



About Technologia

- www.Technologia.com
- Montreal's top IT training firm, founded in 1996 and offering over 200 courses in information technology, project management and soft skills

Goals

- See the path to conversion before the last click
- Know which channels really influence each sale
- Understand the full value of digital advertising

Approach

- Use Multi-Channel Funnels to track all touch points
- Use the Top Paths report to measure results
- See which Technologia conversions are affected by paid ads

Results

- Adviso and Technologia got a clearer view of the true sales path
- They learned that fully 18% of Technologia's sales paths included paid ads
- Ad budget was then raised by nearly 100%, leading to an 120% increase in conversions

Adviso and Technologia use the power of Multi-Channel Funnels to discover the true paths to conversion

The Players

Technologia is one of Montreal's leading business training firms. The company has trained over 70,000 people in project management, SQL, Microsoft Windows™, and dozens of other high-tech topics.

Technologia has had success with paid search marketing (CPC) for years, but in 2011 they set out to learn something new: which conversions were being influenced by cost-per-click advertising not just at the moment of sale, but in the days and weeks beforehand.

Technologia was already working with Adviso, a growing Internet marketing and strategy firm and a Google Analytics Certified Partner. They asked Adviso to lead the new project.

"Once we could see exactly how many sales were being influenced by our CPC ads, even sales that happened weeks after the ads were seen, we raised our ad budget right away."

- Vanessa Pilon, Technologia

Taking the Challenge

"At the time we were really only guessing which online channel should get credit for a sale," says Simon Lamarche, one of Adviso's founders. "If the last click before a sale was from an online search for 'Technologia,' then that's what would get credit."

A training by Technologia can cost \$1000 or more, so the company knew that potential customers did detailed research and made multiple visits to Technologia.com before buying. The question was: what influenced them along the way? Says Lamarche, "The Technologia brand is strong, yet we had the feeling that organic search and paid advertising were having just as much to do with sales."

To learn the truth, Adviso and Technologia turned to a new Google Analytics feature: Multi-Channel Funnels.

Seeing All the Channels

Multi-Channel Funnels goes beyond the last click to give marketers insight into the full path to conversion over a 30-day period. It reports on the interactions a customer had with paid and organic search, affiliates, social networks, and display ads, to show how all these channels work together to create a sale.



About Adviso

- Adviso.ca
- Internet experts offering online and marketing strategies to leading clients in Montreal and beyond

Adviso started with the Top Paths report, which shows the starting point and all the following touch points of the sales funnel. This let them look at all the online interactions related to the sale in the last 30 days, including paid ads and searches for things like “Technologia” or “IT training,” to see the conversions where Adwords ads had contributed.

These transactions were already being tracked with Google Analytics, so no further code was needed to use Multi-Channel Funnels.

The Results

Adviso began tracking Technologia’s efforts using Multi-Channel Funnels in July of 2011. When they reviewed the data one month later, here are some of the paths they saw:



Technologia learned for the first time that nearly 18% of their sales paths included paid advertising. “The number of sales influenced by advertising was much higher than what we had thought from looking at just the last click,” says Vanessa Pilon, Technologia’s chief marketing officer.

Lamarche agrees. “Once we could look at the full path to purchase, we could see that paid advertising had played a role in 57% more of Technologia’s online revenues than we had thought before,” he says. “That discovery was huge.”

How huge? “Since we started using Multi-Channel Funnels, we’ve raised our online ad budget by nearly 100%,” says Pilon. Since then, Technologia’s online conversions are up by 120%. Business is better than ever.

So what advice do Adviso and Technologia have for other AdWords users about Multi-Channel Funnels? “Just one thing,” says Simon Lamarche with a smile: “Use it!”

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.

