Room&Board   **BL.INK**   **ObservePoint**

A partnership with measureable ROI

Modern furniture retailer, Room & Board, built an automated campaign link validation process by integrating two data streams:

➤ BL.INK's link management and performance data

➤ ObservePoint's web governance reports

A new, digestible dashboard allowed Room & Board's marketing teams to directly map actions to insights on their campaign links with amazing results.

The initial investment provided a **16.3x monetary return** and a **3.5x labor return**. Key results included:
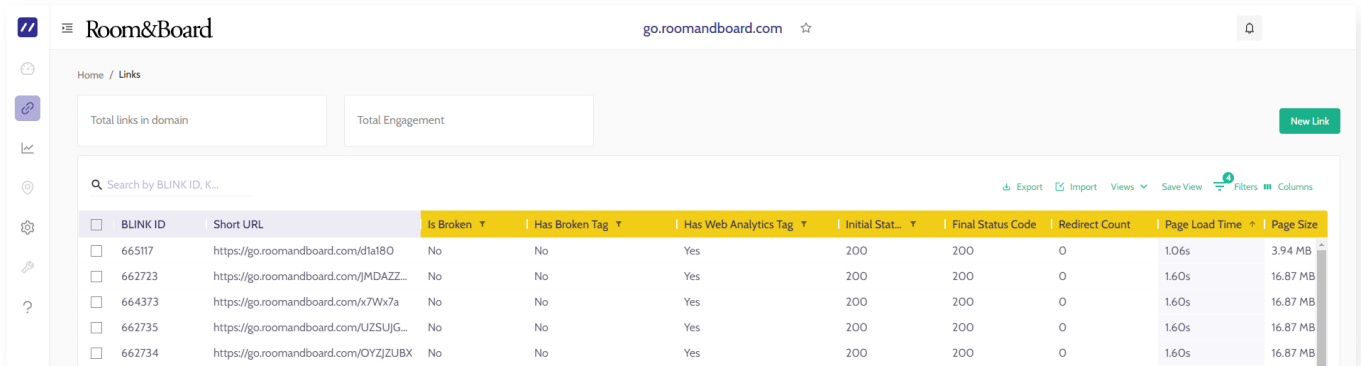
➤ Improved user experience and reduced the broken link percentage by 99%

➤ Saved an estimated $1.64M in yearly ad spend on clicks to broken links

➤ Saved an estimated 622 hours annually on campaign link testing and repair (Almost 12 hours a week!)

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> **"As a result of working with ObservePoint, we achieved 99% ad waste reduction across display, Meta, and Pinterest."**
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> - Sam Valind, Sr. Data Architect, Room & Board

Here's a snapshot of the integrated dashboard:

With this data at their fingertips, Room & Board's marketing team can quickly assess if anything is broken, determine priorities, and even start to see trends between engagement, functionality, and page load stats.

Work smarter, not harder. Automate your campaign tracking with tools you already have. Want to know how you can achieve similar results? **Contact us. 855-878-8466**