



HOW MIRO GAINED THE ABILITY TO PREDICT INTENT AND PREDICTED ROAS USING VOYANTIS

THE COMPANY

Miro is a B2B online visual collaboration platform designed to unlock creativity and accelerate innovation among teams.

The platform's infinite canvas enables teams to lead engaging workshops and meetings, design products, brainstorm ideas, and more.

The company has a user base of over 45M, and works with 99 percent of Fortune 100 companies as they adopt a new, digital-first way of working across hubs worldwide.

THE CHALLENGE

Acquiring more loyal customers

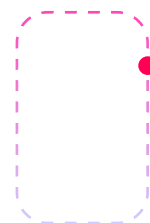
Miro operates a freemium SaaS B2B model, which means that they deliver value first through a freemium experience, and as adoption grows throughout an organization, there is an opportunity to convert that organization to a paid account. As a result, Miro can experience long sales cycles. Many customers convert weeks or even months after the acquisition, thereby making the decision-making process nearly impossible to predict using basic models.

The standard conversion windows of major ad platforms did not allow enough time for Miro's Growth team to determine the success of acquisition events, and required them to rely on upper funnel proxy metrics, such as product engagement moments that teams reach.

With thousands of different keywords and creatives that change rapidly, they had to make decisions with a limited set of results, and insufficient data.

Due to the fact that 7-day or 30-day ROAS, in many cases, does not clearly indicate the ROAS after 90 or 180 days, Miro often had to stop campaigns that turned out to be very valuable after a few months, or kept campaigns alive with inefficient keywords and creative. The lack of foresight to support early and accurate decisions resulted in overall loss of marketing dollars.

Instead of waiting months to understand the eventual CAC for paid accounts, the company wanted to quickly gain insight into the likelihood of eventual successful conversions, and do this within days from the first team-member or user registering. Instead of acting in retrospect, Miro needed this to be done in a futurespected manner, with predictive marketing.



THE SOLUTION

Estimate future ROAS and intent to pay within a few days of acquisition



Analyze

Miro turned to Voyantis to empower their marketing team with the insights needed to predict campaign performance and to best allocate ad spend.

Using Foresight (Voyantis' own predictive performance platform) a prediction model and goal was created based on Miro's internal zero- and first-party data, analyzing and understanding the importance of thousands of data points.



Predict

Voyantis' model predicts each campaign, keyword and cohort's future propensity and lifetime value shortly after acquisition, providing the team with a deeper metric with real marketing value.



Estimate

Our predictive model ultimately allowed the Miro team to look into a wide range of metrics, including predicted conversions, predicted ROAS, and predicted LTV after a few days of acquisition, to help them make smarter and better-informed decisions on their campaigns. All backed by futurespected data.

THE RESULTS

Exponential increase in forecasting accuracy leading to smarter business decisions

Miro's predictive model results showed over 95% accuracy in ad group cohort conversion rate prediction. By leveraging the predictions from Foresight, Miro has the tools that has delivered the following



Adjust campaign bids by leveraging conversion and LTV predictions



Experiment quickly, with small budgets, and identify new opportunities



Better allocate marketing budgets by focusing on high LTV/CAC campaigns



Eitan Helman

 Head of Growth Marketing

"I believe in the power and potential of Foresight by Voyantis. The platform provides me and my team crucial insights and enables us to scale our UA budget while getting more confidence and better unit economics, and I believe it to be quite the game changer for me and my team."