



**About Kees Smit Tuinmeubelen**

- Garden furniture retailer
- Headquarters in Almelo, Netherlands

**About Adwise**

- Digital agency
- Offices in Almelo and Utrecht, Netherlands

**Goals**

- Understand online impact on offline conversions
- Improve marketing campaigns
- Increase conversion rate
- Drive online revenue in the Netherlands and Belgium

**Approach**

- Pushed transactions from point of sale system to Google Analytics
- Matched transactions to previous website visits

**Results**

- Return on ad spend three times higher than previous measurement
- Revenue from Google AdWords doubled

## Kees Smit uses Google Analytics to link online research to offline purchases

Kees Smit Tuinmeubelen is a garden furniture retailer that has evolved from a family business founded in 1942. In the retail environment, it's safe to say plenty has changed since then. Today, many consumers conduct research online, but often make purchases in a physical store. Kees Smit wanted to better understand the role of this "research online, purchase offline" (ROPO) phenomenon.

Since the impact of online results – reach and visits – on the ultimate business results – offline purchases – was not measurable, the Kees Smit team believed they might not be using the advertising budget to maximum effect. By understanding the ROPO effect, however, they hoped to be able to improve marketing campaigns, increase the conversion rate and drive online revenue.

Adwise, the digital agency of Kees Smit, used Google Analytics to address this problem by matching conversions with advertising interactions. Google Analytics noted a user's initial visit to the website, while further customer information was entered into the CRM system at the point of sale. A follow-up order confirmation by email prompted the user to go back online to connect via social platforms or contribute an online review. At this stage, Google Analytics could link the user's initial online visit to the sale that had subsequently occurred offline.

"We are able to quantify the extra offline sales assisted by online advertising campaigns," explains Thijs Wolbers, Head of E-commerce at Adwise. "We now understand that Google AdWords is contributing to a lot of offline sales, and that the actual return on ad spend of Google AdWords is much higher than the we thought before."

Kees Smit applied this newfound knowledge to smart optimisations. "Due to insights around the ROPO effect, we knew that our online advertising campaigns were more than profitable. So we raised our advertising budget and attracted more visitors and customers, which meant we grew sales more than we would have done without these insights. Google AdWords now has a more important role in the marketing mix."

The actual revenue from Google AdWords has doubled now that Kees Smit has found a way to include offline transactions in Google Analytics. And the total return on ad spend is now three times higher than the previous measurement, which did not account for the ROPO effect.

