About TechSmith Corporation

- Official website: www.techsmith.com
- Based in Okemos, Michigan, TechSmith provides over 180 countries around the world with screen capture and recording software for individual and professional use.
- TechSmith products, such as Snagit and Camtasia, make it easy to create compelling, polished content you can share with anyone.

Goals

- TechSmith identified Display as a valuable route to drive conversions.
- Last Interaction did not provide the full picture on the performance of Display.
- TechSmith wanted to understand the impact of Display more accurately in different stages across the conversion path.

Approach

- Use the new Data-Driven Attribution (DDA) model in Google Analytics Premium to accurately credit campaign interactions.
- Apply reattributed Cost Per Acquisition's (CPA's) into budgeting and bidding decisions.

Results

- 19% increase in Display attributed conversions, with 24% of additional channel spend.
- While progressing on the yield curve, Display CPA remained below non-brand paid search CPA.
- For a Display campaign, using Data-Driven Attribution revealed a +7% more in conversions when compared to Last Interaction Attribution model.

Motivating DDA

Attribution modeling 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. Understanding traditional Last Interaction models do not account for the path to conversion, Google worked with TechSmith to help them onboard the evidence based approach of Data-Driven Attribution.

TechSmith has a strong presence in a variety of marketing channels. Search, social and in-product placements are all a core part of the marketing strategy. In order to get a more complete picture of how Display influences conversions TechSmith looked for an evidence based solution to enable accurate measurement of media mix impact. Data-Driven Attribution provides these capabilities through an algorithmic approach, exploiting how marketing touchpoints impact the likelihood of conversion.

“We analyzed our display efforts using Data Driven Attribution. It uncovered growth potential which we would have not seen otherwise. We will definitely continue our focus on this solution.”

- Nicole Remington, Search Marketing Manager, TechSmith Corporation
Implementation

Using the integrated reporting capabilities of Google Analytics, TechSmith saw an opportunity for strengthening their display campaigns. The ability to compare a Last Interaction Attribution directly with Data-Driven Attribution was a big advantage in contrasting performance, and understanding differences in valuation.

When comparing the current Last click measurement to the new Data-Driven model, TechSmith identified a 9% increase in associated Display conversions. This insight gave TechSmith the confidence to gradually increase in a selected set of display campaigns. When comparing the time period after changes have been made, a 24% increase in cost saw a 19% increase in attributed conversions under the new Data-Driven model. Last Interaction saw a 15% increase in conversions, to a comparable time period before the change was made. Display CPA increased by 4% and stayed below the non-brand paid search CPA.

“The Model Comparison Tool report is tremendously useful. Having both numbers side by side is an incredibly powerful way of analyzing impact. The ability to drill down to a campaign level helps to understand performance further.”

- Chris Bawden, Technical Coordinator, TechSmith Corporation

The combination of Google Analytics easy-to-understand interface, rapid implementation process, and the ability to quickly identify an undervalued opportunity allowed TechSmith to use the potential of Data-Driven Attribution to strengthen their display efforts.

About Google Analytics Premium

Google Analytics Premium 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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