



CASE STUDY

TalkTalk

TalkTalk uses CRM data with Google Analytics Premium to boost campaign performance

Part 1 - TalkTalk combines CRM knowledge with Google Analytics Premium, DoubleClick Bid Manager and YouTube

Part 2 - TalkTalk maximises YouTube TrueView campaign effectiveness using Google Analytics Premium with content marketing



About TalkTalk

- Leading broadband, TV, mobile and phone provider
- Headquarters in London
- www.talktalk.co.uk

About m/SIX

- Full-service media agency
- Joint venture between GroupM and CHI & Partners
- www.msixagency.com

Goals

- Gain deeper understanding of customers in order to reach them with most relevant messaging
- Increase return on investment
- Generate incremental sales

Approach

- Integrated customer product information from CRM system into Google Analytics Premium using custom dimensions
- Utilised DoubleClick Bid Manager integration with Google Analytics Premium
- Executed audience sharing with AdWords
- Ran test remarketing campaign against standard URL-based remarketing campaign (the control)

Results

- Test campaign outperformed control with 219% better conversion rate
- Test campaign produced 77% reduction in cost per acquisition against the control
- Test campaign demonstrated 63% higher click-through rate than remarketing based on combination of landing page and abandoned basket visits
- Test campaign produced highest click-through rate of all online advertising tactics employed during TalkTalk's final reporting quarter

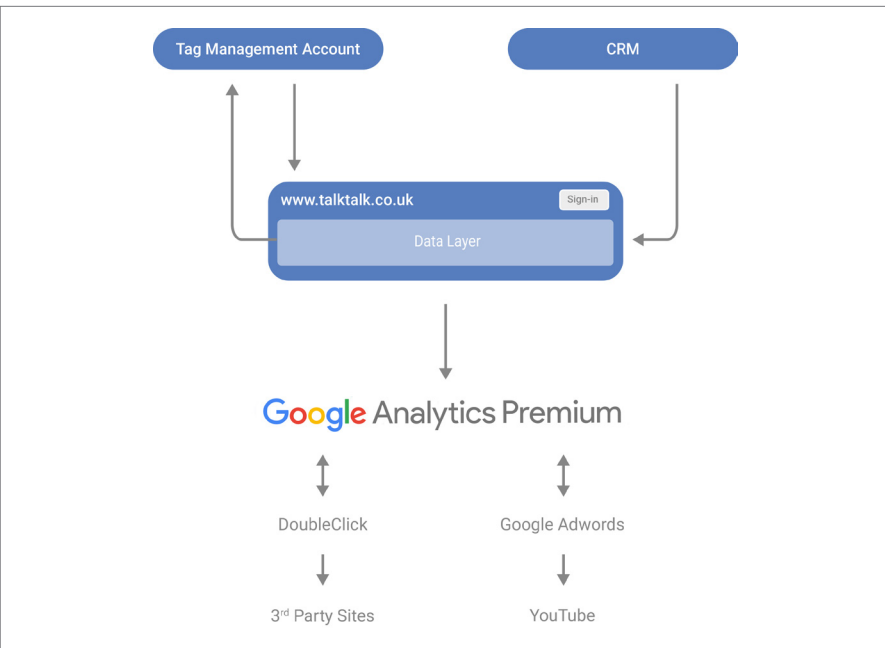
TalkTalk combines CRM knowledge with Google Analytics Premium, DoubleClick Bid Manager and YouTube

TalkTalk and m/SIX wanted to augment sales and behavioural data with anonymous information from TalkTalk's own CRM system. The goal was to enable a better understanding of customers and to react to consumers with more relevant campaign messages. Google Analytics Premium's integrations with DoubleClick Bid Manager and with AdWords provided an efficient way to act upon customer insight and empower the brand's remarketing activity in display and video.

Understanding customer behaviour

TalkTalk utilised custom dimensions, a feature of Universal Analytics allowing additional customer product information to be introduced into Google Analytics. Some examples of information captured through custom dimensions include the method of customer recruitment, a customer's eligibility for certain products and an existing customer's current products, offer eligibility and other key attributes. As a Google Analytics Premium customer, TalkTalk had 200 custom dimensions to work with, rather than the 20 available in standard Google Analytics accounts.

