IOIO TV

Marketing Analytics & Revenue Optimization

PROJECT OVERVIEW

IoIo TV had five active online marketing sources generating leads, but lacked integrated visibility into which channels were driving real long-term value. Marketing decisions were based on surface-level metrics like cost-per-click and immediate conversions, not retention or lifetime value.

THE CHALLENGE

Without cohort-level analysis, the company couldn't distinguish between high-value customers who stayed and generated revenue versus users who churned quickly. This meant marketing spend was likely being misallocated—potentially investing heavily in channels that looked good on immediate conversion but delivered poor long-term economics.

THE APPROACH

I aggregated two years of historical data from five marketing sources, integrating over 61 data fields including:

- Demographic information
- Conversion tracking across channels
- Engagement metrics
- Churn rates by acquisition source
- Customer lifetime value by cohort

Using cohort analysis, I identified which acquisition channels brought high-retention, high-LTV customers versus users who churned quickly. I then modeled multiple budget reallocation scenarios using simulation models that factored in uncertainty around future performance.

THE RECOMMENDATION

Reallocate marketing budget from low-retention channels to high-LTV sources, with specific dollar amounts and channel priorities based on cohort performance data.

THE RESULTS

Within 30 days of implementation, conversion rates and ROI improved, generating an additional $27,000 per month in revenue.

LONG-TERM RELATIONSHIP

Following this initial analytics engagement, I was retained as Fractional CFO for IoIo TV. The relationship evolved—I was eventually hired as Chief Operating Officer and led the company through 400% revenue growth.

I remained with the company through its sale in 2024 and completed a two-year contractual transition period.

ENGAGEMENT TIMELINE

2010–2024 (14-year relationship)