HomeAway®
let's stay together™

Data Driven Attribution unlocks additional conversions by fine-tuning generic paid search spend

About HomeAway

- Official website: www.homeaway.com
- HomeAway, Inc. is an online vacation rental marketplace, connecting homeowners and property managers who advertise their properties available for rent to travelers.
- HomeAway is the world's leading online marketplace of vacation rentals, with sites representing over 775,000 paid listings of vacation rental homes in 171 countries.

Goals

- Better understand the impact of paid search (generic and brand) and display on conversion likelihood.
- Drive site visits that convert to inquiries on the properties listed on the HomeAway website.

Approach

- Utilize the new evidence-based attribution approach - Data-Driven Attribution - in Google Analytics Premium to accurately credit campaign interactions.
- Apply reattributed Cost Per Acquisition's (CPA's) into budgeting and bidding decisions.

Results

- Fine-tuned 20 keywords based on Data-Driven Attribution.
- HomeAway saw a 23% increase in attributed conversions for those keywords after implementing changes, compared to a similar period before.

HomeAway's business model is to provide a marketplace for homeowners and property managers to rent to individuals for the purpose of vacation renting. To strengthen the footprint of their demand side, HomeAway worked with Google to fine tune spend for the Goal which measures visits that convert to inquiries on the HomeAway website, the first step in the process of renting a property on the HomeAway marketplace.

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, in order to better understand the impact of different marketing channels. Because traditional Last Click models do not account for the full path to conversion, Google worked with HomeAway to help them onboard the evidence-based approach of Data-Driven Attribution, and adjust resources as needed.

> *"The HomeAway business model requires a sophisticated, well integrated solution to assign evidence-based credit to our marketing efforts. Data-Driven Attribution gives us the ability to make confident decisions that deliver positive business results."*
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> *- Mike Osborn, Senior Vice President Global Marketing, HomeAway*

Implementation

Looking at revised CPA figures using the Model Comparison Tool report in Google Analytics, it was evident that a last-click model did not provide the full picture. HomeAway successfully identified a set of keywords that drove more inquiring visits than in a similar period before the test. HomeAway then decided to increase the spend in these keywords, and use Google Analytics to evaluate the impact.

The test budget of USD 6,000 USD helped drive 23% more attributed conversions by the selected keywords, helping HomeAway to progress further on the yield curve towards an optimal spend effectiveness. In addition, the detailed reporting in Google Analytics, benefiting from the deep Adwords integration, enables HomeAway to continue to fine-tune their marketing investment.

"Data Driven Attribution enabled a much cleaner and more balanced view of our marketing effectiveness. It really showed us where we were driving conversions, and where we needed to invest more."

- Will Lin, Senior Director Global eMarketing, HomeAway

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, large organizations 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.