

Confused.com drives search improvements and captures new opportunities with Google Attribution 360



About Confused.com

- Confused.com is a UK-based comparison site that helps people save money on car insurance and related services for drivers.
- Headquarters: Cardiff, UK
- www.confused.com

Goals

- Maximize automated bidding efficiency
- Improve paid search performance
- Explore and prove display performance

Approach

- Moved from last-click attribution to data-driven attribution
- Investigated and optimized display spending

Results

- Increased paid search conversions by 28% at a lower CPA
- Confidently increased display spending 5x in first year

Launched in 2001, Confused.com was the first insurance comparison site in the United Kingdom. This 100% e-commerce company helps people save money on car insurance and related services with quick access to comparison quotes across a wide range of carriers.

The data-driven marketing team at Confused.com has created a culture of optimization and experimentation. With a vision of increased automation and efficiency, the team deployed Google Attribution 360, part of the Google Analytics 360 Suite, to get a more realistic, holistic view of the customer journey — and the real value of each marketing channel and touchpoint.

Optimizing paid search performance

Paid search is, and always has been, a critical part of Confused.com's acquisition strategy. Inspired by a meeting with Google, CEO Martin Coriat challenged his marketing team to improve paid search with data-driven insights.

In 2015, the company pulled programmatic bidding in-house to realize efficiencies with paid search. Still, attributing conversion credit to the last click was distorting the team's view of keyword opportunities. They suspected that lower-funnel and branded keywords were getting too much conversion credit, leaving upper-funnel or generic terms of interest on the table.

To gain insights on how people really interacted with Confused.com's marketing messages, the team implemented Attribution 360. Rather than using a rules-based or last-click model, Attribution 360 uses a data-driven, algorithmic approach to give fractional credit to every touchpoint that influences the conversion. The Confused.com team particularly liked the way Attribution 360 enabled them to do granular analysis of the customer journey down to the keyword level.

Data-driven attribution insights showed each keyword's role in the customer journey and the associated value to Confused.com. As suspected, data-driven attribution gave Confused.com proof of over-investment on some keywords.

"Data-driven attribution has enabled us to increase display budgets significantly year-on-year while maintaining a great return on investment. Senior management have truly seen the performance display can deliver alongside paid search."

**—Ian Cantlay,
Performance Marketing Manager**

Attribution 360 also revealed opportunities to invest in untapped keywords. Using insights uncovered in Attribution 360, the team was able to take immediate action in re-allocating spending to help drive up quote requests by 28% at a lower cost per acquisition.

Sophia Glennon, PPC Manager at Confused.com, couldn't be happier: "With careful data analysis and insights from Attribution 360, we've increased our quote volume and lowered our overall cost per acquisition. We're now able to re-invest what we've saved back into paid search and put real pressure on our competitors."

Growing performance in new channels

Attribution 360 gave Confused.com much more than a granular view of paid search performance. It allowed the marketing team to analyze all digital channels, identify cross-channel opportunities, and make confident investments in new channels.

While paid search was always in the mix at Confused.com, display was a brand new channel for the company in 2015. By accurately evaluating each touchpoint in the customer journey, data-driven attribution gave Confused.com the confidence to invest in display and measure results.

Based on data-driven insights from Attribution 360, the team strategically increased display spending by 500% in that first year while achieving return on investment goals. As Ian Cantlay, Performance Marketing Manager at Confused.com notes, "Senior management have truly seen the performance display can deliver alongside paid search." Data-based insights enabled the marketing team to prove display performance and grow investments based on facts, not guesses.

Next steps with actionable insights

Confused.com has always had a culture of optimization, but focusing on last click was obscuring the larger picture. Both over- and under-spending across the marketing mix was the result. Now, the marketing team is able to make better business decisions with data-based insights.

Attribution 360 gives the company a more holistic, granular view across their digital channels. Actionable insights help the marketing team both drive incremental improvements and identify new channel opportunities. Improvements in paid search performance and the brand's confident foray into display are just the beginning.

Attribution 360 has given the Confused.com marketing team the ability to prove value and justify investments, including growing the team with new headcount. “Our new recruits are now fully trained on data-driven attribution as part of their introduction into Confused.com,” Glennon says. “The next generation of marketers gains a thorough understanding of the real value of data-based insights here at Confused.com.”

Going forward, Confused.com will continue to base decisions on data-driven attribution insights. The team plans to increase automation in order to act on opportunities even faster, to drive competitive advantage, and to capture new channel opportunities.

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 google.com/analytics/360-suite