

Google Analytics 360 informs BT's DoubleClick Bid Manager media buys

BT increases sales volume and efficiency with segmentation



About

- BT is a multi-national telecommunications services company founded in 1981.
- Headquarters: London, England
- www.bt.com

Goals

- Increase post-click sales
- Establish best practices in remarketing techniques

Approach

- Implement Google Analytics 360
- Integrate with DoubleClick Bid Manager
- Segment and remarket with granular criteria

Results

- 69% higher post-click sales and 87% lower cost-per-acquisition (CPA) than previous remarketing activities
- 30% higher post-click sales and 42% lower cost-per-acquisition (CPA) than remarketing outside DoubleClick Bid Manager

To buy display media efficiently across exchanges in real time, BT and agency partner Maxus used DoubleClick Bid Manager as a programmatic buying platform. Integration between DoubleClick Bid Manager and Google Analytics 360, part of the Google Analytics 360 Suite, offered BT a unique opportunity to capitalize on additional insights to inform media buying activities.

Segmenting people with Analytics 360 and reaching them through DoubleClick Bid Manager gives Maxus and BT end-to-end visibility and control. A transparent and unified view across all channels means better measurement, unified reporting, de-duplicated metrics, and the ability to make data-informed improvements.

Segmenting for success

Analytics 360 gave BT the ability to create granular audience segments based on consumers' previous on-site behavior. The native integration with DoubleClick Bid Manager meant these segments could be easily shared with the platform to make more precise media buys.

BT used a variety of other Google products to segment audiences, as well. For example, BT used DoubleClick Search to reach consumers who had clicked on paid search ads based on keywords. Using DoubleClick for Publishers, it reached visitors of its non-sales-related online content. Finally, it reached those who had viewed or clicked on BT videos while using YouTube.

"Working with DoubleClick Bid Manager has allowed us to use some impressive features such as the ability to create and reach custom audiences made with first-party data from Analytics 360," says Dan Webster, the account director at Maxus.

“These types of integrations have given us a real edge in the programmatic arena, and the subsequent efficiencies have allowed the team at Maxus to turn this activity into a powerful performance channel for our client.”

—Dan Webster
BT Account Director,
Maxus

He adds, “These types of integrations have given us a real edge in the programmatic arena, and the subsequent efficiencies have allowed the team at Maxus to turn this activity into a powerful performance channel for our client.”

Sales go up as costs go down

BT and Maxus’ new integration between Analytics 360 and DoubleClick Bid Manager produced a 69% increase in post-click sales and an 87% reduction in post-click cost per acquisition as compared with the previous year’s remarketing activities.

Results also compared favorably with other remarketing activities run simultaneously. Those run with DoubleClick Bid Manager showed 30% higher post-click sales and 42% lower post-click cost per acquisition than those run without it.

Based on these results, BT has consolidated display remarketing through DoubleClick Bid Manager. “Our goals were to build up ‘best practices’ of programmatic display remarketing techniques with a focus on driving post-click sales, benchmarking ourselves against previously used techniques,” says Alison Thorburn, head of digital DR media at BT.

“The DoubleClick suite of products enabled us to do this quickly and efficiently because audience data can be easily organized and utilized.” According to Thorburn, these positive results will see BT continue to expand programmatic media buying for direct response.

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