Triple Whale x KNO

Enrich Triple Pixel Data with Post-Purchase Surveys to **Gain Deeper Customer Insights & Enhance ROI**

Further map revenue back to the customer journey, to evaluate the performance of your marketing channels.

Compare customer time to purchase by each individual channel, and reveal the impact of word-of-mouth.

Enhance your benchmarking data by comparing your brand's performance to other merchants.

"After adding KnoCommerce to our store, we instantly had to hook it up to our TripleWhale dashboard. Not only are we getting invaluable first-party data in the backend, but we're also closing the gap on attribution. I can rest assured knowing that I can attribute every sale back to the channel of origin and optimize accordingly. After integrating KNO & Triple Whale, we increased our Facebook attributed conversion value by 19% and increased our Facebook ROAS by 25%. This integration is a match made in heaven if I've ever seen one!"

ASHVIN MELWANI
CMO, Obvi

What's Inside the Guide:

Why do Post Purchase Surveys Matter?

Before we dig in to best practices, let's explore why a brand should use post-purchase surveys in the first place.

Post-purchase surveys enable brands to collect additional datapoints from customers after conversion. They're an incredibly reliable source of customer feedback, they help brands learn more about their customers, and they help brands better understand the buyer journey -- all directly from the customer's perspective.

Post-purchase surveys can be used to collect data on:

- Where a customer recalls discovering your brand
- Where a customer recalls converting from
- Customer preferences for personalization flows
- Customer-reported time from discovery to purchase
- Customer-reported intention for purchase
- AND even more! They're completely customizable.
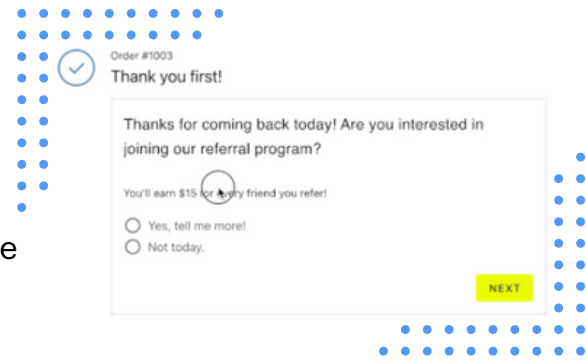
This supplementary data not only arms your brand's team with further insights for marketing optimization, but also enhances your knowledge of true customer profiles.

The Benefits of Triple Whale & KNO

Enrich your Triple Pixel data & further optimize marketing performance by integrating KNO's post-purchase surveys with Triple Whale.

Connecting Triple Whale to KNO will:

1. **Improve your attribution story.**

   There are some cases in which not all customer journeys will be tracked. For example: improper UTM setup, a customer not clicking on your ad but searching on Google, or a customer seeing an ad on a friend's device before purchasing on their own. Triple Whale will fill in the gaps for pixel users by infusing data collected in KNO survey responses into the pixel reporting.

2. **Analyze your survey responses.**

   Triple Whale will aggregate the responses of your "How did you hear about us?" survey question into an easy-to-digest section directly on your summary page.
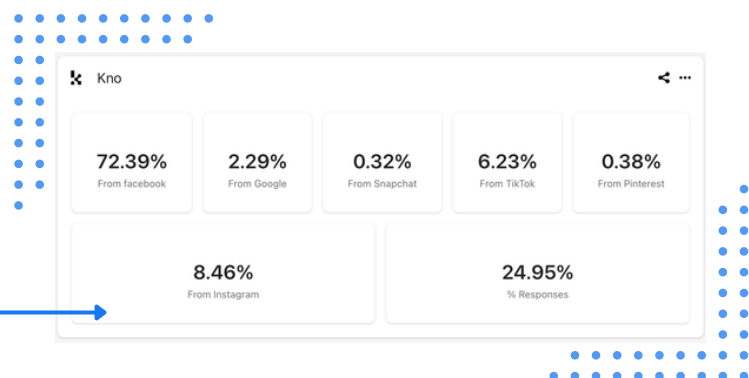
5 Must-Ask Questions for Post-Purchase Surveys

Want to run post-purchase surveys but don't know where to start? Have you been asking some basic "How did you hear about us?" questions, but want to go deeper? Start here.

