

MOVING TO CYSTOMER VALUE

thinkmobile with Google

Pawel Małkowski
Global Product Lead, Analytics and Big Data

MEASUREMENT AND ATTRIBUTION

USER CENTRICITY: CROSS-DEVICE

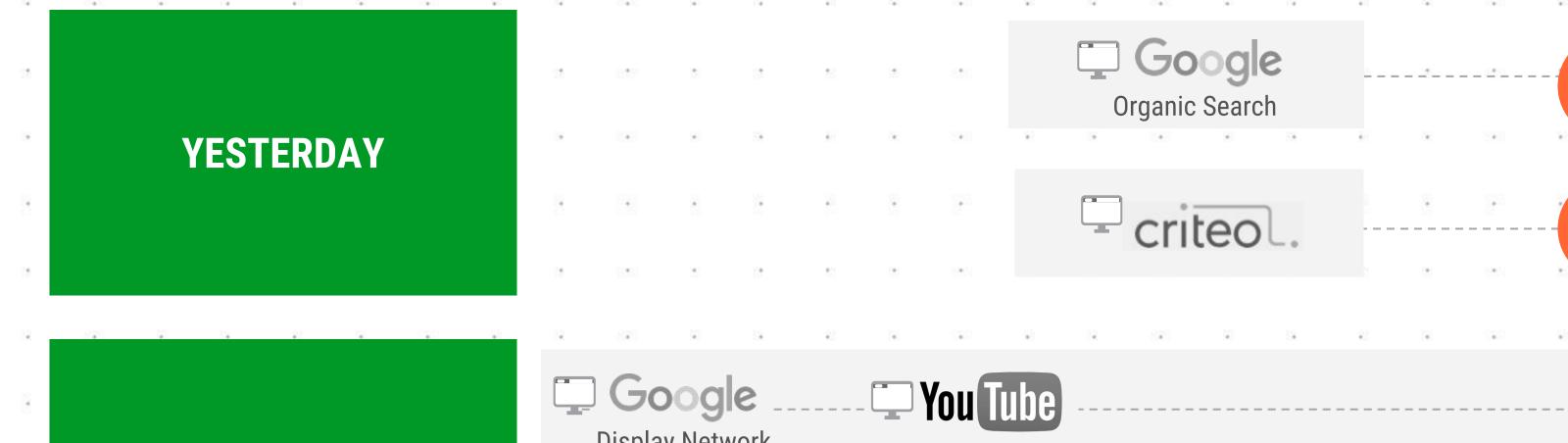
ONLINE TO OFFLINE: INTRODUCTION TO OMNICHANNEL

MULTI-TOUCH ATTRIBUTION

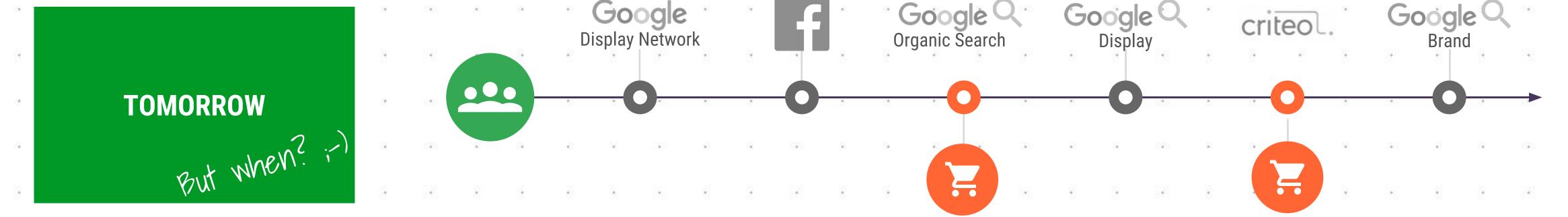
MOVING TO LIFETIME VALUE

WHAT IS IT ALL ABOUT?

FROM CONVERSION FUNNELS TO LIFETIME VALUE









MEASUREMENT HAS GOTTEN MORE INTERESTING







The adoption of mobile devices

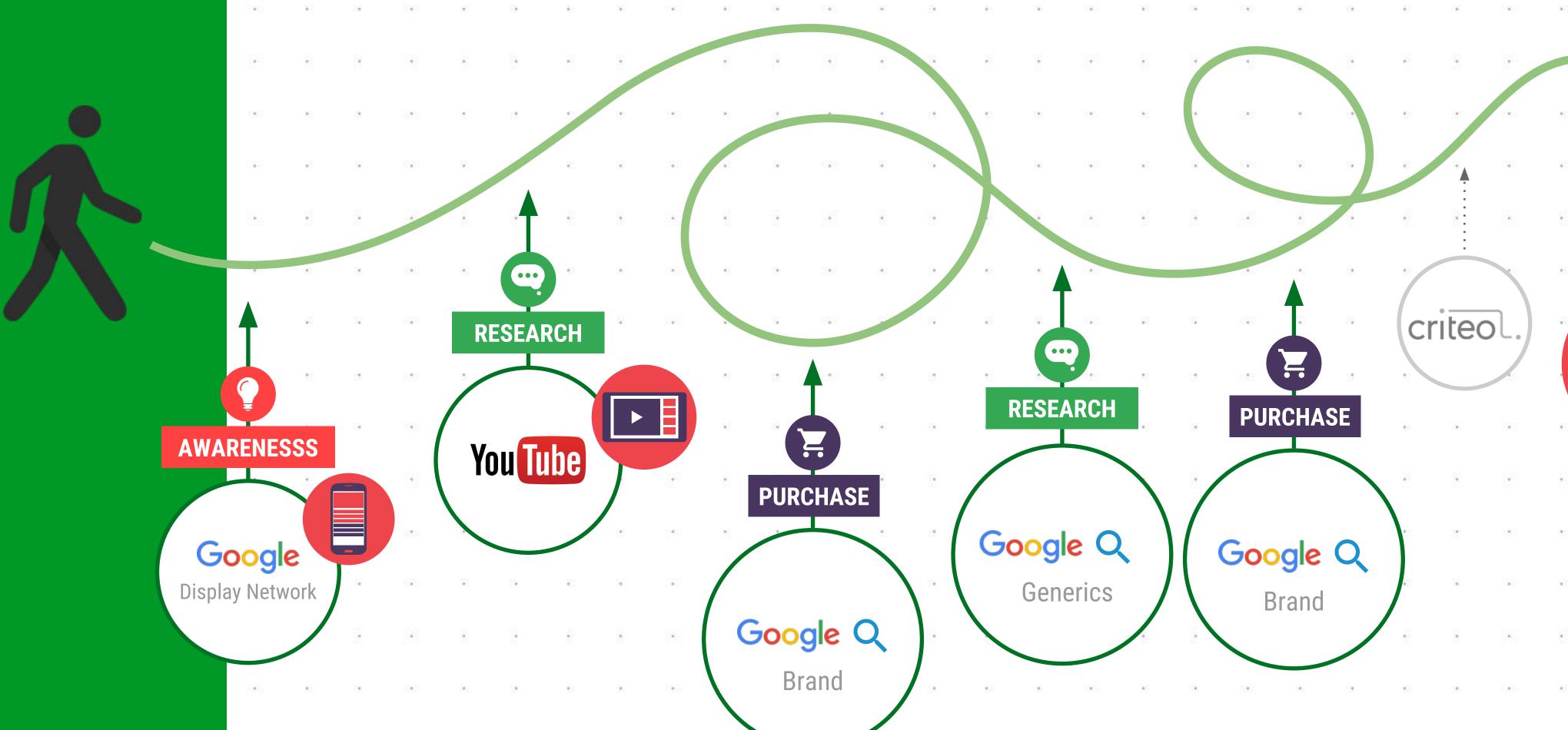
New measurement technologies

Merging of online to offline engagements

Single device, online measurement is no longer sufficient

~~ATTRIBUTION ~~~

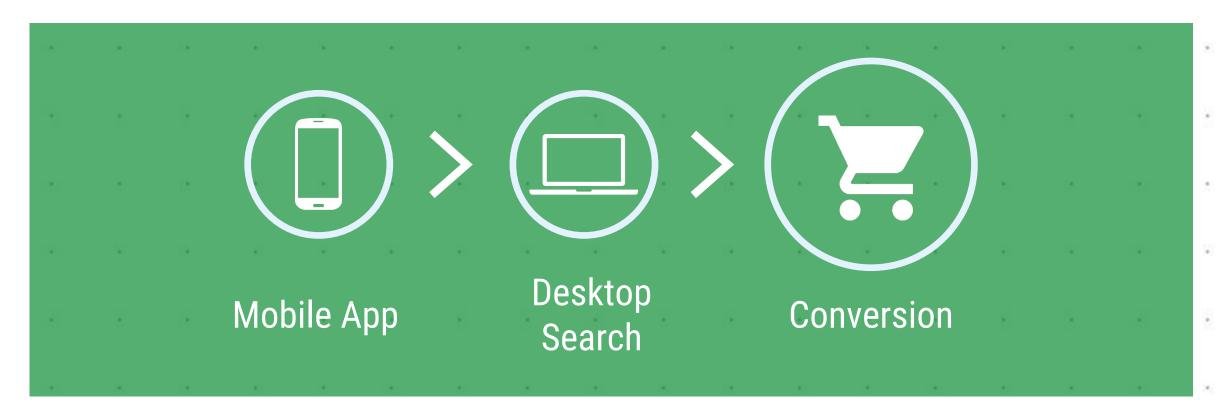
The process, methodology and technology of assigning value to the media that impacted the user along the customer journey



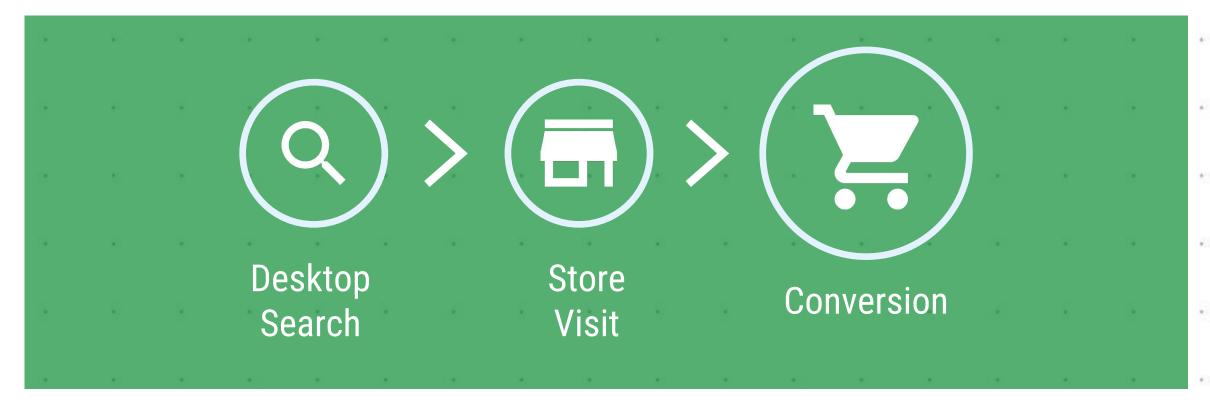


WE BREAK ATTRIBUTION INTO THREE DIFFERENT BUCKETS

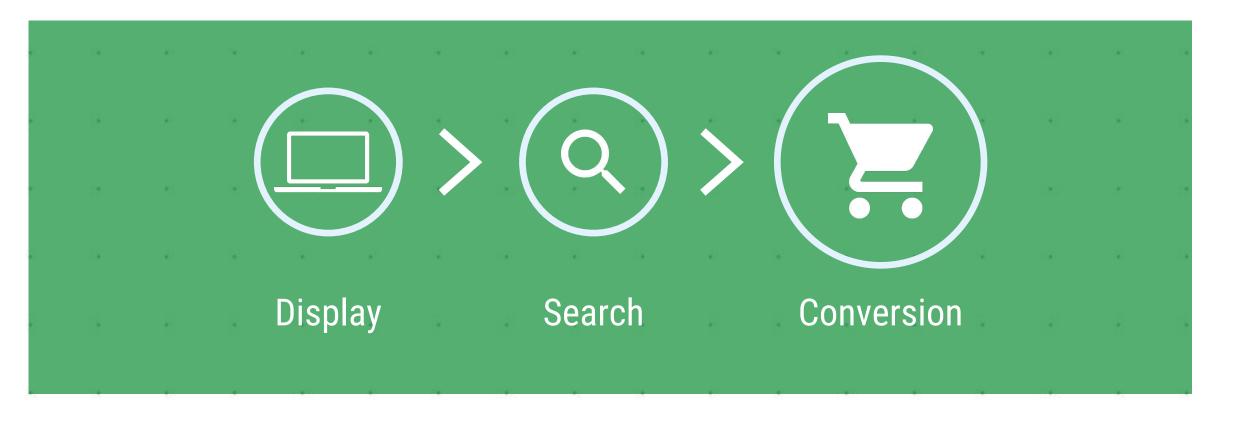
-ACROSS DEVICES/ENVIRONMENTS-



ONLINE-TO-OFFLINE -



ACROSS CHANNELS



GOOGLE'S MEDIA, MEASUREMENT AND ATTRIBUTION PLATFORMS





Measures Google Media Measures All Media

Advertising Platforms, with Measurement and Attribution enabled







Online/offline measurement

Online/offline marketing mix

Measurement Platforms, with Ad Tracking enabled



LET'S START

^^^ MOST COMMON INDUSTRY SOLUTIONS ^^~

LOG-IN BASED

("Deterministic")

