

ProTrainings masters cross-device model, attributes 12% of total sales to mobile



About ProTrainings

- www.procpr.org

Goals

- Cater to on-the-go users
- Understand cross-device attribution

Approach

- Offered \$5 discount for customers signing up from mobile devices
- Created cross-device attribution model

Results

- Garnered 12% of total sales from mobile devices
- \$5-off coupon increased sales initiated from mobile by 35%
- Discovered that 11% of users would complete the training on mobile. The others would switch devices.
- Helped on-the-go workers stay certified in skills essential to their jobs to increase safety and potentially save lives.

Redefining the classroom

ProTrainings is a nationally recognized training company, providing video-based e-learning on topics such as CPR and first aid certification, and other health and safety courses. The company prides itself on providing training that suits users' lifestyles, and can be delivered wherever and whenever they need it. Most of ProTrainings' target audience comprises on-the-go doctors, nurses, paramedics, and even tattoo artists with a smartphone tucked into a pocket.

Understanding user behavior in a multi-device context

In December 2011, ProTrainings unveiled a mobile site and began using mobile search ads for their time-strapped audience. "When we looked at data from Google Analytics, we were shocked by how many people were searching for information and visiting our website on mobile devices," says Scott Andersen, co-founder of ProTrainings. "That's when mobile emerged as a major priority."

We live in a multi-device world, where users navigate seamlessly across devices: according to a recent Google study, *The New Multi-screen World: Understanding Cross-Platform Consumer Behavior (Aug'12)*, 90% of people move between devices to accomplish a goal. ProTrainings users are no exception to this.

As many ProTrainings users would not complete the three hours long video training from their phone, "it became extremely important for us to be able to understand users' journey across devices and attribute it to the right channel," says Andersen.

ProTrainings devised a smart yet simple cross-device attribution strategy that lets the company know, factually, which channel or customer touch point contributed to which sale.

"Give your users a good reason to sign up from their phone and make it really quick, easy and uncluttered. Then, ask yourself: what are they doing? How are they navigating across devices? You will discover fantastic insights about your target audience."

—Scott Andersen, co-founder, ProTrainings

A simple and smart cross-device attribution method

The idea is simple: encourage users to sign up on mobile with a specific discount. When visitors access the site from their smartphones, they land on a mobile optimized page where they are given a \$5 discount on the overall training. Since the code is given only to mobile visitors, the company knows with a good deal of certainty that these people redeeming the code signed up using their mobile devices. With this information, ProTrainings can identify converting users who originated from mobile and determine a more accurate attribution model across devices.

"Does mobile work as a marketing medium, and can it be attributed? We have no doubt about it."
—Scott Andersen, co-founder, ProTrainings

"We give the user a reason to sign up from their phone rather than entering the URL into their computer and thus losing the tracking," says Andersen.

Whether users complete the training from start to finish on a mobile device or log on to a desktop to complete the training, the sale can be mapped back to the initial mobile contact.

12% of overall sales attributed to mobile

Thanks to this smart method, ProTrainings can attribute **12% of overall sales** to customers who initiated the training process from their mobile devices. Thanks to the mobile offer, **sales initiated from mobile increased by 35%**.

"Many marketers have been asking themselves: does mobile work as a marketing medium, and can it be attributed? We have no doubt about it," says Andersen.

This has also revealed how users are seamlessly navigating across devices: 11% of users started and completed the training on their smartphones while the others would start on mobile and finish the training from tablet or desktop.

Better user knowledge

For now, ProTrainings has created a smart yet simple, cross-device attribution strategy that lets them know that mobile works. Andersen concludes: "Give your users a good reason to sign up and make it really quick, easy and uncluttered. Then, ask yourself: what are they doing? How are they navigating across devices? You will discover fantastic insights about your audience."

