



About MaassMedia

- Boutique digital analytics consulting firm
- Implementation, reporting, analysis, testing, optimization and training
- maassmedia.com

About the client

- Large telecommunications company
- B2B marketing division responsible for driving SMB leads

Goals

- Understand how display campaigns contribute to lead generation
- Make better decisions around budget allocation and optimization

Approach

- Used Google Analytics Premium
- Built a custom Data-driven Attribution model

Results

- Discovered some placements had been undervalued by 58%
- Leads from display increased 10%, cost per lead remained flat
- Gained newfound confidence in data-driven decisions about display

Display leads increase 10% while cost per lead remains flat thanks to Data-Driven Attribution

A large telecommunications firm that uses digital advertising to increase brand awareness and drive sales sought to understand how display advertising, in combination with other channels, was helping to drive leads among small and medium-sized business customers. A heavy internet advertiser, the firm turned to Google Analytics Premium and MaassMedia to leverage advanced Data-Driven Attribution modeling. In taking this approach, it aimed to measure the impact of display touch points on lead generation and to make better decisions around budget allocation and optimization.

Measuring to optimize display

Having heavily used paid search, email and other marketing channels, the marketing division wanted to expand its reach into new customer bases. Display offered a significant new source of inventory, but it had traditionally been difficult to measure its impact on lead generation. Purely click-based metrics suggested that display was not providing enough return on ad spend. At the same time, view-through metrics did not take into account how display worked with other channels, such as paid search, affiliates and email. The team wanted an approach that would properly credit display touch points throughout the customer journey. “We wanted to grow new business profitably, and knew display was a channel with opportunity,” explains MaassMedia’s Melissa Shusterman, “but we needed a measurement framework to navigate through the options.”

“With this new attribution model our client can now better optimize display, find new opportunities and selectively ramp up online spend as a major source of lead generation in a smarter way than ever before.”

- Aaron Maass, CEO, MaassMedia

Calculating business impact

Once the data was all in one place, the team worked with Google to leverage a custom Data-Driven Attribution model. The model, built and

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/premium.

refreshed on an ongoing basis, calculated the impact of each touch point on the probability of conversion. The model distinguishes how the presence of display impressions and other touch points in the path impact the likelihood of a customer filling out a lead form expressing interest in services. With this new basis for attribution, revised cost-per-lead (CPL) metrics were calculated for every aspect of the display campaigns.

Uncovering opportunities

The marketing team compared the CPLs based on existing last-click-through models to the new attributed CPL numbers, and uncovered specific networks, placements, and creatives that showed dramatic differences in valuation. In some cases, certain placements were credited with 58% more leads than under the previous last-click model.

More leads at a lower cost, newfound confidence

After implementing the changes, the team saw leads from display campaigns increase 10% above projections, while the cost per lead remained flat. Optimized display placements saw a doubling of conversion rates. In addition, the results of the model provided a framework for ongoing optimization, giving the team confidence that it could make truly data-driven decisions about display advertising.

“As a company, we now have a much more accurate measure of how display impacts our business, and have a better handle on the cost/benefit analysis of any particular campaign.”

- Senior Director of Marketing, large telecommunications firm