First Party User Authentication

Google Analytics

Adobe Marketing Cloud

Third Party User Authentication





Cross-Device Tracking







facebook



Scalable solution across publishers Not 100% accurate, user has less control



("Probabilistic")

Third Party Data







Proprietary data, user privacy Limited to size of signed-in user base

Highly scalable, user privacy Limited to few, large publishers

RECOMMENDATION ~~~

COMBINATION OF 1st & 3rd PARTY LOG-IN BASED SOLUTIONS

FIRST PARTY

THIRD PARTY

Start building your 1st party graph today

As technology improves, value of this graph for measurement & targeting will grow

Leverage 3rd Party signals to inform media bids and budgets





Google AdWords

^^^ CROSS-DEVICE ^^^

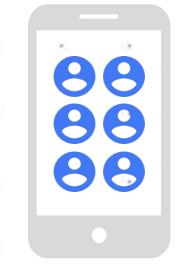
The Way With Google

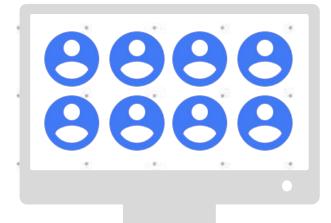
CROSS-DEVICE MEASUREMENT MOVING TO USER CENTRICITY

















ANONYMOUSLY OBSERVE X-DEVICE CONVERSIONS ACROSS OUR USER BASE*

+1B Android Phones











+1B Monthly Actives

+1B Monthly Actives

*Anonymous users previously logged into Google properties on multiple devices

Google

Tackling the Cross-Device Landscape

CROSS-DEVICE AND CROSS-ENVIRONMENT MEASUREMENT

Web across devices



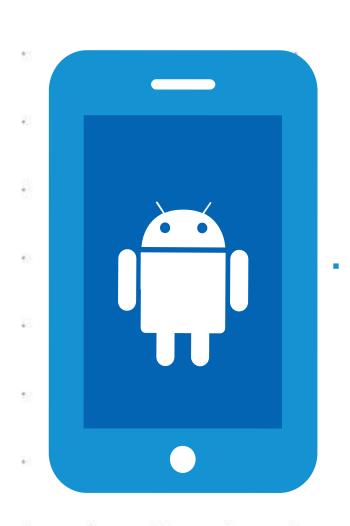
User clicks on Retailer's desktop ad



Buys three pairs of jeans on Retailer's mobile site



In-app and Web (Display Only)



User clicks on Mother's Day flowers ad inside gaming app



Later orders flowers on a website on his tablet



EXPAND DATA TO REMAINING USERS USING MANY FACTORS











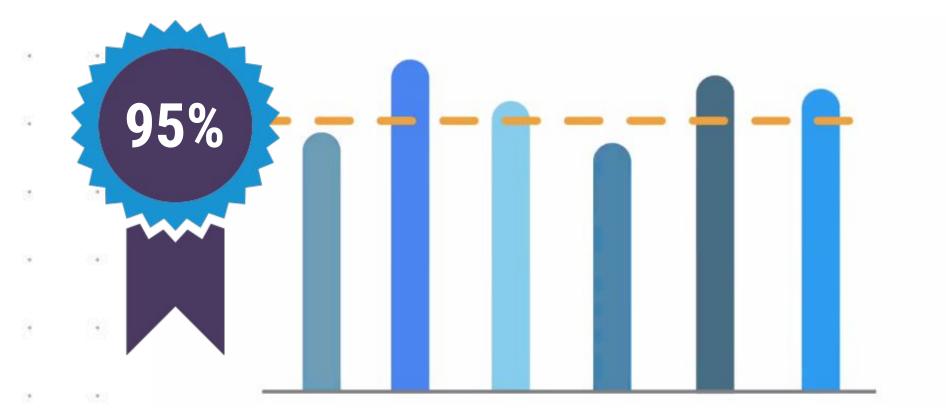
Conversion type

Date

Landing page

We only surface data when we have a 95% confidence

interval



TAKING ACTION ON

^^^CROSS DEVICE DATA

TAKING ACTION

AUTO-BIDDING TO CROSS-DEVICE IN ADWORDS





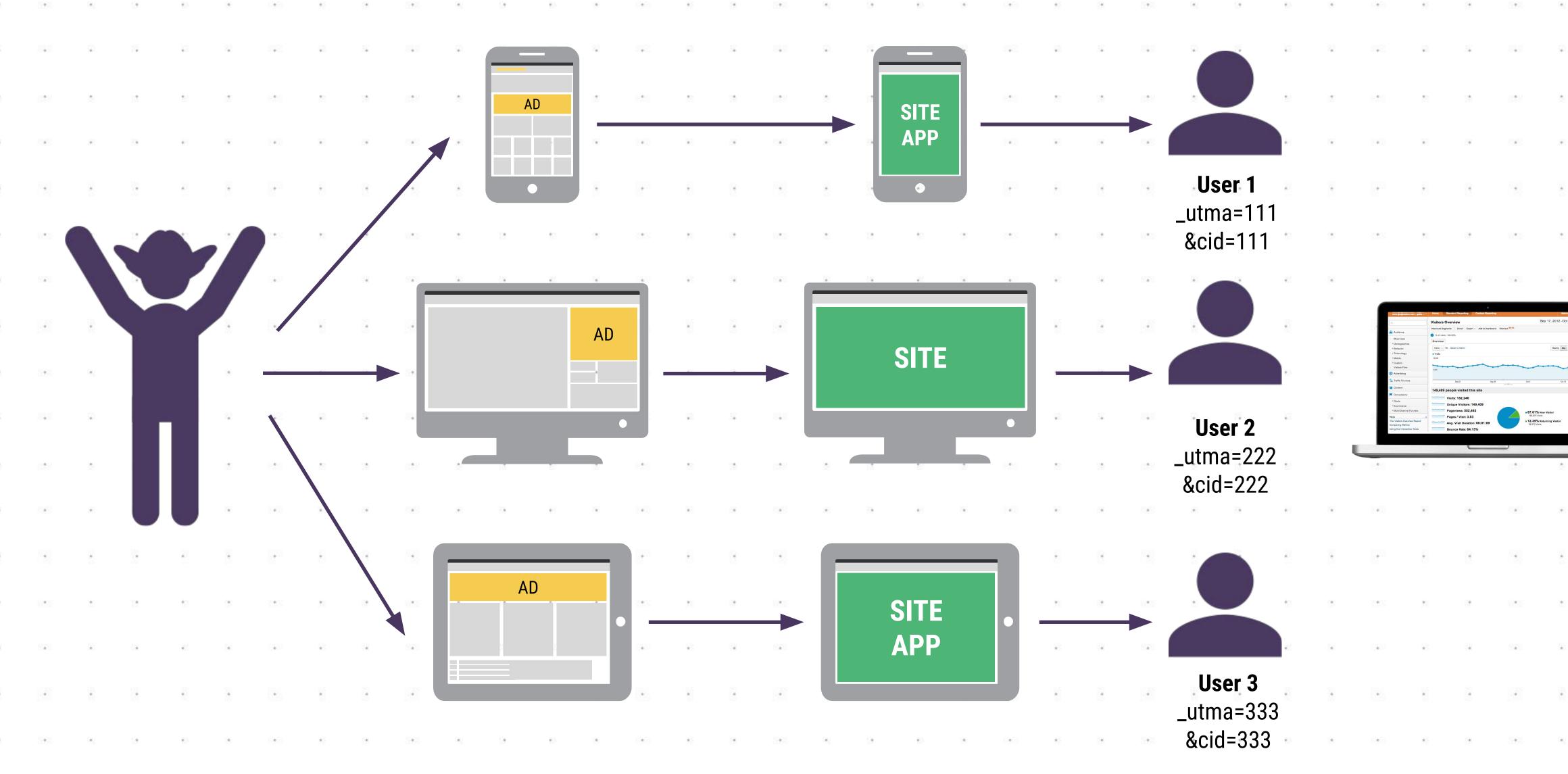
Google's bidding algorithm automatically maximizes your conversions across devices; no need to manually set a mobile bid modifier

AdWords attribution reporting now gives insights into full cross-device paths

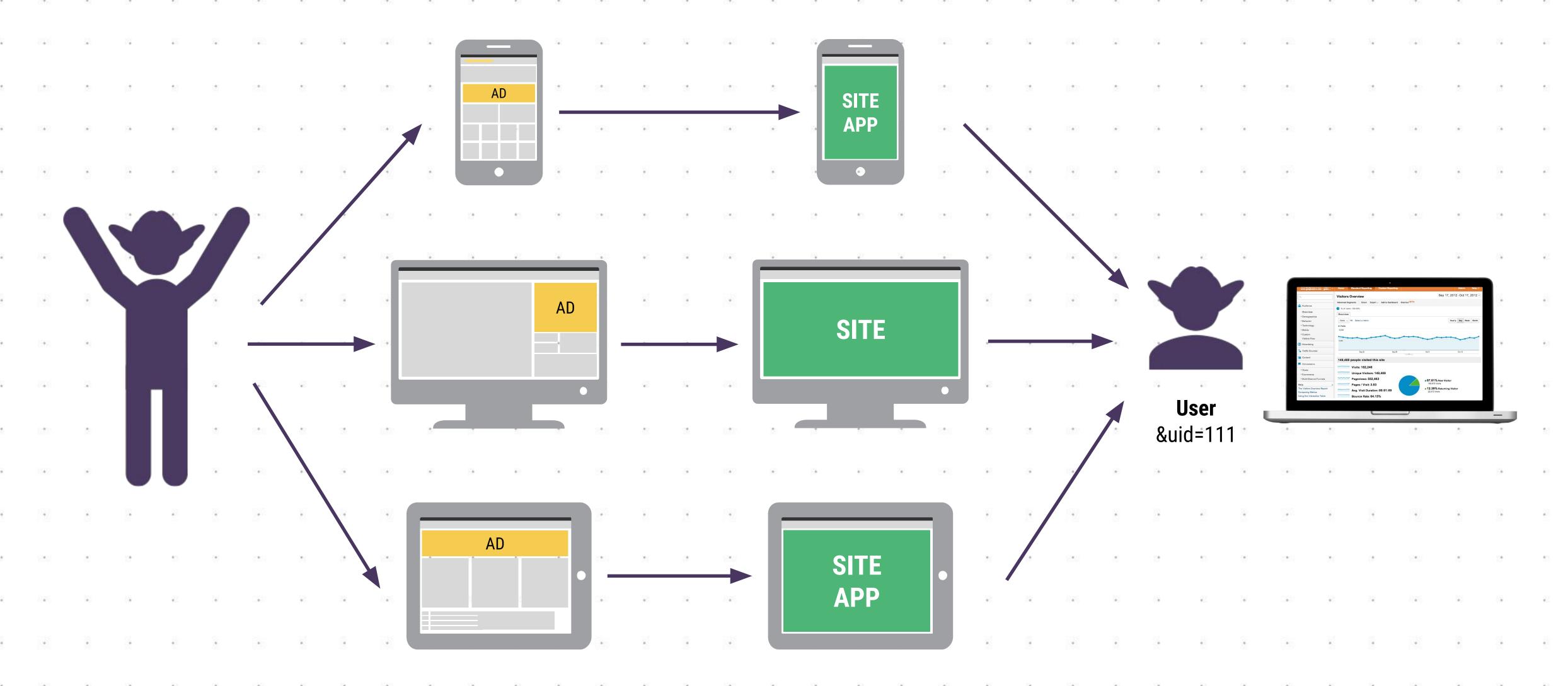
Google Analytics WISER ID WANTED WA

Standard GA Tracking:

