

CASE STUDY

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# BT Increases Sales Volume and Efficiency Using DoubleClick Bid Manager With Google Analytics Premium



To increase post-click sales and establish best practices in remarketing, BT and its agency, Maxus, developed a more sophisticated targeting strategy. Using analytics metrics, they targeted customers more precisely with criteria such as recency, frequency, referral source, and duration of visit.

As a starting point, Maxus and BT chose to use DoubleClick Bid Manager as their programmatic buying platform, enabling them to buy display media effectively and efficiently across exchanges in real time. Beyond this, DoubleClick Bid Manager offered a unique opportunity to capitalize on insights from BT's Google Analytics Premium account.

## Segmenting for success

Google Analytics Premium gave BT the ability to create granular audience segments based on consumers' previous on-site behavior. The native integration with DoubleClick Bid Manager meant these segments could be easily shared with the platform to make more precise media buys.

BT used a variety of other Google products to segment audiences, as well. For example, BT used DoubleClick Search to reach consumers who had clicked on paid search ads based on keyword. Using DoubleClick for Publishers, it reached visitors of its non-sales-related online content. Finally, it reached those who had viewed or clicked on BT videos while using YouTube.

From segmenting audiences in Google Analytics Premium to reaching those audiences through DoubleClick Bid Manager, the solution gave Maxus and BT complete end-to-end control. It provided full transparency, a unified customer view across all channels, better measurement through unified reporting, de-duplicated metrics across

## About BT

- Multinational telecommunications services company
- Founded in 1981
- London, England
- [www.bt.com](http://www.bt.com)

## Goals

- Drive post-click sales
- Establish best practices in remarketing techniques

## Approach

- Linked Google Analytics Premium account to DoubleClick Bid Manager
- Segmented and remarketed to audiences by using granular Google Analytics Premium criteria

## Results

- 69% higher post-click sales and 87% lower CPA than previous remarketing activity
- 30% higher post-click sales and 42% lower CPA than remarketing activity executed outside DoubleClick Bid Manager

all channels, and the ability to make full use of the data to improve on results going forward.

“Working with DoubleClick Bid Manager has allowed us to use some impressive features such as the ability to create and reach custom audiences made with first-party data from Google Analytics Premium,” says Dan Webster, the account director at Maxus. He adds, “These types of integrations have given us a real edge in the programmatic arena, and the subsequent efficiencies have allowed the team at Maxus to turn this activity into a powerful performance channel for our client.”

### Sales go up as costs go down

BT measured the post-click cost per acquisition of the new approach as compared with the results of the previous year and the results of other remarketing activity simultaneously executed outside DoubleClick Bid Manager. The results showed that using a suite of Google solutions with full data integration between all products enabled far greater effectiveness.

The new analytics-driven approach produced a 69% increase in post-click sales and an 87% reduction in post-click cost per acquisition as compared with the previous year’s remarketing activity. It also compared favorably with the remarketing activity that ran simultaneously outside DoubleClick Bid Manager; post-click sales were 30% higher and post-click cost per acquisition was 42% lower. Because of the strength of these results, BT has now consolidated its display remarketing through DoubleClick Bid Manager.

“Our goals were to build up ‘best practices’ of programmatic display remarketing techniques with a focus on driving post-click sales, benchmarking ourselves against previously used techniques,” says Alison Thorburn, head of digital DR media at BT. “The DoubleClick suite of products enabled us to do this quickly and efficiently because audience data can be easily organized and utilized.” According to Thorburn, these positive results will see BT continue to expand its programmatic media buying for direct response.

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—Alison Thorburn,  
head of digital DR  
media, BT