CASE STUDY

Getting More from Media

As early as 2012, a leading automotive brand decided to get on the road to data-driven marketing. With a strategic focus on data collection and connectivity, they engaged Carat USA to help finalize the data ecosystem and implement measurement best practices that would pave the way to a new era of marketing insight — and marketing ROI.

The first step was to modernize the automotive brand's marketing measurement tool set. Carat evaluated analyst reports, including a recent Forrester Research Wave report on Cross-Channel Attribution, noting Adometry by Google as a leading attribution provider. Next, a sophisticated data test lead Carat to recommend Adometry. Adometry's actionable cross-channel insights, flexibility, support, and innovation road map were key factors in the decision.

In deploying Adometry, Carat focused on two key objectives:

1. **Efficiency**. How can we make existing budgets work harder? Rather than focusing on cost reduction in any given channel, or proving that one channel is better than another, Carat's goal was to improve overall ROI by understanding cross-channel impacts. Cohesion around cross-channel insights set the stage for on-target innovation.

2. **Intelligence**. How can we improve overall planning and strategy? Rather than offering theories, Carat wanted to show the automotive brand hard numbers to inform marketing innovation. Solid data allows the agency to confidently recommend better, more efficient, and more sophisticated planning and targeting strategies.

Putting Attribution to Work

Before embracing data-driven attribution, the automotive brand's view of marketing was siloed and incomplete. Relying on ad servers to provide analytics meant focusing mainly on on-site activity without understanding how consumers are influenced by paid media.

Adometry helped Carat unify and analyze data across a stunning number of channels and campaigns. With multiple car brands and models in play, Adometry integrated with the client's existing tagging system across 250+ campaigns spanning display, search, paid search, paid social media, SEO, and mobile channels.

Adometry offered a wider range of digital insights than the automotive brand had ever had before. Beginning with one of the client's premiere car brands, Carat was able to show that:

1. **Cross-channel exposure is critical**. Multi-channel exposure lifts conversion rates by up to 350x over single channel exposure. This insight alone encouraged new cross-channel alignment between display messaging and lower-funnel search term bidding.

2. **Display type matters**. Since some display strategies create a larger lift for lower-funnel search performance than others, increasing spend in key categories will help the automotive brand take full advantage of cross-channel impacts. Carat set up custom lift report views to help identify the best assisting display strategies and inform spending decisions.

BACKGROUND

Carat USA is an innovative media company dedicated to making marketing budgets work harder and building business in new ways. Beyond media savings, the agency strives to deliver greater business value through new media for their client brands.

PRODUCTS AND SERVICES USED

- Attribution
- Optimization
- Programmatic Connector
- TV Attribution

"Attribution isn't there to replace human capital, but to empower that human capital in decision-making."

– Stella Voutsina
VP Global Media Operations, Carat USA

3. **Paid search matters, too**. Cross-channel impacts don't stop with display. Taking advantage of display efficiencies means creating demand that can be harvested in paid search. Analysis showed that reductions in display spend should be balanced by strategic increases in paid search spend.

4. **Top performers are top performers**. While it may be tempting to change everything, attribution insights may reinforce existing strategies, paving the way to confident and efficient decision-making. Here, attribution revealed that auto-focused sites and content perform well. In the quest to create multi-channel exposure, investment should continue and even increase.

Carat and their client immediately set about determining how these learnings might inform approaches to additional brands across the automotive brand family.

A Taste for Innovation

Carat and their automotive client are entering a period of marketing innovation. Stella Voutsina, VP of Global Media Operations at Carat remarks, "We find ourselves in the happy position of containing our client's enthusiasm. They are always asking 'What's next?' Before Adometry, they simply did not have access to these insights. Now they want to know more."

The automotive brand can not only see how each brand benefits from cross-channel marketing investments, but can connect insights across brands. This deeper view of customer behavior naturally spurs new ideas. With a single source of truth in measurement from Adometry, Carat can help the client find strategic ways to focus on the customer, including consideration of new multi-cultural or gender segment opportunities.

As offline experiences such as TV ad exposure and in-person test drives continue to be key aspects of car buying, capturing even more of the customer journey means closing the gap between online and offline channels. Next, Carat and the automotive brand plan to integrate CRM, offline sales, and broadcast channel data into the Adometry platform for even richer insights.

"Understanding the customer journey is critical. Success is when the strategy makes sense at every step — from researching and shopping to locating a dealer, initiating a test drive, and buying that car."

– Stella Voutsina
VP Global Media Operations, Carat USA

Next Steps

To learn more about the Adometry Platform, please drop us a line at info@adometry.com or visit www.adometry.com.

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About Adometry by Google™
Adometry by Google transforms the way the world's top brands improve marketing performance. Acting as marketing's "system of record," Adometry solves the complex challenge of integrating, measuring, and optimizing marketing performance across all channels—both online and offline. Combining and interpreting previously silo'd sources of data; the Adometry Platform provides data-driven attribution, modern marketing mix modeling, and intelligent optimization recommendations across and within channels. As a result, marketers are able to identify their true impact on the customer journey and generate actionable insights that improve ROI.