COCKIE BASED

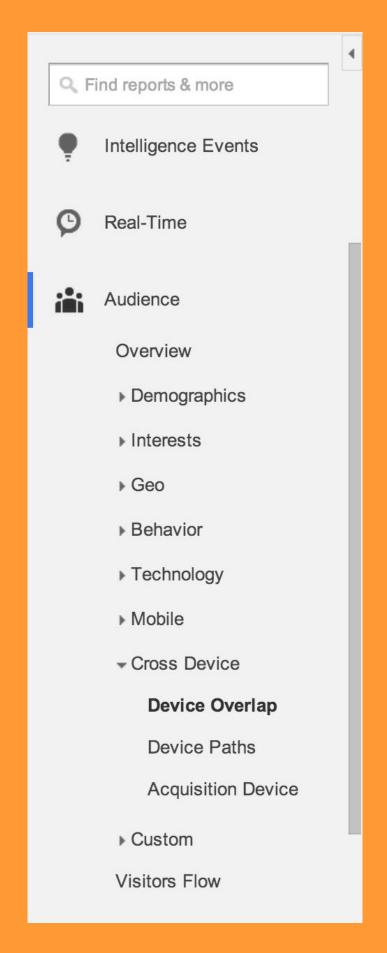


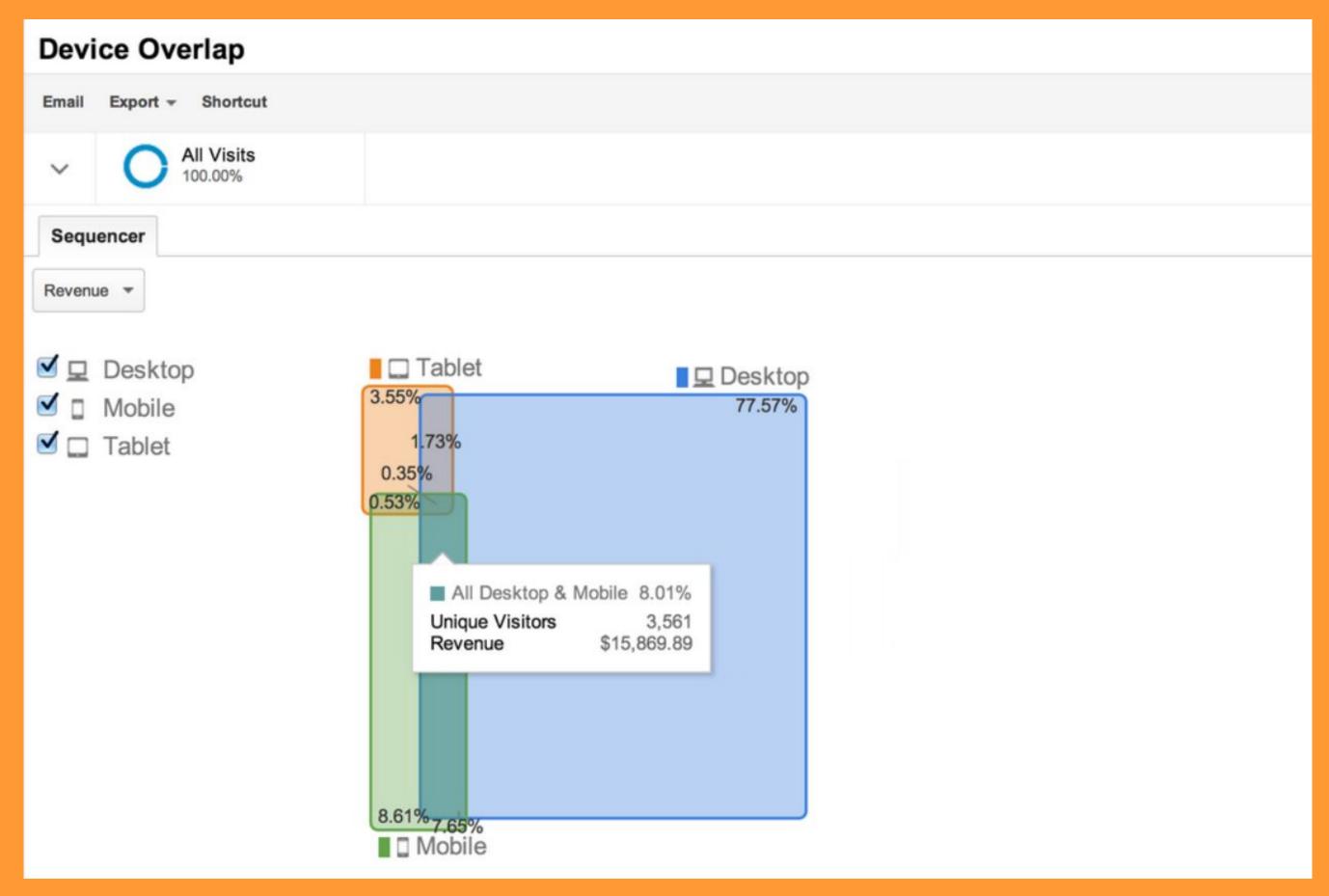
GA Tracking with User ID: ISFD RASED



GOOGLE ANALYTICS

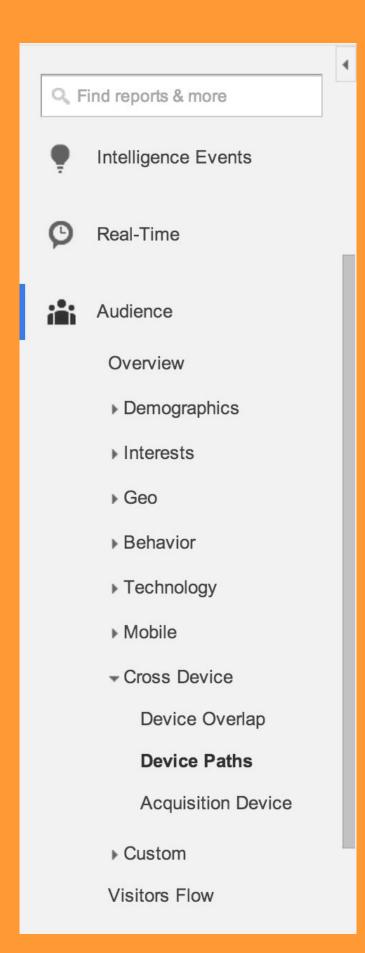
~ DEVICE OVERLAP ~ ~ ~





GOOGLE ANALYTICS

~~ DEVICE PATH DATA ~~~



Primary Dimension: Device Category Mobile Device Marketing Name					
path Options advanced					
Steps in path ?	Unique Visitors ? ↓	Revenue ?	Transactions ?	Average Revenue per Visitor ?	Average Transactions per Visitor ?
	2,407 % of Total: 100.00% (2,407)	€53,813.54 % of Total: 100.00% (€53,813.54)	497 % of Total: 99.80% (498)	€22.36 % of Total: 100.00% (€22.36)	0.21 % of Total: 99.80% (0.21)
1. Desktop	1,909 (79.31%)	€44,035.59 (81.83%)	412 (82.90%)	€23.07 (103.18%)	0.22(104.52%)
2. Tablet	229 (9.51%)	€4,421.54 (8.22%)	46 (9.26%)	€19.31 (86.36%)	0.20 (97.28%)
3. Mobile	196 (8.14%)	€2,887.72 (5.37%)	27 (5.43%)	€14.73 (65.90%)	0.14 (66.72%)
4. Tablet Desktop	13 (0.54%)	€0.00 (0.00%)	0 (0.00%)	€0.00 (0.00%)	0.00 (0.00%)
5. Desktop Mobile	10 (0.42%)	€574.79 (1.07%)	3 (0.60%)	€57.48 (257.09%)	0.30(145.29%)
6. Desktop Tablet	10 (0.42%)	€0.00 (0.00%)	0 (0.00%)	€0.00 (0.00%)	0.00 (0.00%)
7. Desktop Tablet Desktop	10 (0.42%)	€262.86 (0.49%)	3 (0.60%)	€26.29 (117.57%)	0.30(145.29%)
8. Desktop Mobile Desktop	7 (0.29%)	€0.00 (0.00%)	0 (0.00%)	€0.00 (0.00%)	0.00 (0.00%)
9. Mobile Desktop Mobile	7 (0.29%)	€854.95 (1.59%)	3 (0.60%)	€122.14 (546.29%)	0.43(207.56%)
10. Mobile Tablet	7 (0.29%)	€0.00 (0.00%)	0 (0.00%)	€0.00 (0.00%)	0.00 (0.00%)

Reebonz grew ROAS on Google Search by 55% driven by cross-device insights in Analytics



OUR APPROACH

A single view of user across devices & assets on GA360: Incorporate full app and web tracking on a single property via User ID

Key Insights: Reebonz was able to see that:



- 36% traffic & 52% new visitors originated from mweb
- When mWeb is part of path to purchase, CvRs improved dramatically by up to 2.8x
- Avg. Revenue per User also increased 2.5x when customers researched on mWeb before purchasing
- **Action as a result of insights**
 - Included Cross-Device Conversions in DoubleClick Search Auto-bidding
 - Increased mobile bids from -60% to 0%

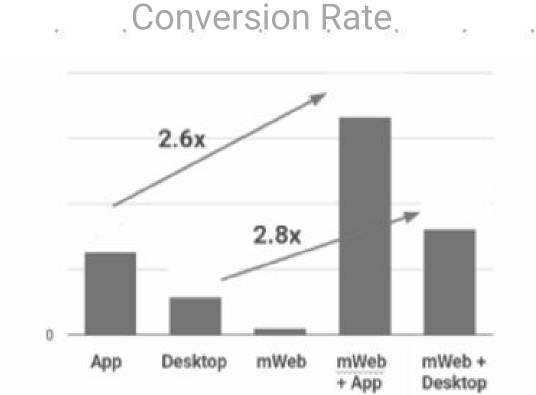
RESULTS

55.4% increase in ROAS in SEM

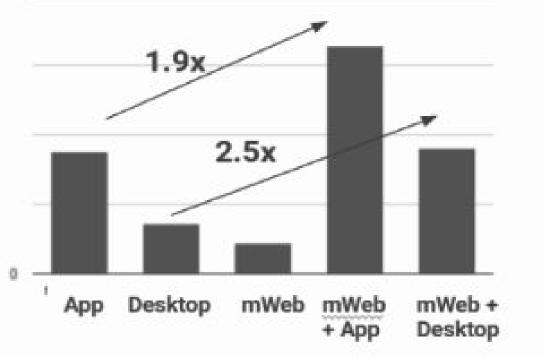


20% increase in transactions in SEM

The solution and analysis methodology is now replicated across all Reebonz markets