KNO compiled survey data from over 1,200 brands to determine which questions result in the most valuable insights. Here are the top 5 most effective questions for enriching your data with survey responses. PS: These questions also come as pre-built templates with KNO!

- How did you first hear about us?
- What brought you to our site today?
- Where did you see our ad?
- Who is this purchase for?
- How long did you know about us before placing your first purchase?

?

Looking for more templates? Click here.

These survey responses will help you understand things like: time to purchase after brand discovery, difference in sales timelines based on marketing channel, difference in gifting customers versus self-purchasing customers, and more.

What to Do with Post-Purchase Survey Data

Here are just a few of the things you can do after collecting the data of your dreams.

1 **Compare the overall performance of your paid channels by enriching pixel data with post-purchase survey data.**

Gather zero-party data from customers, so you can learn which marketing channels are driving the most impact. If Triple Whale doesn't capture an ad click or referring source for a customer, KNO survey data will attribute the revenue to the customer-reported sales channel when answering, "Where did you hear about us?"

2 **Compare time to purchase by channel.**

Learn more about your customer's path to purchase, and how long it takes them to convert along the way. For many brands, word of mouth is 4x faster at converting than Facebook ads. This data can be leveraged to optimize the paths to purchase that have the most friction.

3 **Leverage Triple Whale & KNO benchmark data to evaluate your brand's performance.**

With data from 1,200+ KNO customers and 6,500+ Triple Whale customers, you can compare your brand's performance to similar brands within your industry or size. Test this out for yourself here.

Explore how this massive DTC bracelet brand uses post-purchase surveys to scale.

Fashion Accessories & Jewelry

A behemoth DTC bracelet brand uses post-purchase surveys to glean the following demographic datapoints: How old are you? How do you describe your gender? When looking at the brand's entire customer base, 35% of buyers identify as 13 - 17 year old women. This is a stellar data point to have when developing ad copy, creative, and customer persona profiles.

Approximately how old are you?   Attribution Reports

Response	Responses	Count	% of Total	Revenue	AOV
All Responses		4980	100.00%	$207,501.05	$41.67
13-17		1760	35.34%	$58,744.96	$33.38
18-24		996	20.00%	$39,395.33	$39.55

Here's what's mind-blowing -- when you filter the customer PPS data to only respondents that self-selected discovering the brand on TikTok, that number nearly doubles to 61%, reaffirming that the brand's target demographic lives on TikTok. This level of insight can easily be accessed using the Audiences feature in KNO, and can help direct brands just like this one on where to invest further spend.

Response	Responses	Count	% of Total	Revenue	AOV
All Responses		1235	100.00%	$43,636.01	$35.33
13-17		753	60.97%	$24,706.41	$32.81
18-24		254	20.57%	$9,675.71	$38.09
Under 13		97	7.85%	$2,916.10	$30.06

Digging into the data, KNO also discovered another interesting insight. The brand recently came out with a "Harry Potter" collection, and when filtering for only people that purchased from that collection, PPS age demo data skews much older. The learning here? The teenage generation isn't as into Hogwarts!

| Response	Responses	Count	% of Total	Revenue	AOV
All Responses		76	100.00%	$5,461.65	$71.86
25-34		28	36.84%	$1,877.49	$67.05
35-44		22	28.95%	$1,528.02	$69.46
18-24		11	14.47%	$955.53	$86.87
45-54		6	7.89%	$465.24	$77.54

Explore how this popular DTC cookware brand uses PPS data for strategy-building.

Home Goods

A popular DTC cookware brand uses PPS to ask, "How long did you know about us before making your first purchase?". These responses enable the brand to analyze how long it takes customers to purchase after discovery on each marketing channel. With no filter applied, the data shows that only roughly 29% of their revenue converts within the 7-day attribution window -- meaning more than 70% of their revenue is coming in after! Pretty wild.

