

CASE STUDY

HelloFresh delivers 10% more conversions and reduces cost per acquisition with Google Attribution

HelloFresh delivers meal kits with carefully selected ingredients to home cooks. The concept is catching on in both the American and European markets, and HelloFresh wants to continue to grow by winning new customers. To accomplish this, HelloFresh adopted Google Attribution to gain a better understanding of the entire customer journey and optimize its bids, budgets and keywords. Karl Villanueva, Head of Paid Search & Display, sees a range of advantages to this approach, and he can already measure concrete successes.

“We want to understand the whole path, not just evaluate the final click.”

“As a global company, we aim to recognize trends early and implement any necessary steps,” explains Villanueva. For example, HelloFresh implemented a “mobile first” approach years ago. “With Google Attribution we wanted to understand what people are looking at and whether they’re using their phone, tablet or desktop PC,” he continues.

With Google Attribution, he was able to do just that. Google Attribution can measure the customer journey across devices and channels – from banner advertising on price search engines to online video platforms. They accomplished this without additional tagging because Google Attribution combines data from AdWords and Google Analytics.

Data-driven attribution

HelloFresh was able to easily switch to data-driven attribution. In contrast to a last-click model, a data-driven model uses machine learning to determine the impact of each step on the final conversion – from the first click to the last click.

“One of the biggest benefits of this process, for me, is how it changes the way we think. It lets us understand the whole path; not just to pay attention to the last click, but to also evaluate each relevant previous step,” says Villanueva.



About HelloFresh

- Delivers meal kits with carefully selected ingredients for home cooks
- Headquartered in Berlin, Germany and operating in North America and Europe

Goals

- Gain a better understanding of the entire customer journey
- Evaluate all digital marketing interactions based on their actual impact on conversions
- Increase channel effectiveness and efficiency

Approach

- Switched to data-driven attribution using Google Attribution
- Fully automated bidding in AdWords based on cross-channel and cross-device attributed values

Results

- 10% more overall conversions
- 6% decrease in overall cost per acquisition (CPA)

Simple integration

In day-to-day work it's easy to see how Google Attribution makes marketing operations more efficient. "We're simply faster at identifying cross-channel effects and we can give better feedback to the different departments," says Villanueva. Previously it was not possible to implement a fully automated bidding integration with AdWords. With Google Attribution it can be accomplished with just a few clicks.

Which marketing touch points lead to a conversion?

HelloFresh also increased conversions from upper- and mid-funnel keywords, advertising touch points that happened near the start of a customer journey. These touch points are especially important for HelloFresh's growth ambitions since they allow the brand to reach new customers. Potential new customers often become aware of HelloFresh through generic search queries like "grocery stores near me." Further down the funnel, search queries become more specific when users are already aware of HelloFresh's service. With this context, HelloFresh was able to optimize their campaigns accordingly, including their keyword portfolio, bids and budgets.

The results prove the positive impact of moving to data-driven attribution. "With the help of Google Attribution we managed to increase overall conversions by 10%," says Villanueva. In the same time period, overall cost per acquisition (CPA) decreased by 6%. HelloFresh saw that 18% more conversion paths were influenced by upper-funnel keywords, and the influence of AdWords search ads on organic search increased by 45% above average.

Villanueva concludes, "We will continue to leverage the insights of Google Attribution to drive performance of our marketing campaigns, in particular AdWords."

"This behavior shows us that it pays off to invest more budget in search and to ramp up certain keywords. The opportunities are completely different from what they would be if we just focused on the last click before a conversion. When people start their search, they're often on the go and using their smartphone. But the final acquisition is still often made with a desktop PC."

**– Karl Villanueva,
Head of Paid Search & Display, HelloFresh**

About Google Attribution

Google Attribution helps you measure the impact of your marketing across multiple channels and across multiple devices. Integrations with Google tools make Attribution easy to setup and make it easy to take action to improve your marketing. For more information, visit g.co/attribution