Average Revenue per User

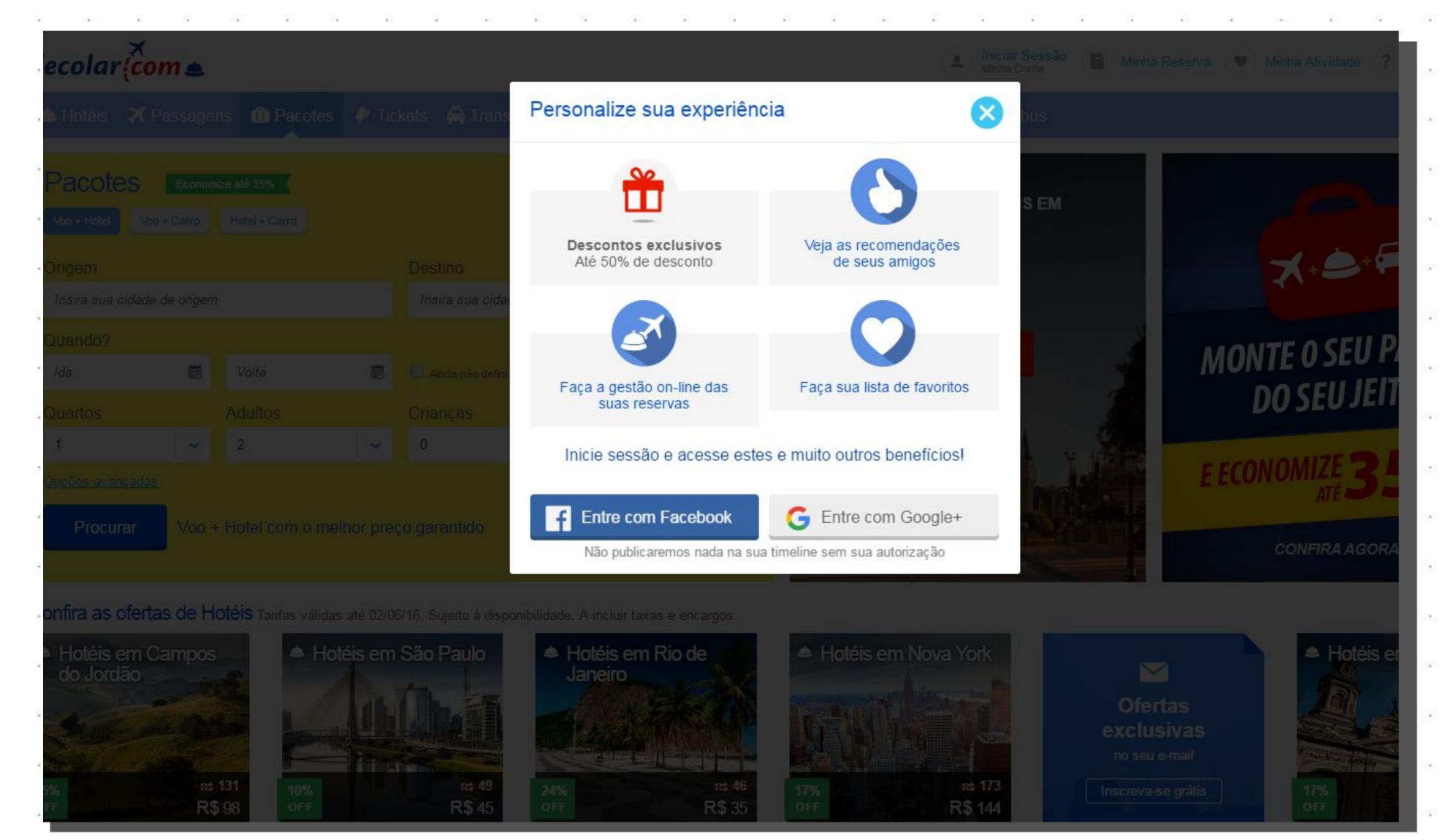


Getting Users to Log In

VVV USERID

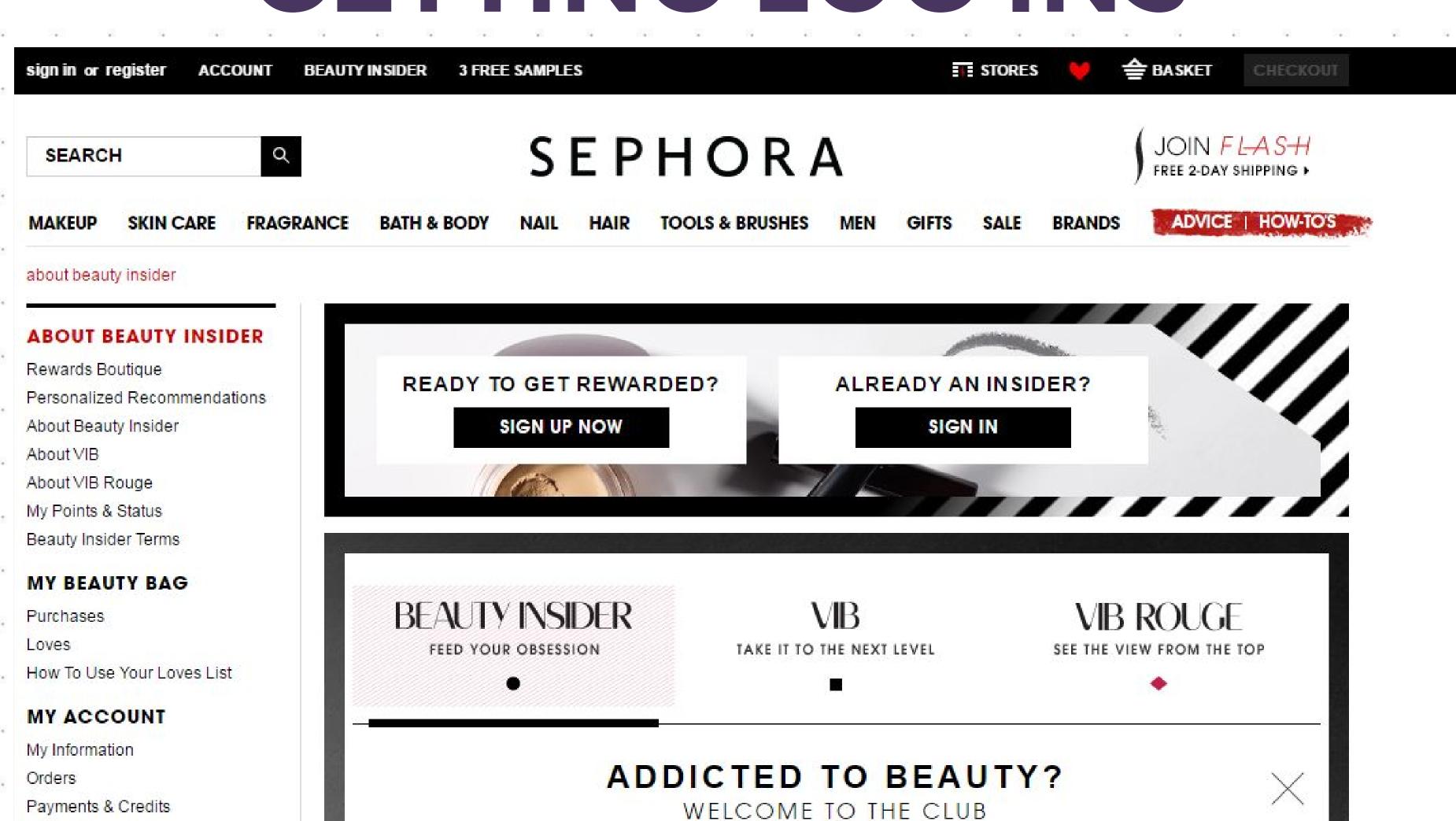
EASY

~~~ GETTING LOG INS ~~~



REWARDS

~~~ GETTING LOG INS ~~~



Beauty Insider is your fast track to a never-ending supply of beauty rewards. It's free to

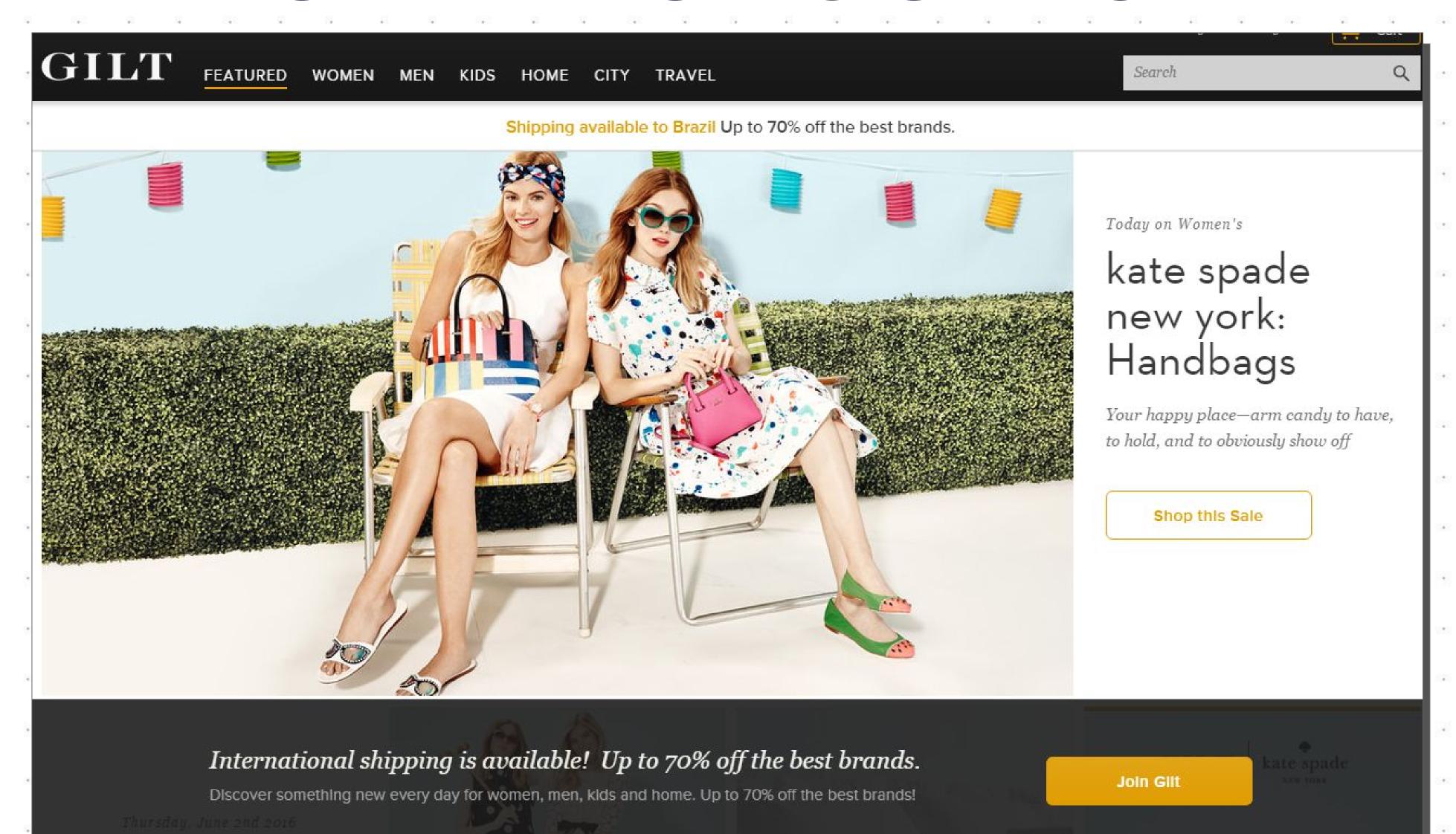
join, and every dollar spent earns a point that gets you closer to your next beauty fix.

Email & Postal Mail

Google

ACCESS

~~ GETTING LOG INS ~~~



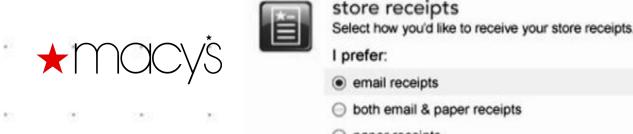


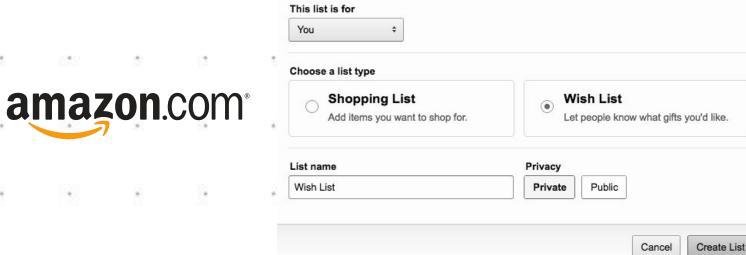
KEPINGTHEM



Create a List

Receipts from offline sales sent out to e-mails/uploaded to online profiles





Personalized recommendations e.g., next trip based on the past history

Price **alerts**: customer reviewed product X, if price decreases by 10%, send the registered customer an alert



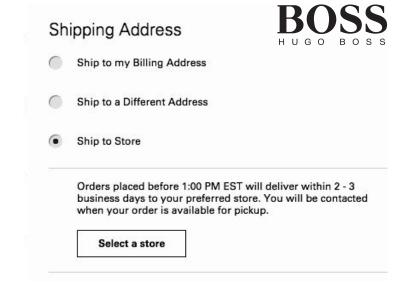
Pre-sales days for members only

Product reservations for offline/online purchases









NOW, NEXT

What Now Next

Enable cross-device
bidding in
AdWords/DoubleClick
Search

Next

Enable User ID in
Analytics and drive loyalty

ONLINE TO OFFLINE

OFFLINE MEASUREMENT AND ATTRIBUTION

Leads to Sales

optimizing to offline sales vs.
online leads



Online to Store

the correlations between online advertising and offline purchases



How to /// WIN WITH CALL LEADS

Measure call/leads accurately





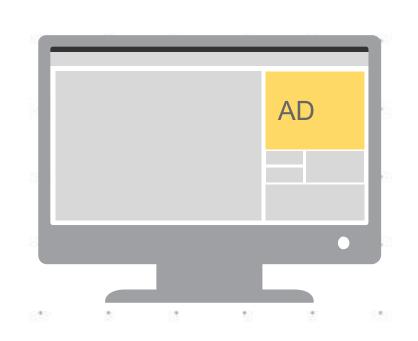
Allow clients to easily call you

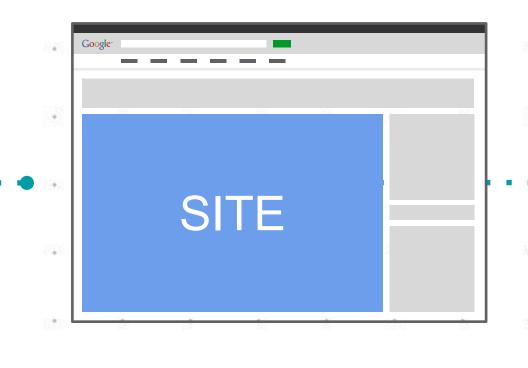
Optimize your call center

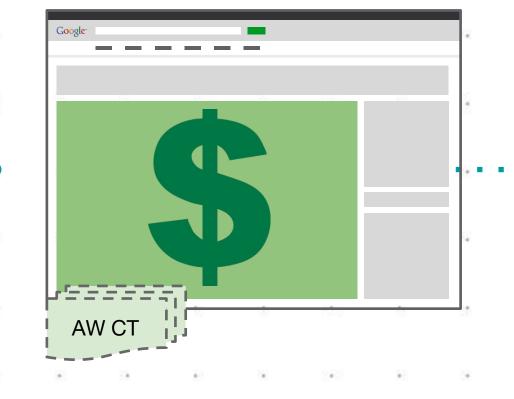


HOW DOES IT WORK TODAY?

