U.S. Cellular reveals true impact of digital media on sales with Google Analytics Premium

About U.S. Cellular
- www.uscellular.com
- Fifth largest US telecommunications company
- Over 10.6 million customers
- Retail stores in 426 markets in 49 U.S. states

Goals
- Correctly attribute online sales to digital media
- Accurately forecast sales by channel
- Optimize media mix

Approach
- Mined Google Analytics data, plus internal and external data
- Mapped user paths, constructed end-to-end analytics framework
- Tied each transaction to customer behavior across sales channels
- Reclassified numerous incorrect activations

Results
- Analyzed terabytes of data
- Insight into digital's role in driving sales
- Accurate sales forecasting
- Precise view of customer journey

Reclassifying sales activations

U.S. Cellular uses multi-channel marketing efforts to drive mobile phone activations through three primary sales channels: online, in-store and telesales. When U.S. Cellular realized that sales originating from online media were being mis-attributed to offline channels (such as in-store and telesales), they turned to Google Analytics Premium.

Intelligence within digital-media platform

Artificially inflated offline sales numbers had clouded U.S. Cellular's ability to accurately forecast sales by channel and misrepresented their customer value analyses. This also hampered proper media mix optimization, as the true contribution of digital media was obscured.

In response, and to improve their data integrity, U.S. Cellular and Cardinal Path, a digital-analytics firm, turned to Google Analytics Premium and its integration with BigQuery, a platform that allows flexible analysis of large datasets. The teams then integrated and analyzed terabytes of data from Google Analytics Premium and other systems.

> "We're now in the enviable position of having an accurate view at each stage of our customer journey. The Google Analytics Premium solution not only gives us a business advantage, but helps us shape a great customer experience, and ultimately ties in to our values of industry-leading innovation and world-class customer service."
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> **-Katie Birmingham, digital & e-commerce analyst, U.S. Cellular**

A new analytics framework

The team mined Google Analytics Premium data, along with their internal data warehouse and other outside data sources, to map user paths and construct an end-to-end analytics framework. This solution pieced together three systems and tied each transaction to customer

behavior across the sales channels. It also ingested and analyzed many rows of customer data from multiple sources. After building a scalable, automated analytics framework, the team reclassified roughly half of the activations in U.S. Cellular's internal management report that previously had been attributed to offline channels.

Enhanced forecasting capabilities

With a repeatable process for reclassifying offline activations, U.S. Cellular now has a new dashboard that they can use to forecast sales and share data throughout the organization. With a clearer picture of the true role of each media and sales channel, they can also more appropriately align compensation to real contribution.

Throughout this process, the team investigated the role of each channel at different stages in the consumer's purchase journey, further enhancing the forecasting capabilities of U.S. Cellular online sales teams and properly crediting digital media for its role in driving online and offline sales. This solution, once complete, will provide the company with a more integrated view of customers' interactions across all digital marketing channels, including website, social, search and display advertising.

About Google Analytics Premium

Google Analytics Premium makes data useful and accessible for your whole team, so you can build a culture where insights come from everywhere. Whether you're a data scientist or a marketing manager, Google Analytics Premium makes the key numbers accessible and useful for everyone in your group. When data is deeper and easier to understand, everyone can find the answers they're looking for—and the ones they're not.