



About On the Beach

- www.onthebeach.co.uk
- Leading UK travel agency
- Carrying over 750,000 passengers yearly

Goals

- Understand the value of generic search in the purchase funnel
- Drive increased sales and grow the business online

Approach

- Employed position based model to accurately credit campaign interactions
- Applied reattributed CPAs into budgeting decisions

Results

- Increased traffic from generics keywords
- Growth in market share
- 25% uplift in ROI

On the Beach uses attribution to gain increased sales and 25% growth in ROI

Good value, coming and going

On the Beach offers value for money flights and hotels to the world's most popular beach holiday destinations, providing consumers with a huge selection of travel products, including 50 million airplane seats and more than 30,000 hotels. With such a varied product offering and in a highly competitive market, On the Beach wanted to ensure that its search campaign was optimised for return on investment.

Obtaining an accurate picture

On the Beach does not run any TV advertising, so generic (non-brand) search is crucial for introducing the brand to the buying public. However, the value of generic search can be difficult to measure when using a 'last click wins' attribution model.

Attribution modelling is the process of assigning credit to different consumer interactions, such as display or search clicks that take place prior to a sale or lead. Because traditional last click models do not account for the path to conversion, Google worked with On the Beach on its attribution modelling to uncover the true value of search.

"We did some analysis of brand sales assisted by generic search. The growth we are seeing from this is much higher than we expected; attribution is clearly working for us."

- Danny Catapano, PPC Manager, On the Beach

All eyes on attribution

Using AdWords Search Funnels and Google Analytics Multi-Channel Funnels, multiple attribution models were tested to see the impact on sales. After completing analysis across each model, On the Beach found the model that best suited its business requirements, and this allowed the company to split the credit for each sale across numerous click points, rather than just first or last click.



72% of marketers surveyed by eConsultancy believe better attribution improves their ROI.

60% of advertisers increase paid search spend as a result of attribution, more than any other marketing channel.

Source: eConsultancy Marketing Attribution Survey, February 2012

On the Beach found that their generic search was undervalued under last click reporting, a discovery that allowed the company to build a custom attribution model and increase budget on generic campaigns. This helped drive a higher volume of site traffic, holiday sales and market share in the travel sector, which in turn led to a 25% increase in ROI.

The in-house team at On the Beach managed to deliver this impressive sales growth between Q1 and Q2 of 2012. Their results demonstrate that a focus on attribution can yield revenue growth in a short period of time.

Attribution made easy

For advertisers keen to replicate this kind of success, the Attribution Modeling Tool in Google Analytics now makes getting to grips with attribution even more straightforward. Previously a premium feature, the tool is now available to all advertisers, allowing companies to compare multiple attribution models side by side and create custom models appropriate for any brand.

"This work has given us a much clearer picture of how our search campaigns perform and allowed us to increase our spend in specific areas where it will give us the most benefit."

- Chris Dalrymple, Head of E-Commerce, On the Beach

Useful Resources

Google Analytics Attribution

www.google.com/analytics/features/attribution.html

Attribution Playbook

www.thinkwithgoogle.com/insights/featured/marketer-attribution-playbook/

eConsultancy Study

www.thinkwithgoogle.com/insights/library/studies/marketing-attribution-valuing-the-customer-journey/

About Google Analytics

Google Analytics is the enterprise-class analytics solution that gives companies rich insights into their digital audiences and marketing effectiveness. With features that are powerful, flexible, and easy-to-use, companies large and small can measure engagement to create more effective marketing initiatives, improve user experience, and optimize their digital strategies. Sophisticated conversion attribution and experimentation tools help savvy marketers determine the best allocation of media and resources to drive results. For more information, visit google.com/analytics.



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