Online conversion tracking





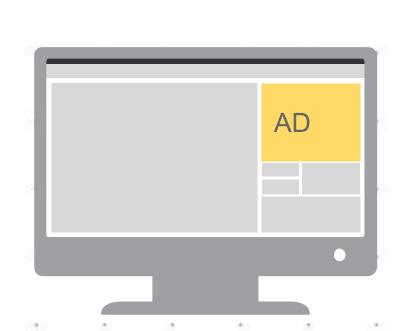


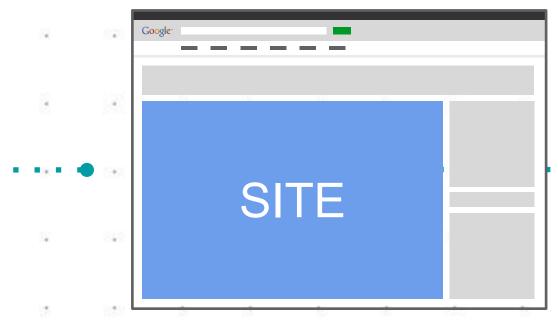


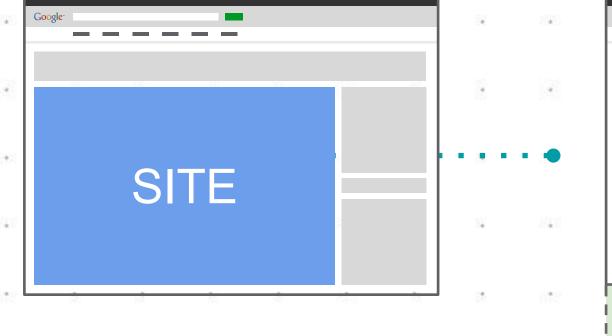




FOR SOME HOWEVER, IT WORKS DIFFERENTLY



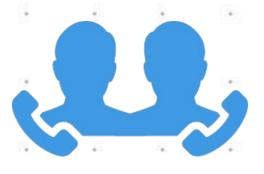








Online leads are qualified on the phone



Sales close after in-person meetings



Revenue generation happens in store



The basic ^____

DATA FLOW

User clicks on an ad and arrives on the site.

2

User submits the lead (form).

3

Unique Identifier is passed and stored in your database.

4

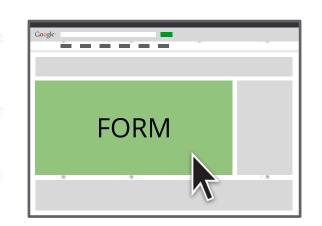
The lead/sales is closed offline.

5

Offline data upload.



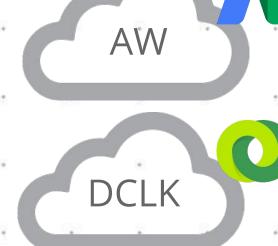
Google AD











Unique ID 748596123 Unique ID 748596123

INTEGRATING OFFLINE DATA

\addresses this challenge \alpha\\\

BENEFITS

1

2

3

Understand the true return on investment from your digital media

Optimize campaigns that drive the most total value, not just online value

Improve your online targeting with offline intelligence



Google offers several solutions

INTEGRATE
OFFLINE
DATA







Platform Product	AdWords Offline Conversions	DoubleClick Search Offline Conversions	Analytics & Analytics 360 Measurement Protocol
Data	Import offline transactions	Import offline transactions	Import offline transactions & customer data

SunMaster

Real-time call center data powering search marketing

"If your webmaster has a basic understanding of programmatic language, you can look at the transaction section of the Measurement Protocol documentation online and be good to go. This is relatively easy to set up for any business out there. We have a 99% data accuracy between Google Analytics and our internal CRM system. Via Google Analytics, transaction data gets imported back into Adwords."

Martin Klavon, Web Developer, Sunmaster

Goals

- Correlate cross-channel marketing activities with sales
 - Collect and integrate reliable data to produce actionable insights

Improve marketing strategy

Approach

- Recorded nuanced data using Custom Dimensions
 - **Employed Measurement Protocol**
- to integrate call centre CRM information into Google Analytics
- Used Smart Lists to bid on generic keywords on Search

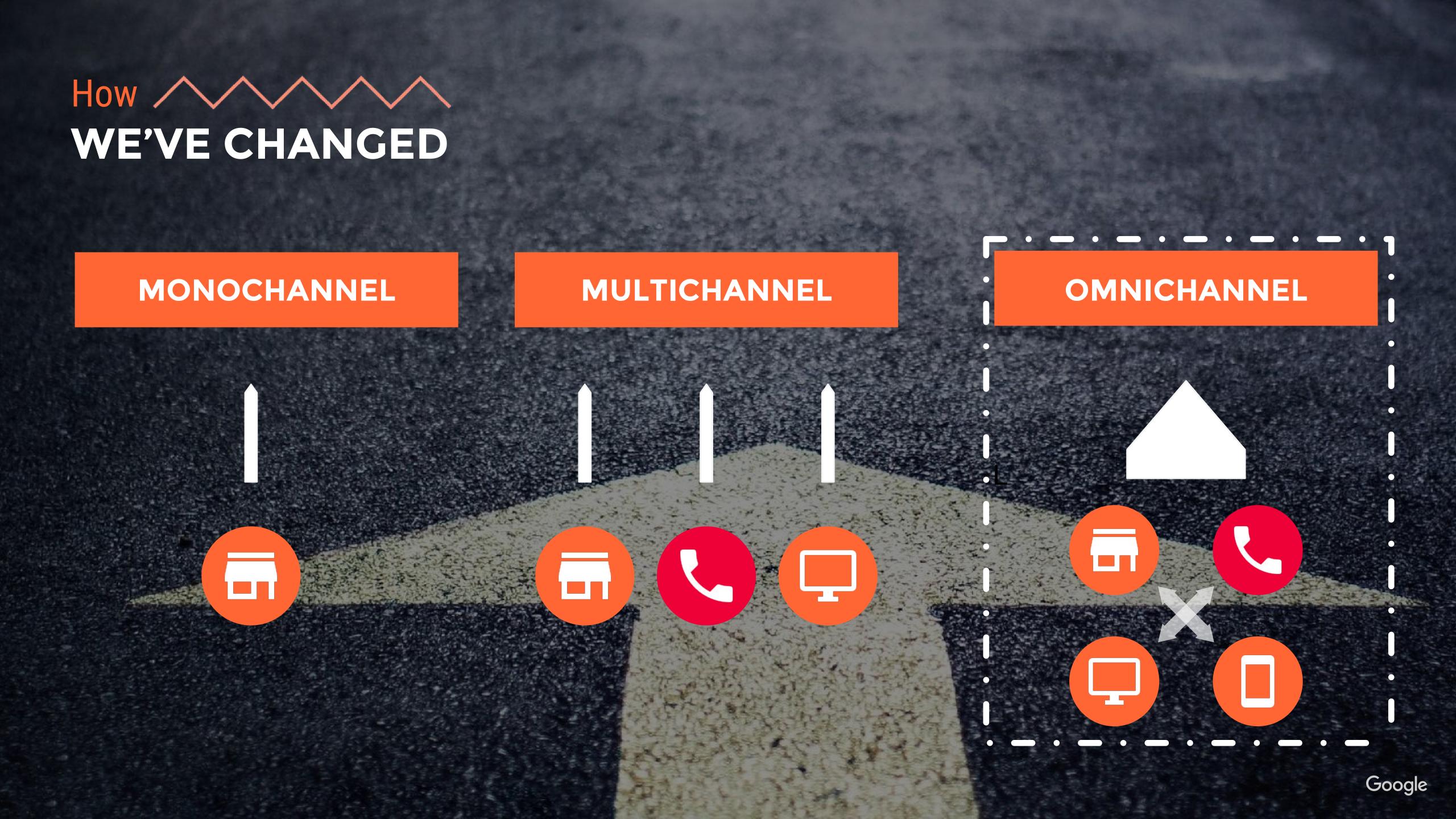
Results

Attained a more efficient management of marketing activity that enables greater focus on strategy

Sunmaster.co.uk

we put **u** in the sun!

Click-through rates as high as 15% and conversion rates near 50% through Smart Lists



PILLARS OF ^^^^ OMNICHANNEL CAMPAIGNS

TARGETING

Creating geo-targeting campaigns around each store

Add 'I-want-to-go' micro-moment keywords to your capture users that instant

MESSAGE

Enhance messaging to drive users to the store

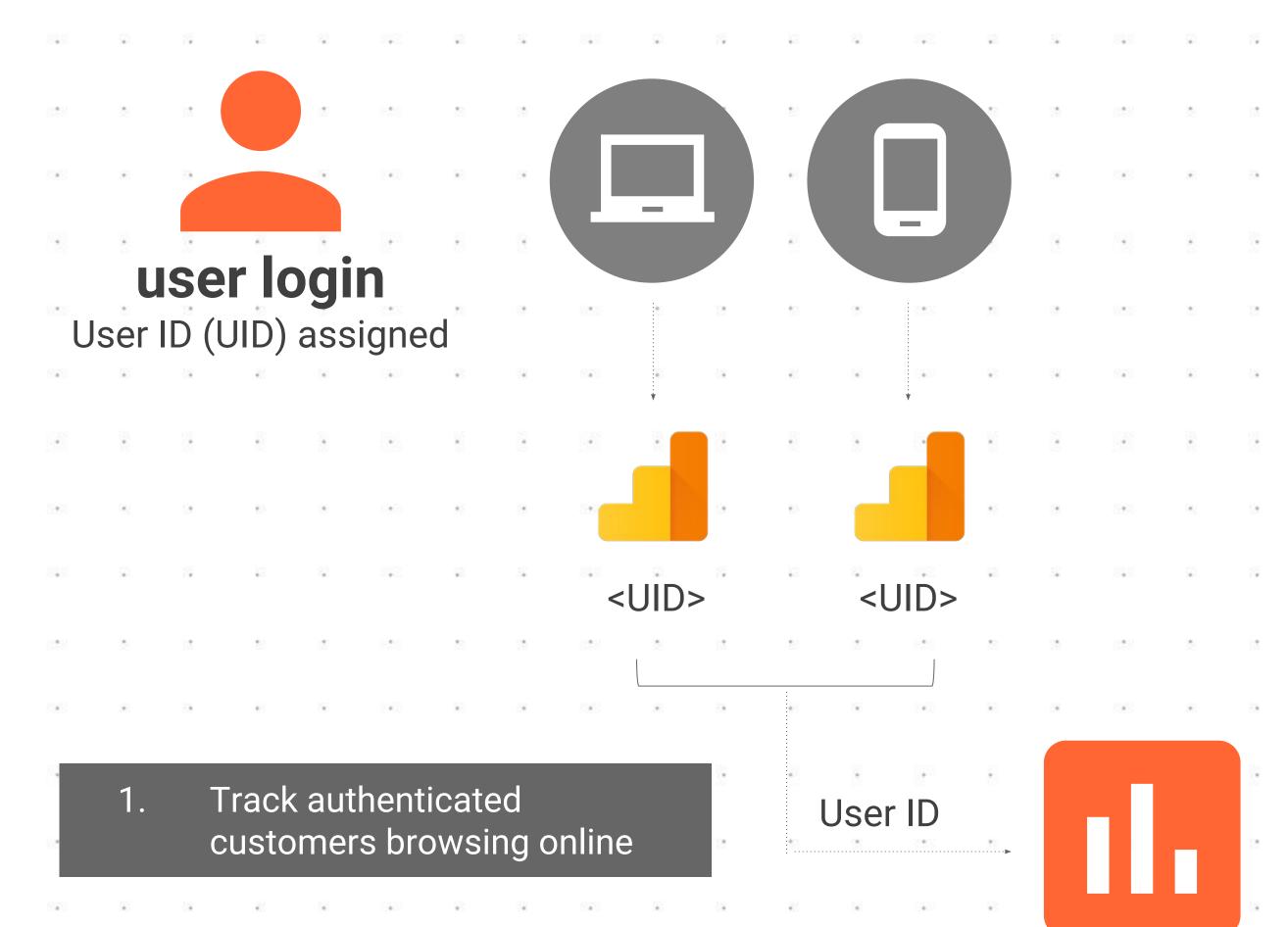
Add 'I-want-to-go' micromoment Keywords in your ad text

MEASUREMENT

Compare the CTR uplift of an omnichannel campaign with an always on

Segment the categories you own and assess where to invest your marketing dollars based on campaign efficiencies

IDENTIFY THE USER ONLINE



Offer users real benefits of logging into your site on every device - create a brand-wide loyalty strategy

Find ways to **keep users logged in** via soft-logins, incentives and others

Implement User ID feature using a tag management platform like Google Tag Manager - it is simple!