For customers that self-selected Google as their discovery channel, the data indicates that 52% of the purchasers converted in the first 7 days - almost twice as fast as all channels. But when looking at TikTok, only 23% of revenue converted in the first 7 days, nearly 20% slower than all traffic. This is a trend commonly seen across KNO brands.

While Google discoverers trend to convert faster, TikTok discoverers trend to convert more slowly. This is critical to take into consideration when evaluating the efficacy of channel performance. Even if TikTok reporting is showing a low ROAS when first launching ads, give it time! This traffic often takes longer to convert.
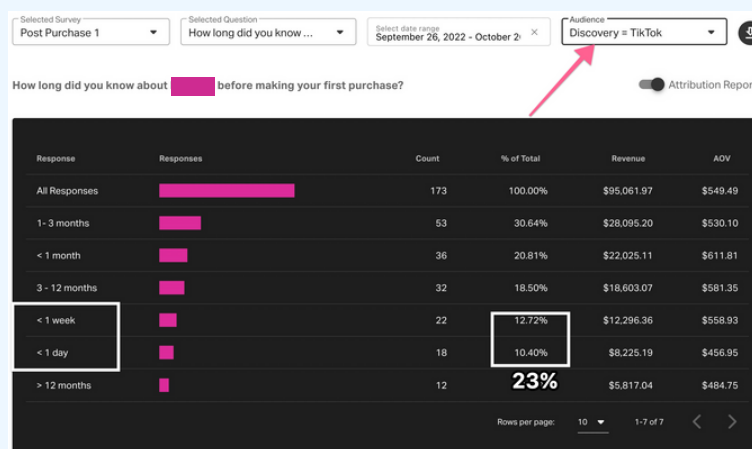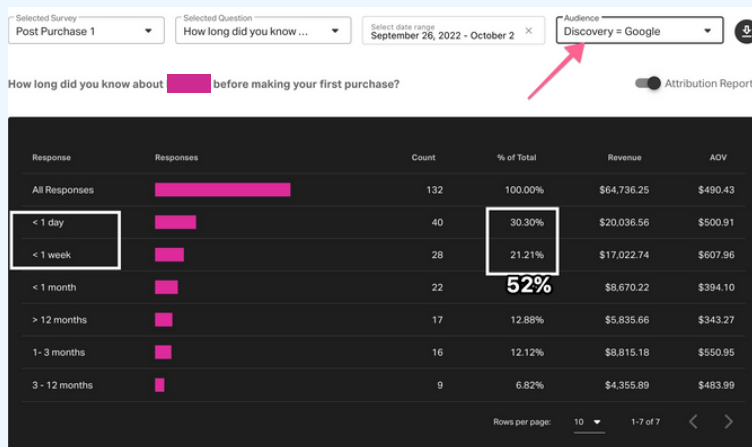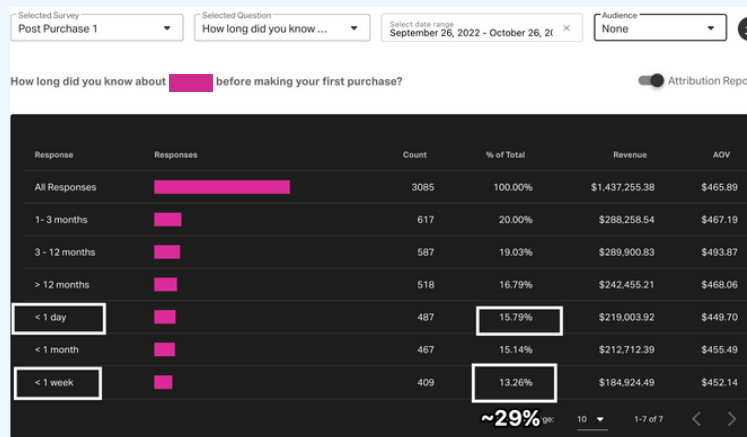
Time from brand/product discovery to first purchase often takes longer than marketers realize.