The custom dimensions were coded into the site's data layer, which contained information that would be sent to TalkTalk's tag management system and Google Analytics. This would enable TalkTalk to have a better understanding of the depth of a customer's existing relationship with the brand. TalkTalk then created remarketing lists, shared from Google Analytics Premium to DoubleClick Bid Manager and AdWords, as a method of targeting the brand's display and video advertising.



Google Analytics Premium Benefits

- Uniquely enables audience sharing, thanks to the integration with DoubleClick Bid Manager
 - 200 custom dimensions available, compared to 20 available to non-Premium clients
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Results that speak for themselves

To measure the effectiveness of the strategy, TalkTalk and m/SIX ran a test-versus- control campaign, where the control used standard URL-based remarketing. The results? The test approach demonstrated a 63% higher click-through rate than remarketing based on a combination of landing page and abandoned basket visits. The test also outperformed the control by 219% in conversion rate, while producing a 77% lower cost per acquisition. In fact, the test produced the highest click-through rate of all online advertising tactics employed during TalkTalk's final reporting quarter.

After these initial successes, TalkTalk is exploring the opportunities for new customer acquisition that linking up offline customer segments with the rich online data sources that Google Analytics Premium, DoubleClick and AdWords can offer. The company has also decided to test the strategy with dynamic creatives to deliver an even more personalised, relevant message to consumers.

"We plan to get even more focused with our creative by utilising Google Analytics Premium custom dimensions to inform our dynamic creative for remarketing," affirms Online Marketing Manager Richard Bailey. "This will enable us to deliver customised ads that not only connect site visitors to the products they viewed, but will also have built-in logic that knows if they are an existing customer or not, and what products they already have. Google has been a key enabler in connecting data points to enrich our targeting and messaging to bolster our performance."

It's clear that a more rounded view of customers puts TalkTalk in a position to send the most relevant message at the right time. Going forward, the company will continue to build upon the amount of anonymous customer product information passed to Google Analytics Premium from its CRM and other systems. This will allow TalkTalk to grow its advanced remarketing strategy, as well as enhance its ability to increase the value of existing customers.

"The Google Analytics Premium and DoubleClick integration coupled with CRM data has allowed us to utilise the rich Google Analytics Premium dataset for the first time in driving significant improvements in conversion rates and lower costs per acquisition."

**– Andrew Morris, Senior Analyst,
TalkTalk**

"We have effectively been using Google Analytics Premium as a soft data management platform, allowing us to reach our audience using first-party data," explains Online Marketing Manager Mark Squires. "We have started to link all data connections and share data layers between our tag management solution, Google Analytics Premium, DoubleClick Campaign Manager and DoubleClick Bid Manager. There are benefits of a unified data view, such as de-duplication across multiple platforms, global frequency capping through programmatic and data integrity, since less fragmentation makes for smarter reporting. The plan is to link all data-led insights gained into DoubleClick Bid Manager to increase the effectiveness of our programmatic activity with a 360-degree view."

TalkTalk

m/SIX

Goals

- Segment new and existing customers based on previous interactions with TalkTalk
- Reach a high proportion of TalkTalk's consumer base with content marketing
- Promote new TV content packages

Approach

- Utilised AdWords integration with Google Analytics to use CRM data with YouTube campaigns
- Utilised DoubleClick Bid Manager integration with Google Analytics Premium to increase video campaign reach
- Ran test retargeting campaign against standard URL-based retargeting campaign (the control)

Results

- Reached over 50% of customer base as they consumed content on YouTube
- Increased efficiencies by segmenting campaigns between new prospects and existing customers
- Delivered higher engagement rates and ad recall by optimising the creative for YouTube TrueView
- Remarketing through Google Analytics produced a reduction in cost per acquisition of 76% compared to standard URL-based video retargeting on YouTube

TalkTalk maximises YouTube TrueView campaign effectiveness using Google Analytics Premium with content marketing