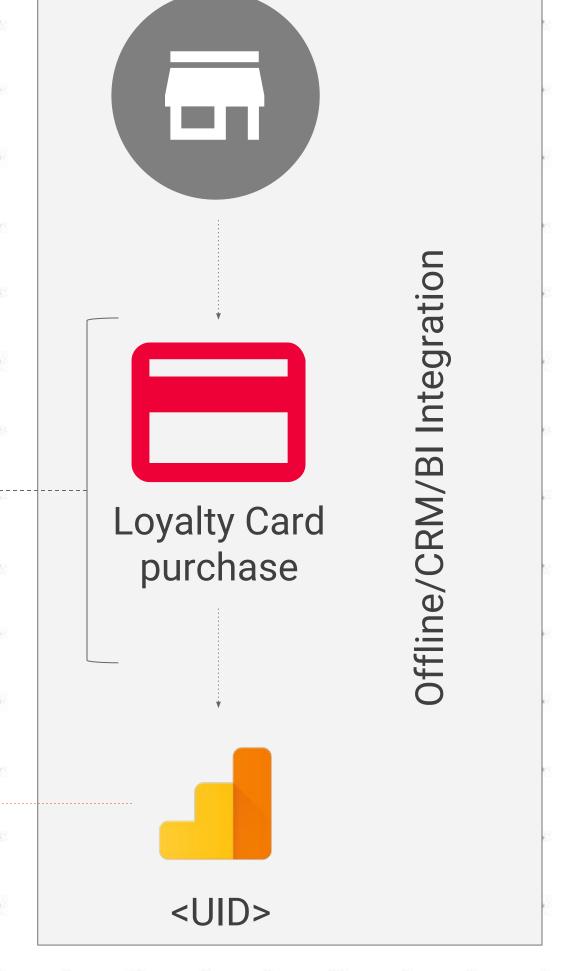
AND OFFLINE (IN-STORE)

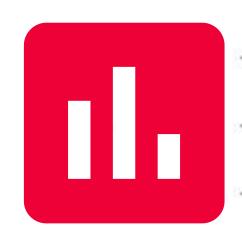
Create a **brand-wide loyalty strategy** for your customers with **real benefits** e.g., special offers, coupons, pre-sales, discounts

Find ways to identify users at checkout in store, via: loyalty cards, receipt e-mailing, in-app payment systems, NFC

Make sure that you can match the User ID assigned upon online login with in-store checkout identification

2. Identify customers making purchases at checkout in store





Measurement Protocol

TO GET A COMPREHENSIVE VIEW

eCommerce Data

In-Store Sales Data

Source / Medium ?	Sessions ? ↓	Transactions ?	Quantity ?	Revenue ?	Ecommerce Conversion Rate	STORE_TRANSACTIONS	ITEMS_PURCHASED	TRANSACTION_VALUE
	186,996 % of Total: 96.36% (194,054)	13,860 % of Total: 97.74% (14,180)	32,628 % of Total: 97.85% (33,345)	\$1,208,609.33 % of Total: 97.86% (\$1,235,050.46)	7.41% Avg for View: 7.31% (1.43%)	35,552 % of Total: 76.82% (46,281)	88,498 % of Total: 83.08% (106,524)	\$3,100,230.45 % of Total: 70.25% (\$4,413,139.43)
1. (direct) / (none)	58,874 (31.48%)	3,083 (22.25%)	6,980 (21.39%)	\$295,158.54 (24.42%)	5.24%	6,623 (18.63%)	14,526 (16.41%)	\$501,221.45 (16.17%)
2. google / organic	24,790 (13.26%)	685 (4.94%)	2,392 (7.33%)	\$64,758.46 (5.36%)	2.76%	1,760 (4.95%)	2,896 (3.27%)	\$145,888.01 (4.71%)
3. google / cpc	16,182 (8.65%)	1,477 (10.66%)	4,095 (12.55%)	\$149,945.90 (12.41%)	9.13%	4,887 (13.75%)	13,128 (14.83%)	\$478,777.21 (15.44%)
1. newsletter / email	15,904 (8.51%)	396 (2.86%)	835 (2.56%)	\$42,988.06 (3.56%)	2.49%	10,011 (28.16%)	23,241 (26.26%)	\$725,877.30 (23.41%)
5. facebook / cpc	13,206 (7.06%)	781 (5.64%)	1,547 (4.74%)	\$66,235.14 (5.48%)	5.92%	2,547 (7.16%)	5,147 (5.82%)	\$247,875.44 (8.00%)
6. dfa / cpm	10,567 (5.65%)	331 (2.39%)	819 (2.51%)	\$30,535.49 (2.53%)	3.14%	1,964 (5.52%)	4,984 (5.63%)	\$178,977.23 (5.77%)

AdWords brought \$149k in online revenue and contributed to additional \$479k of in-store sales.

Based on the last non-direct attribution only!

Case Study: Petite Bateau & Google

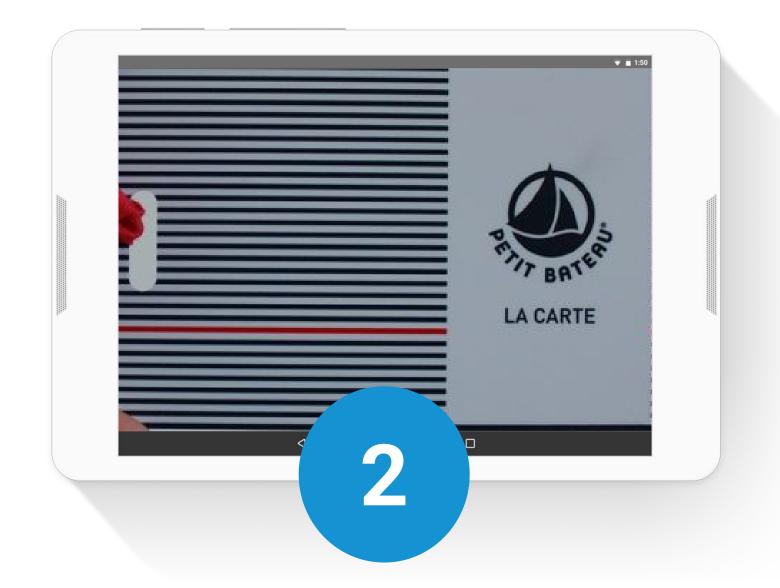






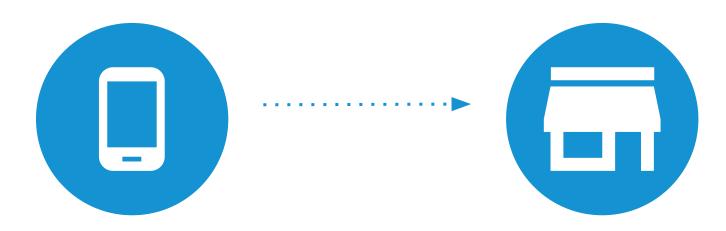
153 stores in France36 days of store data loaded inGoogle Analytics

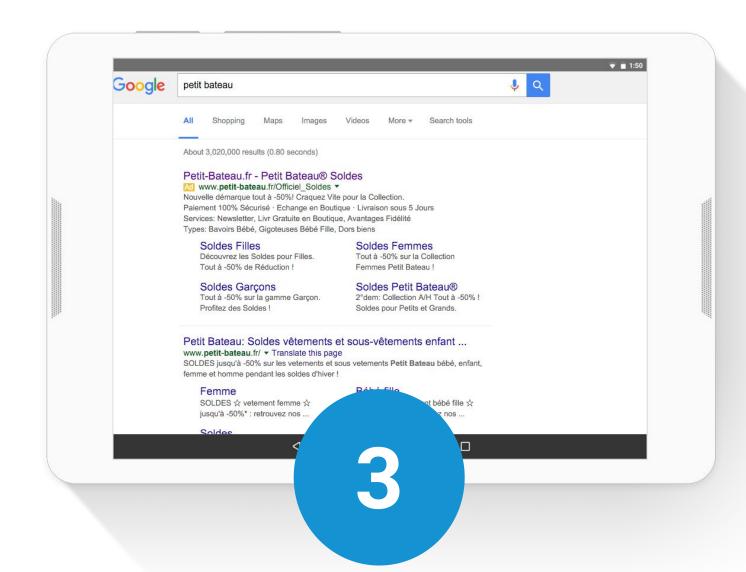
From 10/26/2015 to 12/1/2015



In-store buyers with loyalty cards

A high % of transactions' volumes are made through the loyalty card program





In-store buyers with loyalty cards that log-in on the website

Logged-in users represent a high % of online traffic that can be matched with offline transactions made with loyalty cards



of in-store buyers visited the site before making a purchase

Is where the O2S effect is maximized

O2S¹ effect when average basket value is high

AdWords ROAS when in-store sales are considered

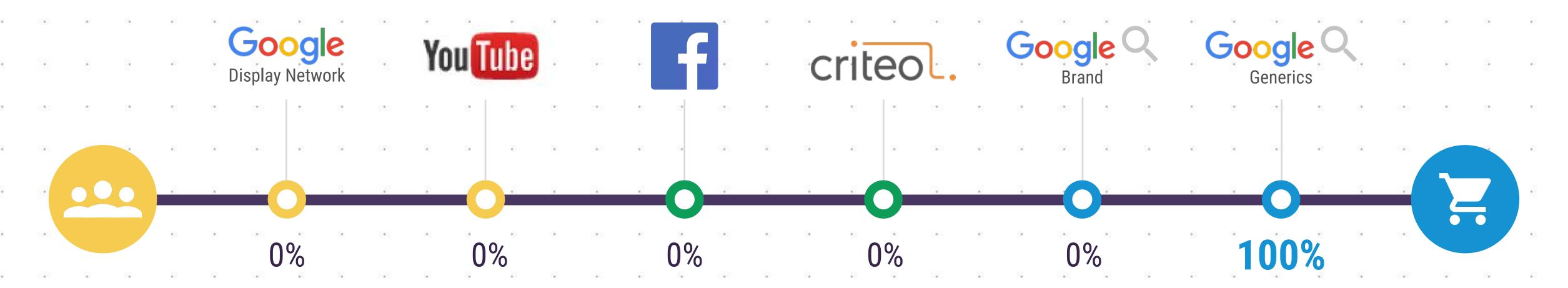
NOW, NEXT

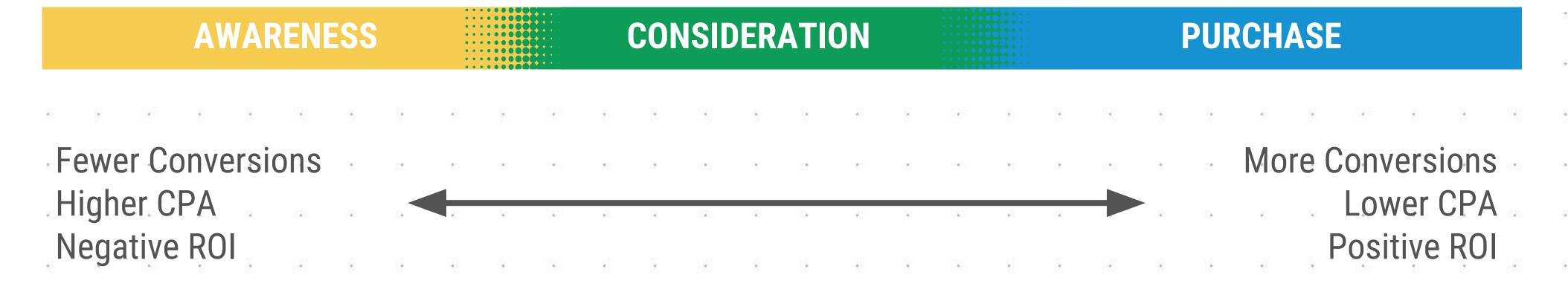
WhatNowNextOnline to OfflineImport and optimize to offline conversions in AdWords via Conversion ImportGet a holistic performance view across all of your online media by importing offline conversions to Analytics

MULTI-TOUCH ATTRIBUTION

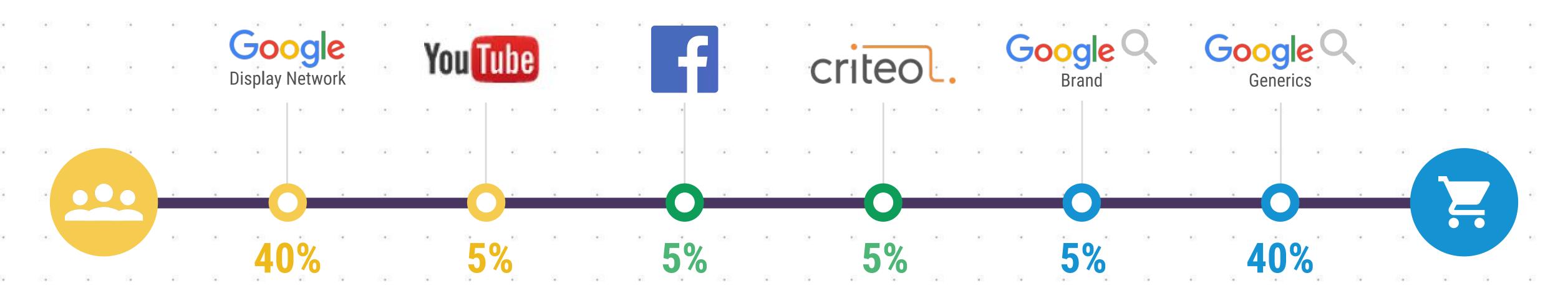
LET'S STEP UP

MANY PLAYERS, BUT LAST-CLICK WINNER TAKES ALL





HOW SHOULD THAT CREDIT BE DISTRIBUTED?