According to many brands' Google Analytics accounts, most purchases happen within the first 48 hours after discovery.
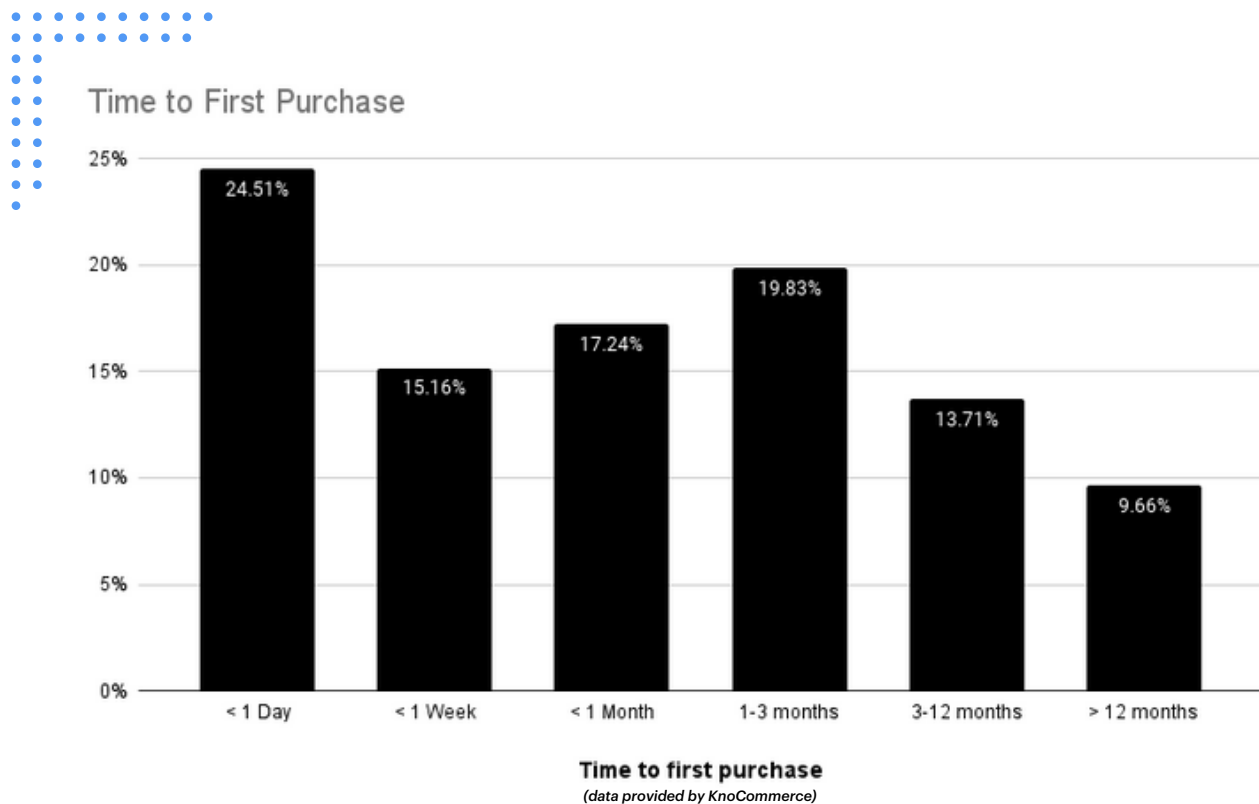
But if you ask your customers, they might tell a different story...

KnoCommerce analyzed 172,000 PPS responses in September, answering the question, "How long did you know about us before placing your first purchase?"

- *Only 24.5% of customers said they purchased in less than a day.*
- *15% of customers said they bought in less than a week.*
- *And more than 60% of customers took over a week to make their first purchase.*

So, why the difference? Click & pixel attribution has to fight against cookies, ad blockers, dark social posts, VPNs -- and that's without factoring in all the different browsers and devices that someone could be using!

