

**CASE STUDY**

# How HP Australia Boosted Sales and ROI With DoubleClick Bid Manager



As a producer of hardware, software, and related services for businesses and consumers, [HP Australia](#) wanted to drive sales among millennials. The challenge was, according to internal research, millennials didn't believe HP products were relevant to them; instead, they associated HP with older users. HP Australia realised it needed to do a better job of communicating with and targeting millennials.

HP Australia began by shifting marketing spend from billboards, TV, and print to targeted, measurable digital media. That helped the brand reach millions of engaged and in-market consumers, drive awareness of new products, and take consumers through the consideration phase of the purchase funnel. With the awareness piece taking effect, the challenge was then to guide millennial consumers through the lower funnel, from evaluation to purchase.

## Sharing data and using DoubleClick Bid Manager to get a clear view of the consumer

HP Australia worked closely with its retail partners and resellers in Australia to create campaigns on [Google AdWords](#), [YouTube](#), [Google Display Network](#), and [DoubleClick Bid Manager](#).

“Retailers and manufacturers need to ensure that the digital customer journey is optimised and personalised, particularly at the lower end of the funnel.”

— Darren Needham-Walker, Marketing Director at HP Australia

## About HP

- HP Australia is a technology company that creates technology with a purpose: to make life better for everyone, everywhere.
- Headquarters: Sydney, AU
- [hp.com/au/en/home.html](http://hp.com/au/en/home.html)

## Goals

- Drive sales among millennials
- Deepen partnerships with key retail partners
- Understand ROI across marketing efforts

## Approach

- Embedded conversion tracking on retail partners' sites
- Used DoubleClick Bid Manager and Google AdWords to enable HP and retail partners to share data
- Created single view of the customer
- Targeted and retargeted consumers using a unified cookie list

## Results

- 4X increase in ROI based on online sales
- 2X increase in conversions

To get a clear view of the consumers, the brand first shared its first-party consumer data with retailers. Then it embedded [conversion tracking](#) on retail partner sites. This allowed HP Australia and its retail partners to share cookie lists and target and retarget consumers who had already shown an interest in the brand's products.

"Retailers and manufacturers need to ensure that the digital customer journey is optimised and personalised, particularly at the lower end of the funnel. We are embracing this by programmatically buying retail banner display advertising tailored to our end-user segments," said Darren Needham-Walker, marketing director at HP Australia.

This approach helped HP Australia gain a better understanding of the full customer journey than was possible before.

### Data-led approach drives incremental sales

Measured through incremental e-commerce sales, HP Australia produced a 4X improvement in ROI, while traffic from programmatic retargeting converted 2X higher than the non-targeted consumer. Ultimately, this data-led approach helped the brand expose more of its millennial target audience to its campaigns, and drive incremental sales at a significantly lower investment than previous marketing efforts.



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