

CASE STUDY

Data Studio Builds Better Leads For French Modular Space Company



Sixty years ago, Algeco pioneered the concept of modular buildings. The French company, now part of the [Algeco Scotsman](#) group, knows well how to quickly deliver additional space to schools, office buildings and construction sites, or create quick modular spaces for restaurants, stores and even high-end living. What it needed was an understanding of modern marketing technology to drive new client acquisition.

For that insight, it turned to [AWE](#), a data-minded digital marketing agency that specializes in B2B clients, which has been a certified agency with Google since 2003 and a Google Analytics partner since 2010. By connecting their advertising with Google and Salesforce's customer relationship management (CRM) system in Data Studio, AWE was able to show Algeco exactly how their advertising with Google is driving client acquisition for them, shifting Algeco's strategy from a cost-per-lead approach to optimizing for a cost-per-contract model — and transforming its own approach to digital marketing in the process.

A Job for BigQuery

AWE, initially used its own proprietary software to connect click to contract, using Google Analytics. As it familiarized itself with Data Studio and BigQuery, Google's fully managed analytics data warehouse, AWE came to believe that it could switch to this technology, leveraging BigQuery to integrate Salesforce customer information with information from their ads on Google and Google Analytics.

Algeco was the pilot project for this approach. The company's marketing was 75% in digital, with Google representing 25% of its digital spending, but Algeco was unable to see exactly what part of digital was contributing to contracts being signed.

Finding a Missed Opportunity

When AWE brought Algeco's contract data and ads data together in Data Studio, it made a stunning discovery: The leads that Algeco obtained on Saturdays and Sundays generated the highest lead-to-contract conversion rate, but its ad performance did not reflect that. Algeco had even been

About Algeco

- Algeco is a French modular space company. The company invented the concept of modular construction back in 1955 and is to this day the leader in the market
- Headquarters: Charnay-lès-Macon, France
- www.algeco.fr

Goals

- Prove that advertising with Google drives acquisition of new clients
- Understand revenue driven by web leads
- Shift strategy from a cost per lead approach to a cost per contract model

Approach

- Integrated salesforce, ads and Google Analytics customer information in one single view
- Analyzed performance based on the contracts signed from each lead

Results

- Increased qualified lead generation (+20%) and company overall revenue (+152%)
- Company-wide usage of reports and better understanding of the impact of digital marketing



About AWE

- AWE is a French data-minded digital marketing agency who specialises on B2B clients. With expertise in marketing automation and CRM systems
- Headquarters: Levallois-Perret, France
- www.awe.fr

decreasing bids on these days in order to decrease its cost per acquisition per lead. With the insights from Data Studio, Algeco and AWE shifted their approach for ads on Google and began bidding for top spots on weekends.

Thanks to the data pairing in Data Studio, AWE was also able to see that the CPA model that Algeco had been following was misaligned with the KPIs that mattered most to revenue growth. AWE was also able to show Algeco that it could bid higher for certain product lines (because the CRM conversions were actually higher than what they had believed) and guide the company to keywords that would convert on higher margin products. AWE was able to identify the characteristics of the most profitable prospects--from the day and hour of their contacts or the specific Algeco web page they visited--and adjust keyword selection and ads strategy to improve profitability. AWE leveraged what it learned from Data Studio to add new ranking criteria in Salesforce so that Algeco's sales team could call the most profitable prospects from ads on Google first.

"Data Studio enabled Algeco to make data accessible and comprehensible to all and unblock barriers internally around grasping the impact of digital marketing. Data Studio makes reading and understanding performance easy."

—Alexandre Garnier, CEO of AWE

The Board Takes Notice

These insights and the action taken on them had a substantial impact on both Algeco's qualified lead generation and overall company revenue, resulting in a 20% increase in the number of leads and a 152% increase in revenue generated by campaigns. The analysis also showed that, of the clients coming in through ad campaigns with Google, 55% were new to Algeco. No small wonder, therefore, that Algeco's board of directors began to take a much higher interest in digital marketing.

Using Data Studio, AWE was able to uncover that a cost by lead approach was not the strategy driving the most revenue. The agency gained the ability to share data live, when the client needed it, making it possible for AWE to spend more of its time on client strategy rather than performance details and reporting. For its next steps, AWE intends to expand its use of data visualization to make the information gathered even more accessible to Algeco's management team.

About Google Data Studio

Google Data Studio provides everything marketers need to turn data into beautiful, informative reports that are easy to read, easy to share, and fully customizable. All for free. Start telling great stories with data and making better business decisions today. Learn more at g.co/datastudio.