

Google Analytics 360 helps AccuWeather capture more data and uncover insights

AccuWeather ups measurement practices for a more holistic view



About

- AccuWeather is the world's largest weather media company, providing real-time weather news and information 24 hours per day.
- Headquarters: State College, Pennsylvania
- www.accuweather.com

Goals

- Get a full picture of online and offline campaign effectiveness
- Capture behavior of the full mobile audience
- Find a one-stop solution for holistic analysis

Approach

- Implemented measurement protocol in Google Analytics 360 to capture new data

Results

- 80% open rate confirmed for custom weather forecast email alerts
- 10% more mobile traffic revealed by filling previous data gaps
- Gained the ability to count app downloads in overall measurement

Is it going to rain today? The weather impacts everyone, and no one knows that better than AccuWeather. The world's largest weather media company is a global leader in digital, providing real-time weather news and information online and on mobile.

Though more than 1 billion people rely on the brand's strong digital presence, the company needed to find a way to understand customer behaviors and increase the impact of digital across all channels and products.

Measuring real channel value

AccuWeather customers interact with AccuWeather.com, a suite of mobile apps, and custom email services. With many digital products and campaigns, the company needed a robust solution to collect data from each touchpoint and facilitate a comprehensive analysis.

AccuWeather wanted to know more about their customers. How many weather forecast email alerts were being opened, and what actions were being taken? Some campaigns used QR codes and shortened URLs to direct customers to mobile app stores, but these were difficult to track. Devices with no JavaScript support made tracking even more difficult.

AccuWeather's team set out to analyze the effectiveness of weather forecast emails, attribute credit to campaigns that drove users to app store pages, and better understand AccuWeather's mobile audience. They wanted to view better data in one stop for a holistic view. Above all, the team wanted to collect new data without compromising the company's fast and simple user experience.

Just one stop for a better view

AccuWeather looked to Google Analytics 360, part of the Google Analytics 360 Suite, and the measurement protocol feature to gather

"The ability to overlay our own data on top of traditional dimensions and metrics has provided valuable insights into the kind of information our consumers are looking for."

—Steve Mummey
Director of Browser Products,
AccuWeather

data from any internet-connected device, including kiosks, point of sale systems, or anything other than a website or mobile app. The team collected more information about how people engaged with email, offline campaigns, and other devices, then analyzed holistic data with the Analytics 360 reporting interface.

Now, when a person opens a weather email alert, clicks on a shortened URL, or scans a QR code, a new hit is sent to Analytics 360 using the measurement protocol. All of this new data can be related to other engagement metrics. AccuWeather gets the benefit of data from non-AccuWeather sites like Google Play or the iTunes store without negatively affecting the user's experience.

Finally, AccuWeather has gained a better understanding of its mobile audience by capturing data from devices that don't support or have disabled JavaScript. Collecting hits from these devices via the measurement protocol gives AccuWeather a more holistic view of mobile customers.



The measurement protocol sends data collated from email, smartphones, QR codes, and feature phones into Analytics 360.

Enabling data-based decision-making

With new insights, AccuWeather confirmed the effectiveness of email products. “We’ve found that our custom weather forecast email service has an 80% open rate, and we’re able to use all of that related data in Analytics 360, which we use for all our digital products,” says Steve Mummey, director of browser products at AccuWeather.

Analytics 360 and the measurement protocol helped AccuWeather track application traffic from QR codes and other offline campaigns to the app stores. “Our team now has the ability to measure the effectiveness of various offline campaigns by attributing application downloads to those campaigns,” notes Mummey.

Finally, AccuWeather’s analysis revealed that 10% of mobile traffic came from non-JavaScript devices. Without the measurement protocol, the team would not have been able to include this audience in strategic decision-making.

AccuWeather plans to apply Analytics 360 and the measurement protocol to other parts of its business, including legacy data feeds, to uncover new insights, leads, and customers.

About the Google Analytics 360 Suite

The Google Analytics 360 Suite offers powerful and integrated analytics solutions for today’s biggest enterprises. Measure, see, 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 Google Analytics 360 Suite, and as a result, make the most of every consumer connection. For more information, visit google.com/analytics/360-suite