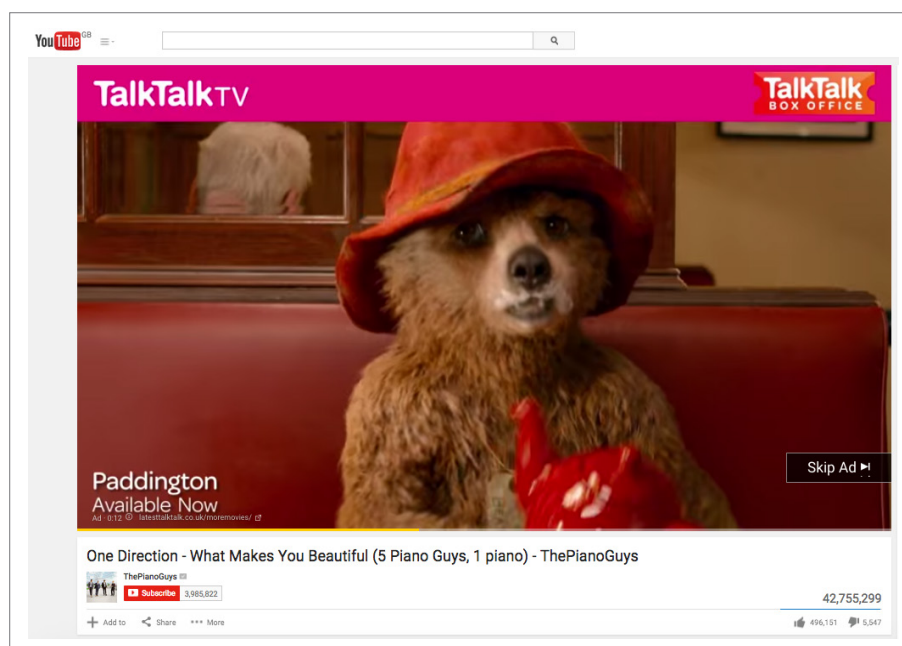
TalkTalk and its agency m/SIX wanted to segment new and existing customers based on previous interactions with the brand with the aim of promoting new TV content packages via TrueView advertising on YouTube.

As a first step, m/SIX imported remarketing lists from Google Analytics into AdWords, making it possible to differentiate TalkTalk customers who already owned TalkTalk TV or other TalkTalk packages. The team then segmented non-TalkTalk customers who had visited certain pages on the TalkTalk website by using Google Analytics lists and Google Display Network audience lists, as well as in-market segments and relevant YouTube placements across the movie and broadcast categories.

Conversations with new prospects and existing customers

To target non-TalkTalk customers, multiple Google Analytics lists were split out into hot, warm and cold leads based on previous interactions with the website. For example, a consumer who had only visited a product page would be identified as "warm" but one who had started on the purchase journey would be "hot". The YouTube video delivered to these users promoted TalkTalk as a TV and broadband provider, and also communicated the great value in supplementing a TV package with additional TV boosts.

Google Analytics lists were also used to target different parts of the existing customer base of broadband subscribers. Messaging encouraged these consumers to add TV to their broadband packages. Meanwhile, using multiple Google Analytics lists enabled m/SIX to differentiate TalkTalk TV customers by their various TV packages and connections. The YouTube video delivered to these customers included messaging about optional add-ons available with their existing TV packages.



"The integration of YouTube with Google Analytics Premium remarketing segments allowed us to reach our customers and prospects with the right message at the right time, not only driving awareness and consideration of TalkTalk TV, but driving cost effective sales."

– David Brady, Senior Digital Marketing Manager, TalkTalk

Separating users into segments in this way allowed the team to deliver the appropriate message to the correct audience. Each video ad was tracked separately according to both impressions and clicks, which enabled very granular analysis of performance. Based on this, budgets were adjusted accordingly.

Wins, successes and next steps

Compared to TalkTalk's previous campaigns using standard URL-based remarketing lists, the new remarketing campaigns using Google Analytics Premium produced exceptional results. In new acquisition activity, the view rate was 4% higher, the click-through rate was 29% higher and volumes in terms of views were significantly higher, too.

Compared to previous campaigns, among existing customers the click-through rate was 9% higher, cost per acquisition was 76% lower and maximum average CPM was 8% lower. The Google Analytics Premium activity drove 91% more product sales and 294% more boost sales in this audience, with 50% fewer impressions than the previous URL-based retargeting activity.

Going forward, TalkTalk and m/SIX plan to advertise other products using this approach, and scale up future activity using a similar targeting setup. They intend to transfer creative learnings to new videos and will expand into new targeting methods and additional formats.