AWARENESS		CONSIDERATION		PURCHASE	
-----------	--	---------------	--	----------	--

TWO DIFFERENT APPROACHES

TO DISTRIBUTING CREDIT

Rules-Based Attribution



Advertisers use pre-defined or custom rules to apply credits to

Data-Driven

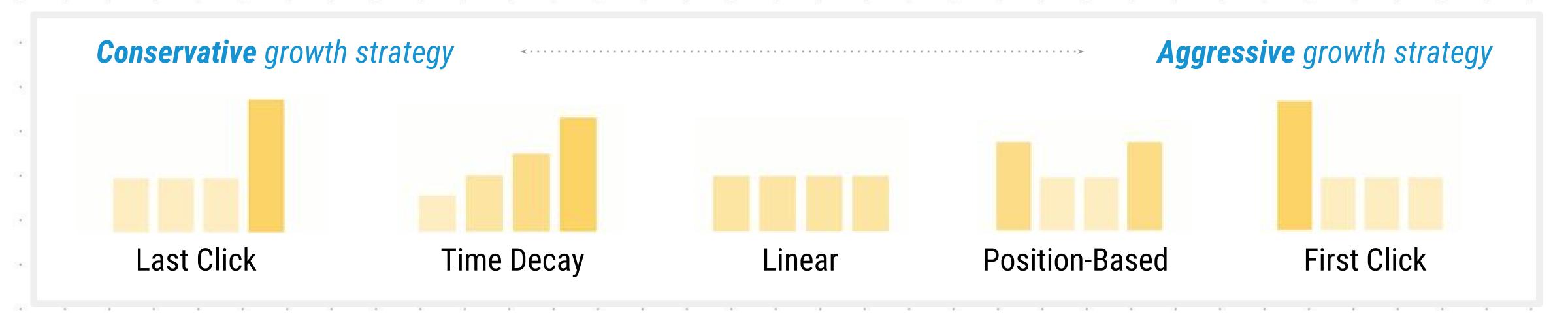


Mathematical models automatically apply credit for each interaction based on its interactions in the path influence on the conversion



The Options at Hand

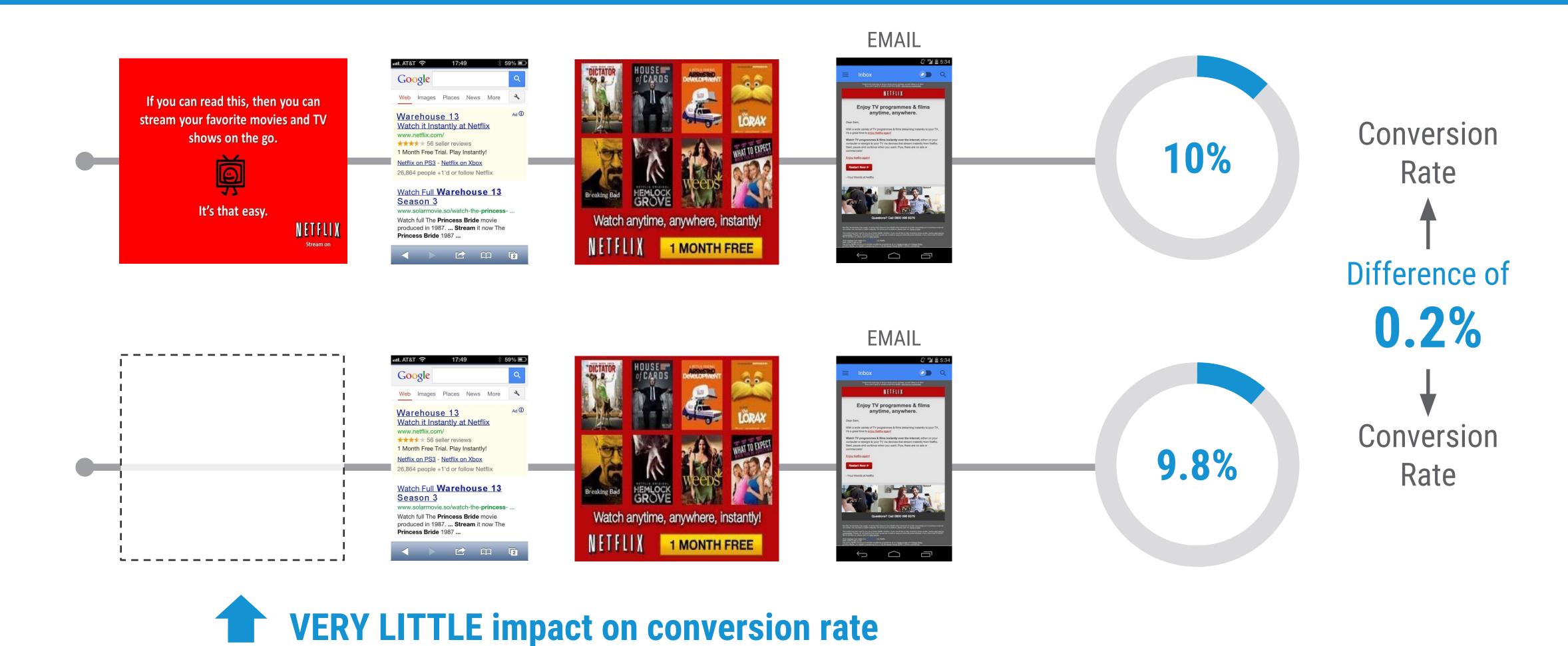
SIMPLE MODELS



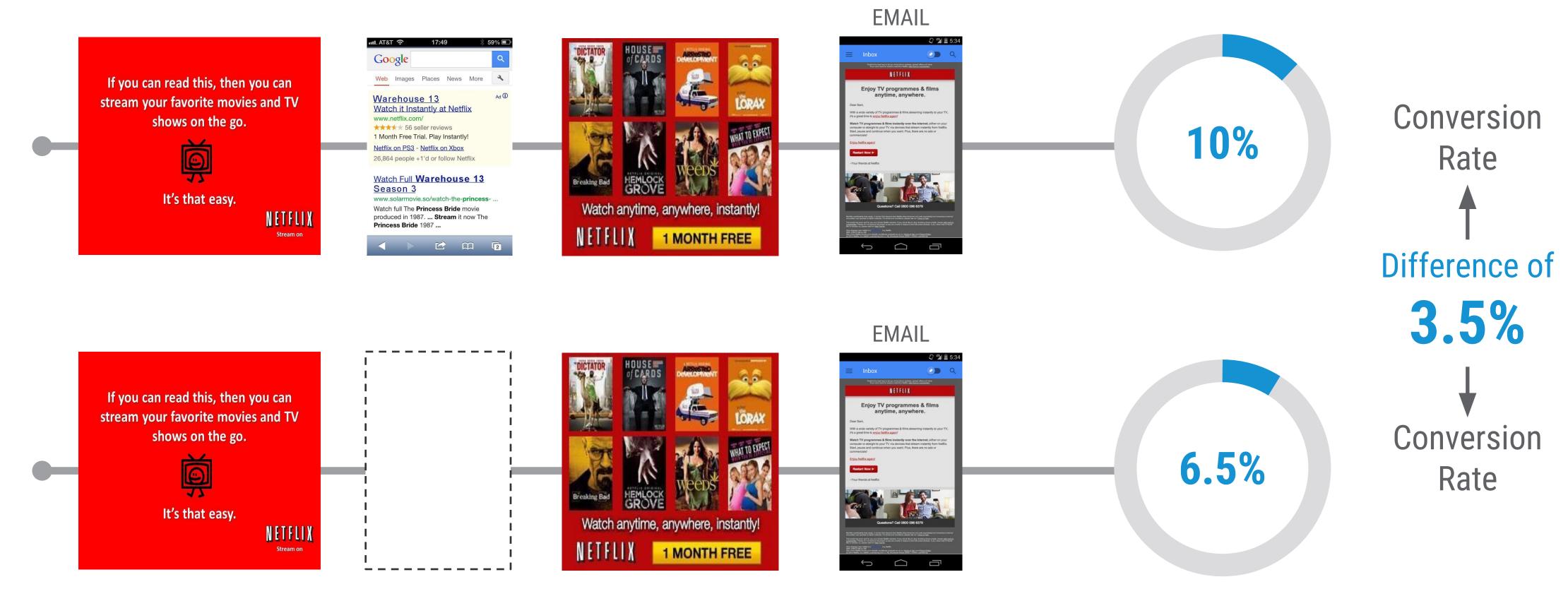
MORE ROBUST MODELS



"What Model Should I Use?": ^^^Data-Driven Attribution Makes this Decision **Simpler**

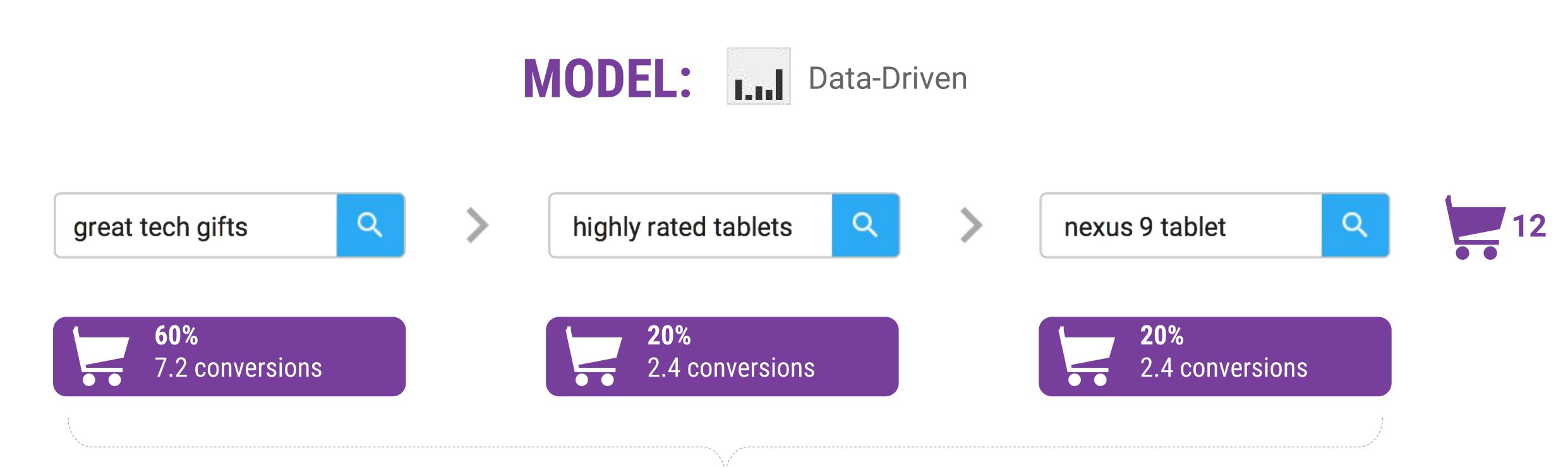


"What Model Should I Use?": / Data-Driven Attribution Makes this Decision Simpler



LARGE impact on conversion rate

Allocate conversion credit based on each keyword's incremental contribution to conversions...