Post-purchase surveys allow you to dive into the mind of your customer, so you can supplement your hard data with direct survey responses.

Time to First Purchase

Time to first purchase	Percentage
< 1 Day	24.51%
< 1 Week	15.16%
< 1 Month	17.24%
1-3 months	19.83%
3-12 months	13.71%
> 12 months	9.66%

Time to first purchase
(data provided by KnoCommerce)

Boost TikTok Attribution Clarity with Post-Purchase Surveys.

Running effective TikTok campaigns requires rock-solid attribution accuracy. Combining Pixel data with PPS data allows brands to bolster their click attribution with customer-reported survey responses.

From analyzing client data, KnoCommerce has found that when purchasers identify TikTok as their brand/product discovery source, only 21% of those transactions are being attributed to TikTok. So...who is getting the rest of the credit?
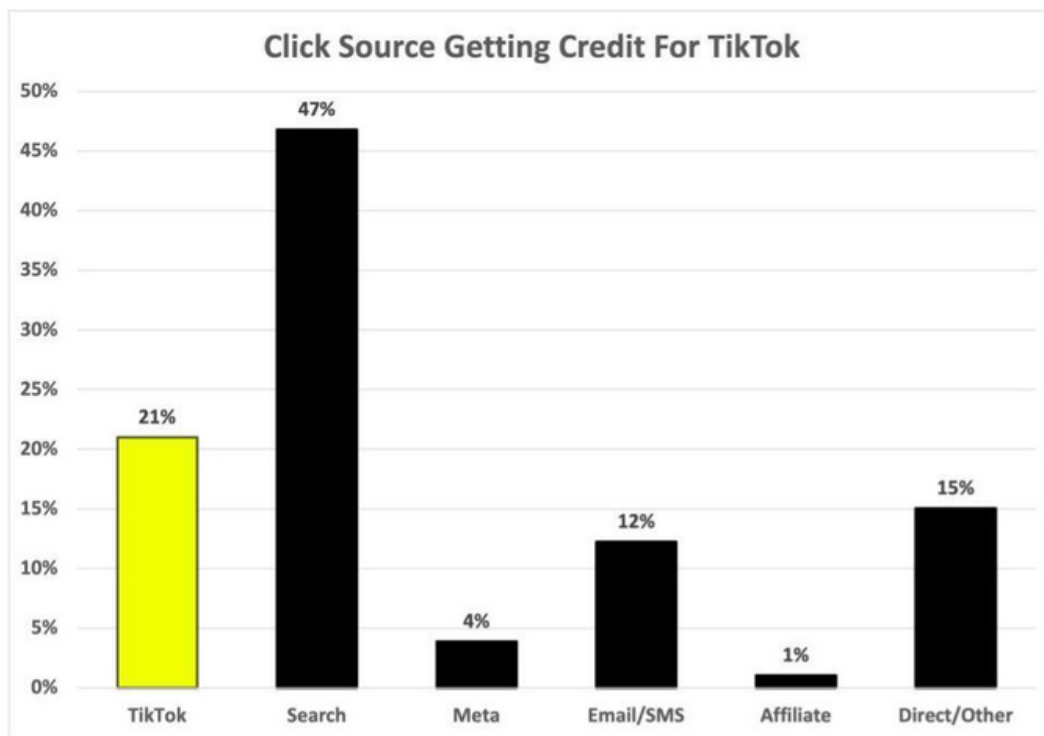
(data provided by KnoCommerce)

Google leads the pack with nearly 50% of TikTok first-touch traffic, then "Direct/Other" at 15%, and e-mail/SMS at 12%. Interestingly, Meta is only getting credit for 4%.

With retargeting strategies, one might expect this to be higher, but Meta is also an under-reported click channel. It's possible retargeting is having a larger impact than shown, but optimizing for search & e-mail appears to be the best way to convert TikTok discovery into sales.

