership revenue outcomes, not vanity stats.**

CHALLENGE:

Stop reporting opens & clicks in isolation.

Start proving incremental revenue & retention uplift.
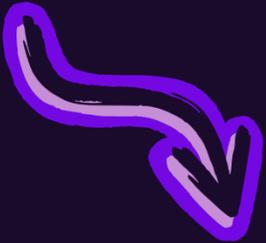
"Engagement is a signal. Conversion is proof. Revenue is impact."

Thank you

Tammi Kallenberg

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