About AirShowBuzz

- www.AirShowBuzz.com
- Los Angeles, CA
- Air Show Buzz (ASB) is a media company dedicated to the "Aerotainment" or entertainment and news in the aviation and air show industry

Goals

- Increase air show ticket sales and popularity of ASB branded videos and gear
- Quantify the usage of ASB's online videos (built with Adobe Flash™ and AIR™)
- Measure the success of online and offline marketing campaigns & events

Approach

- E-commerce tracking in Google Analytics to properly attribute revenue
- Google Analytics integration with Adobe Flash™ and AIR™ applications to track video engagement
- Campaign tagging to measure all online marketing campaigns
- The Location & Mobile reports to measure the relationship between online & offline activities

Results

- ASB was able to track the success of its Adobe Air application – BlackBox – which went on to win an **innovation award for 1 million downloads**
- Single report to determine the depth of user engagement with the videos
- Clear measurement of the impact of online marketing efforts on ticket sales

A switch from Coremetrics to Google Analytics removes measurement blindspots, increases actionable insights and drives revenue

Overview

Air Show Buzz (ASB) is a hub for air show and aviation enthusiasts. AirShowBuzz.com promotes live air shows and engages their community through user forums and social media. ASB also has a mobile website to support live events, and hosts an Adobe AIR application to further engage users.

Challenge: Complex needs for a feature-rich website

With their existing implementation of Coremetrics, ASB was unable to meet their measurement needs. They needed to measure video views, online sales, the usage of a downloaded application, and the impact of social media. On top of that, they wanted to correlate offline events and activities to mobile website usage and branded merchandise sales. None of this was included in their Coremetrics data, and cost was a prohibitive factor to development as Coremetrics incurs fees for using the platform, and incremental fees based on the number of page views served. This expense limited ASB's investment in talent to interpret reports or to implement customizations needed to capture data for decision making.

Solution: Careful planning with the right platform provides answers

Empirical Path was engaged to review analytics vendors and determine the Google Analytics was the best solution for ASB's requirements based on the robust feature set, speed of implementation, and cost for the platform.

In order to provide the data required by management for decision-making, Empirical Path consultants helped ASB leadership map their overall business objectives to create a web analytics strategy.

About Empirical Path

- www.EmpiricalPath.com
- Offices in Atlanta, Washington DC, and Albuquerque
- Founded in 2002, Empirical Path is a data-driven marketing consultancy and Google Analytics Certified Partner who specialize in Web analytics, Market research and Campaign measurement

Business Question	GA Solution
How do we increase registration?	Campaign Tagging of social, email, and other outreach
How much time was spent on site after registering?	Visit-level Custom Variables to track registered users
What are merchandise sales?	E-commerce Tracking for online store
In what ways are social sharing tools helping out?	Event Tracking used to track social sharing tools
How are event announcements affecting ticket sales and interest?	Map Overlay at city level around live events; Goal tracking of interest indicators
What is uptake of rich media application and content?	GAforFlash to track video-plays and duration; Event Tracking for downloads and app usage
How is mobile contributing to registrations, engagement at air shows?	GA For Mobile, Advanced Segments

Results: Conversion Insights for All

Empirical Path provided senior executives with the relevant metrics, interpretation, and recommendations needed for business decisions. For example, Google Analytics revealed the impact of popular content on sales and ASB then employed strategies that emphasized the right content and led directly to revenue increases.

> *"Google Analytics was instrumental in driving online sales of our videos and merchandise and measuring success of all of our campaigns. Google Analytics provided critical insights into the usage of our Flash video content."*
>
> *- Ed Shipley, Partner Airshow Buzz*

For ASB's Marketing managers, Empirical Path correlated online activity to live events using detailed geographic analysis available within Google Analytics, validating the investment in regional events. For the Product management team at ASB, Empirical Path expanded Google Analytics tracking to include the downloaded Adobe AIR™ application, informing the evolution of that product. The customizations of Google Analytics gave the three key functional areas: Executives, Product, and Marketing, the insights they needed to make decisions. In the end, the cost to customize their Google Analytics implementation was well worth the value.

AirShowBuzz's award-winning application

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.