By combining the Triple Pixel with KNO, brands are able to associate TikTok click data to the response to the question "Where did you first hear about us?". This data is critical for validating the efficacy of TikTok advertising, and ultimately helps brands' to scale their TikTok spend for the highest possible ROI.
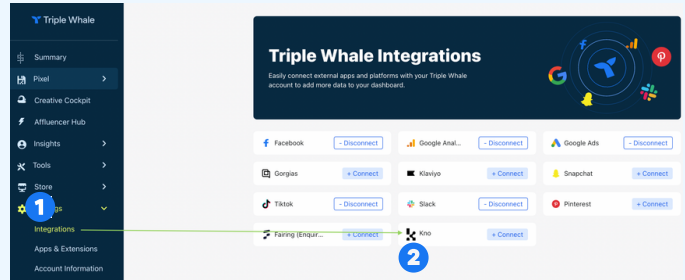
🤝 How to Integrate Kno with Triple Whale

Ready to get started? Here's a simple guide for integrating KNO with Triple Whale. You can also see a more detailed guide with tips <u>here</u>.
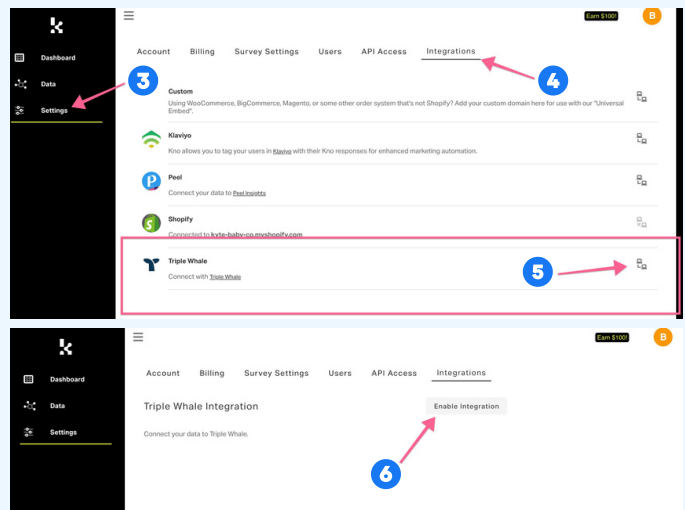
Step 1:

- In your Triple Whale account, navigate to Settings in your left-hand panel, then click Integrations.
- Next to the KNO icon, click the blue Connect button.

Step 2:

- Open your KNO account, navigate to Settings in your left-hand panel, then Click Integrations.
- Click on the connection icon to the right of Triple Whale.
- Click the Enable Integration button.

Step 3:

- Click the cog icon to open the settings page.
- You will now see Client ID and Client Secret displayed on your screen.
- Copy and Paste both of those values into the corresponding fields in your Triple Whale account.
- Last step: remember to click save!
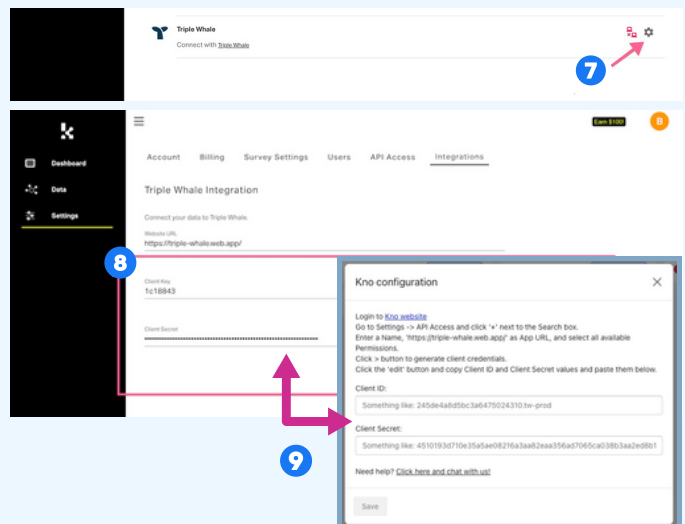
And boom! You're all set! Your integration is now live.

