

# Google Attribution 360 helps Open Colleges see how TV ads turn into online leads



## About Open Colleges

- Open Colleges is Australia's leading online educator, offering over 150 online courses in a wide range of topics.
- Headquarters: Sydney, Australia
- [www.opencolleges.edu.au](http://www.opencolleges.edu.au)

## Goals

- Understand how TV ads translate into online leads and enrolments
- See the complete cross-channel customer journey
- Find new marketing opportunities and audiences

## Approach

- Used Attribution 360 to measure the online effect of TV ads
- Set online campaigns to capture TV-driven traffic
- Gathered data to run lookalike campaigns on YouTube

## Results

- Significant uplift with target audience of females 25–54
- Learned 81% of prime-time response took place on mobile devices
- Saw 12% greater cost-efficiency for TV ads run on Mondays and Tuesdays

Open Colleges is Australia's leader in online learning. Offering over 150 flexible online courses on topics ranging from veterinary nursing to photography to construction, the school has educated over 700,000 students since its founding decades ago.

The key user base for Open Colleges is women ages 25–54, and direct response marketing was its traditional way of generating leads and enrolments. But television advertising was still a significant mystery for them: they felt it could be a powerful tool to reach their audience, but in a data-driven and lead-driven culture they were finding it harder and harder to measure the actual impact of TV ads.

They wanted to see how TV ads translated into real leads, understand the cross-channel customer journey, and find new opportunities in their marketing mix. That's when they turned to Google Attribution 360.

## Changing channels

"In the past we've tried to use other tools to gauge TV's impact on leads and enrolments: things like reach and frequency goals or achieved target audience ratings points," says Matt Hill, Head of Brand & Communications for Open Colleges. "We ran brand health surveys to understand the likeability of our TV messages. We even tried to manually align our TV spot data with our brand search data. But it was terribly labor-intensive and never granular enough."

Attribution 360 is designed to give users exactly that complete view of what drives performance across all channels. It analyzes the website traffic that happens as and after TV spots air, so brands can discover the relationship between traditional media strategies and online engagement—down to the minute.

That's crucial in the multi-channel and mobile world of Open Colleges' prospects, says Hill. "There's a huge synergy between all our channels that drives someone toward a lead and enrolment. They might interact with 4 or 5 different media channels on 2 or 3 different screens. We had to bridge the gap between all those channels to see what really drives a response."

*"With Attribution 360, we're finally making the connection between TV and digital. We've got a measurement framework for television that we never, never had before."*

**—Matt Hill**  
**Head of Brand & Communications,**  
**Open Colleges**



For three months in 2015, the team tested Attribution 360 with a series of TV campaigns focused on the eastern seaboard of Queensland, Victoria and New South Wales. To reach females looking to enhance or change their careers, they ran ads on a variety of TV programming: cooking shows, series, soap operas, and some news and morning shows.

## Getting results

With Attribution 360, the Open Colleges team could see clearly what was engaging TV viewers and driving them to search. One of the earliest lessons was that dual-screen TV viewers were far more engaged on mobile than on desktop, and also far more engaged on smartphones than on tablets: about 85% of people who conducted a mobile search in response to a TV ad did so on a smartphone vs. the 15% of TV ad viewers who responded on a tablet. By contrast, 51% of non-TV driven searches are done on desktop, 37% are conducted on smartphones and 12% are done on tablets.

"People sitting on the couch who see a TV ad, they're not going to run and get their laptop," notes Hill. "They pull out their phone and search for us right there." Open Colleges could even see results by devices: in prime time of 6–10 pm, for instance, 81% of attributed visits were from mobile.

While news and morning shows delivered a larger impression volume, light entertainment shows like *Ellen* and *Grey's Anatomy* had a higher impact on leads. Open Colleges even learned that while Saturday was their most engaged day, Monday and Tuesday spots were more cost-efficient by an average of 12%.

"We gained insights into day parting, 15-second versus 30-second ads, campaign flighting—just a level of insight we've never had before," says Hill.

## Making adjustments

As results came in, the Open Colleges team made adjustments to campaigns, ad buys and creatives to capitalize on what they learned.

They also learned to make sure their online ads were at or near #1 for web searches using keywords like *online courses* any time their TV ads were driving response. “Your search bidding strategy has to be aligned with your TV activity,” says Hill. “If your TV ad drives a mobile user to search for online education and you aren’t there, you won’t make the most of your investment.”

As a bonus, Hill’s team began using what they learned to reach lookalike audiences on other Google platforms. TV gave them a good starting view of their audience’s demographics, but analyzing behavior patterns on the web allowed them to learn more about their visitors. If they saw that females 18–25 were looking into courses on fashion and beauty, they launched a campaign to buy that same audience on YouTube.

## Looking ahead

“With Attribution 360, we’re finally making the connection between TV and digital,” says Matt Hill. “We’ve got a measurement framework for television that we never, never had before.”

During their three-month trial, Open Colleges saw a significant uplift with their key target audience of women 25–54. As a result, the team is now testing many new approaches, like targeting smaller audiences in Western Australia, trying programming alternatives at off-peak hours, and exploring the hours where 15-second ads get the best ROI.

Meanwhile, Attribution 360 is providing the hard numbers that Open Colleges management wants and needs to make the big budgeting decisions.

“Traditional metrics just don’t cut it anymore,” says Hill. “You need to understand what your marketing dollars are doing for you in detail, and TV attribution has given us the visibility and confidence that TV *does* deliver against hard business metrics. If you’re serious about understanding the pathways to conversion and the full impact of your offline spend for maximum ROI, Attribution 360 is a must.”

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### About the Google Analytics 360 Suite

The Google Analytics 360 Suite offers powerful and integrated analytics solutions for today’s biggest enterprises. Measure and improve the impact of your marketing across every screen, channel and moment in today’s customer journey. It’s easy to use, and makes data accessible for everyone so the “aha” moments are simple to discover and share. Move from insight to impact faster with the Analytics 360 Suite.

For more information, visit [g.co/360suite](https://g.co/360suite)