

Kitsch acquired more new customers for less with Northbeam Apex

How Kitsch optimized their Meta ads based on their own definition of success



The problem

Kitsch measures every channel in Northbeam, where growth means first-time buyers. Meta's standard attribution optimized for all conversions, treating new and repeat buyers the same.

The solution

Kitsch turned on Northbeam Apex, which feeds Northbeam's attribution data into Meta's delivery system so the algorithm optimizes toward new customers.

The results

Meta finally spent toward Kitsch's most important metric, using the exact lookback window Kitsch uses to credit a sale: more first-time buyers, at a lower cost.

+8.2%

New-customer ROAS

-8.7%

Cost per new-customer order

3 weeks

Head-to-head A/B test

"What made this different from any other attribution conversation we've had is the granularity—we're telling the delivery system exactly how much credit each individual touchpoint earned toward a first-time customer, and optimization followed our own definition of success. The efficiency gains were convincing enough that custom attribution is becoming the default for most of our Meta spend."

Yingying Kuang, CMO, Kitsch