Credits are calculated for hundreds (or thousands) of conversion paths and will differ per path and per advertiser

Coogle offers several solutions for COOK MULTI-TOUCH ATTRIBUTION

PLATFORM	AdWords Search	DoubleClick Campaign Manager	Analytics & Analytics 360*	Attribution 360
MODELS	Rules based & data driven	Rules based & data driven	Rules based & data driven*	Data driven & predictive
SCOPE	Search intra-channel	Inter-Channel reporting (bidding - served via DCLK)	All online channels	Online & Offline media
CROSS-DEVICE	Cross Device Native	Cross Device Native	Cross Device Implementation	Cross Device Native
	MEDIA PLATFORMS, W/ ME	EASUREMENT CAPABILITIES	MEASUREMENT PLATFORMS	S, W/ MEDIA INTEGRATIONS

Companies that have successfully implemented

Increased sales and 25% growth in ROI with position based model

15% increase in bookings and 10% in media savings with reverse time decay model

Doubled Paid Search & tripled Display performance at cost effective ROAS/CPA with position-based & time decay model





HOTELS, SPAIN



B2B, US

NOW, NEXT

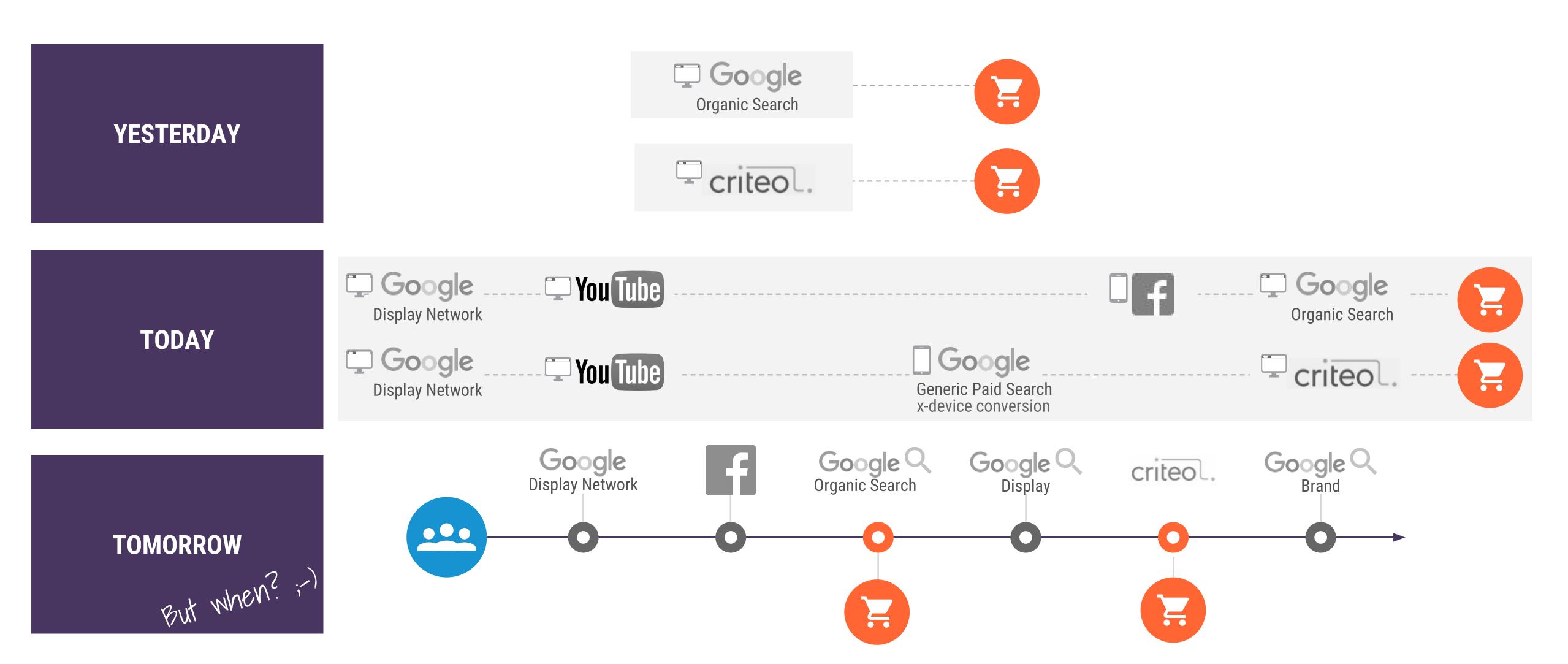
WhatNowNextMulti-Touch
AttributionTest bidding to
Data-Driven Attribution in
AdWords SearchFunnels reports in
Analytics to drive
meaningful attribution
insights



MOVING TO



FROM CONVERSION FUNNELS TO LIFETIME VALUE

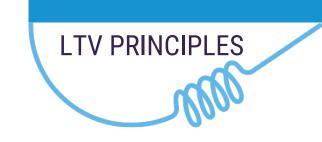


Why is lifetime value so hot?

- Understand each customer's revenue potential
- Determine more effectively how much can be spent on customer acquisition
- Identify which channels/platforms drive the most valuable customers



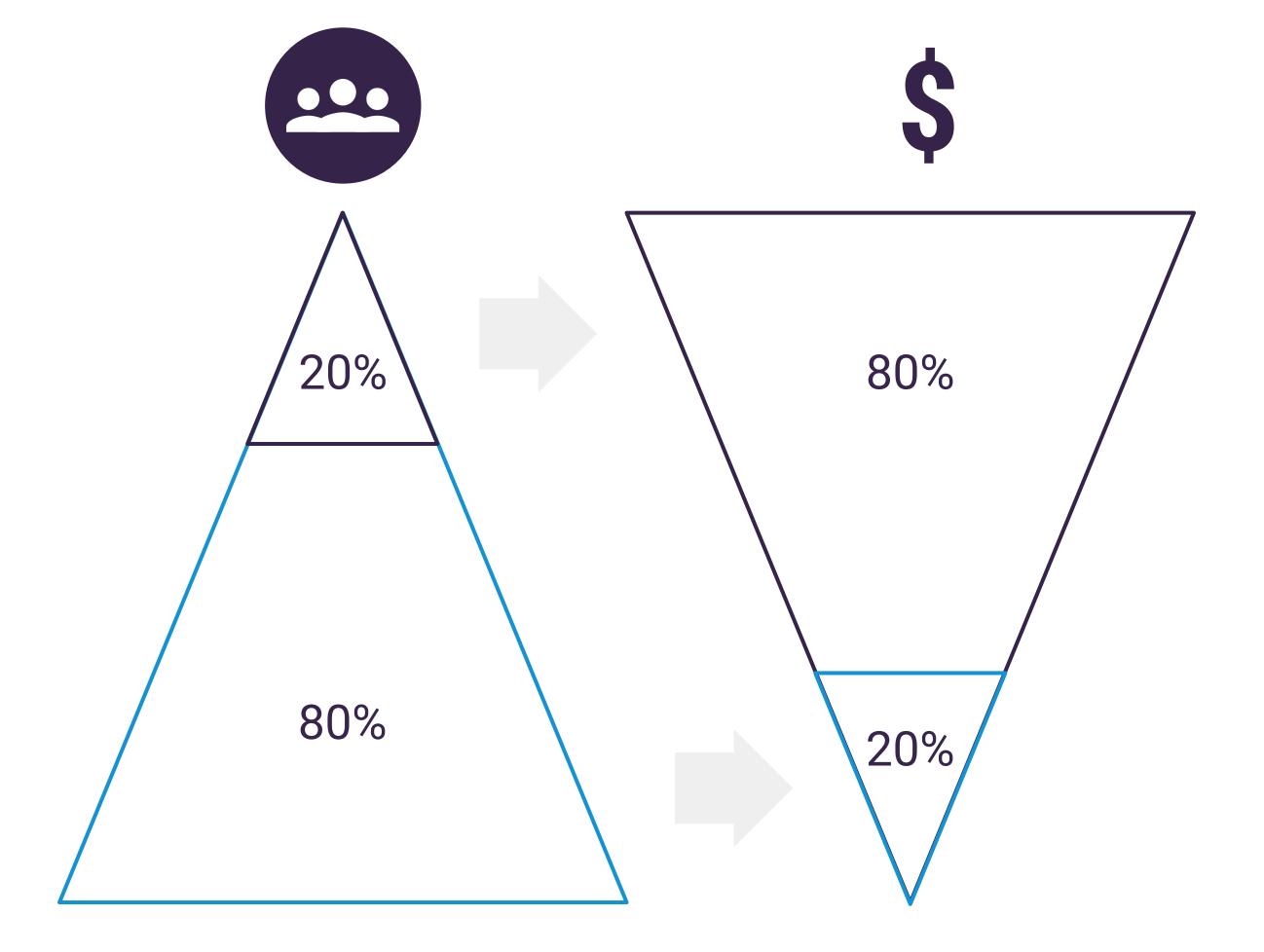


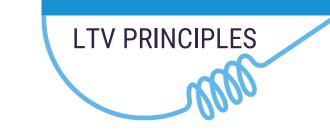


PARETO PRINCIPLE

Customer Centricity
reveals how to increase
profits from your best
customers, find more like
them, and avoid
over-investing in the rest

Jim Sterne, Founder, Chairman, Web Analytics Association





PARETO PRINCIPLE IN PRACTICE

In these ecommerce business examples, top 20% of their customers generate roughly 70% of their total revenue...





Ozon is using Expected Lifetime Value for Smarter Bidding...

Situation

For Ozon (pureplay eCommerce company) Google Remarketing was yielding lower ROAS than other solutions on the market. Ozon was considering ceasing their spend.

Solution

To increase ad spend efficiency we proposed Ozon to integrate their CRM data:

- 1. For each of their customers estimate their Expected Lifetime Value (RFM model)
- 2. Link that computed customer data (non-PII) to Analytics
- 3. Create eLTV-grouped Audiences for export to AdWords then customize bidding for each audience based on the expected customer lifetime value

Ozon's CRM

Users grouped by Expected Lifetime Value

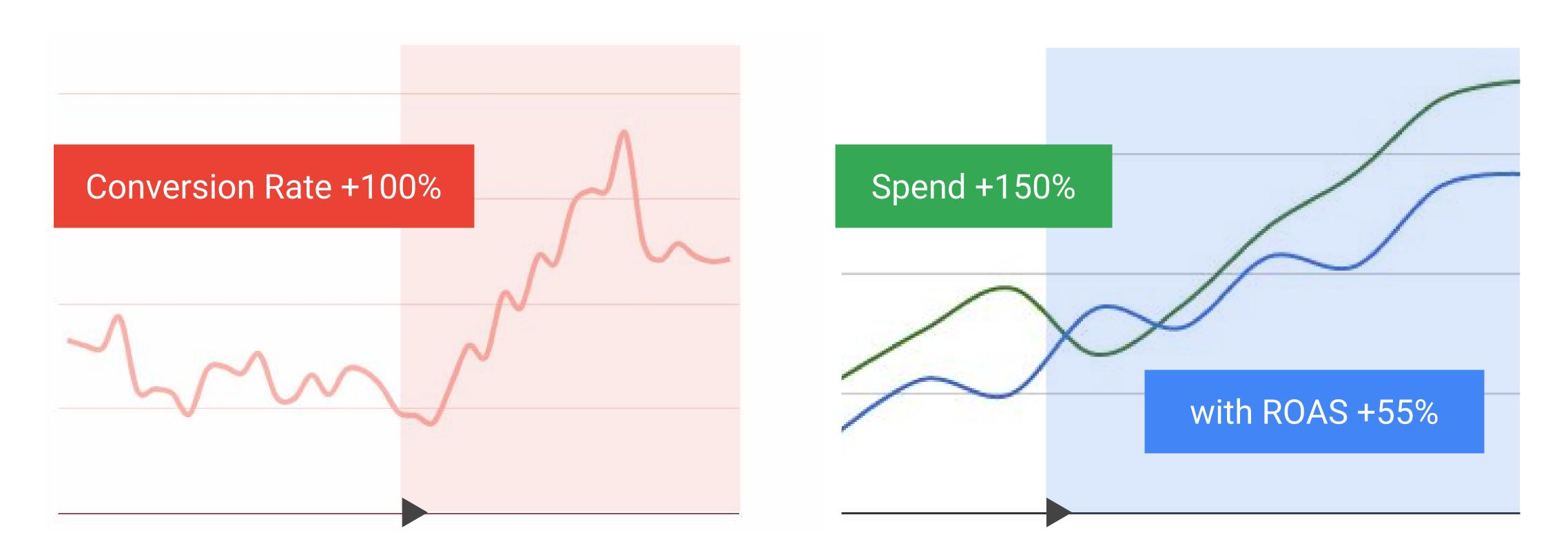


Remarketing Audiences built off eLTV scores





...to grow Conversion Rate by 100% and ROAS by 55%



After 4 months... Google Display grew and stayed at 2.5x the initial spend with higher Conversion Rate and Reach (volume) than other solutions on the market.

Ozon expanded our solution beyond Display (GDN) and uses it also with Search (RLSA).

NOW, NEXT

What	Now	Next		
Cross-Device	Enable cross-device bidding in AdWords/DoubleClick Search	Enable User ID in Analytics and drive loyalty		
Online to Offline	Import and optimize to offline conversions in AdWords via Conversion Import	Get a holistic performance view across all of your online media by importing offline conversions to Analytics		
Multi-Touch Attribution	Test Data-Driven Attribution bidding in AdWords Search	Use Multi-Channel Funnels reports in Analytics to drive meaningful attribution insights		
Lifetime Value	Identify your most valuable customers off your CRM	Target your high value customers and bid for lookalikes		

THANK YOU!

thinkmobile with Google