Supported Question & Response Types

You may have noticed that some of your purchases don't have attribution in your Triple Whale account, which leaves you wondering where that customer came from. If Triple Whale doesn't capture an ad click or referring source for a customer, data from your KNO surveys can help supplement your attribution mapping.

We know that you can ask many questions via KNO surveys, but we're specifically looking for the question that includes the following text: "How did you hear about us?"

Currently, Triple Whale supports matching the following response types for reporting and attribution on the summary page and Pixel.

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Survey Response	Mapped Channel in Triple Whale
Facebook	Facebook
Instagram	Facebook
Google	Google
Youtube	Google
TikTok	TikTok
Snapchat	Snapchat
Pinterest	Pinterest

Customer Journey Examples for Your Integration

Here are some customer journey examples to help you interpret the KNO data you will see in your Pixel reporting:

A. Triple Pixel has attributed an order to Facebook via a link click from your Facebook ad AND the customer's survey response = Facebook

Triple Pixel will display the single order and its corresponding conversion value in the pixel table, under the Facebook channel.

B. Triple Pixel has attributed an order to Facebook via a link click from your Facebook ad AND the customer's survey response = TikTok

Using attribution model = Triple Attribution, this single order, and its corresponding conversion value will be displayed under the Facebook channel AND the TikTok channel within the KNO Survey row in your Pixel table

C. Triple Pixel does not have any click data on the customer who placed the order, BUT the customer's survey response = Facebook

Triple Whale will display the order count and conversion value within the Facebook channel of your pixel dashboard under the "KNO Survey" row.
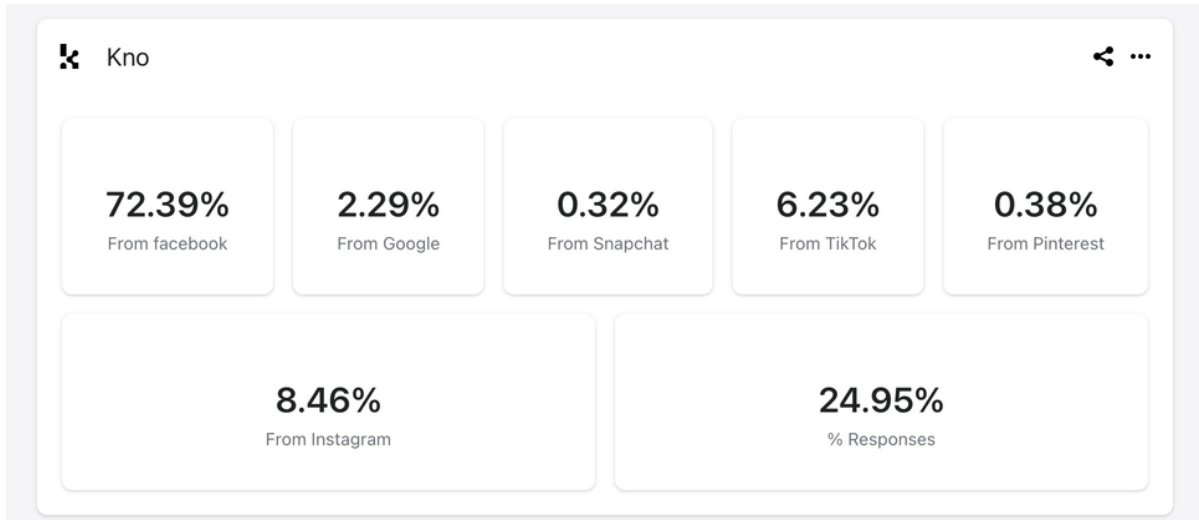
How KNO Data Will Appear in Your Triple Whale Account

Summary Page:
- The % of survey responses corresponding to each channel will populate here.
- The % of customers that reponded to your survey will also populate here.

Pixel Page:
- KNO data will appear on the pixel page to attribute sales using your selected model

Triple Whale

KNO

More data = more firepower.

Enrich your data and optimize your marketing workflow with the Triple Whale x KnoCommerce integration today.

Start Today