

## CASE STUDY

# Big Bang Boosts Sales by 274% With Help From Red Orbit

Big Bang is one of Slovenia's largest consumer electronics retailers. Big Bang's 18 stores reach across the country, and the company also has Slovenia's second-largest e-commerce website. Big Bang sells products in several categories and has a large market share in audio-video products and computers.

After a major strategic overview in the summer of 2013, Big Bang's leadership team decided to put more focus on online sales. Their ambitious goal was to increase online revenue by 250% by the end of 2014. To make such big gains in just 18 months, Big Bang's team needed to better understand the consumer decision journey (CDJ) and then use what they learned to improve their customers' experiences.

## Building measurement foundations

Big Bang turned to Red Orbit, a Google Analytics Certified Partner based in Slovenia.

Together, their first step was to find the most important digital channels and touchpoints on the customer journey. Red Orbit helped Big Bang add Google Analytics across all touchpoints to capture relevant user actions on all devices, channels, and in 18 offline stores.

Red Orbit developed an analytics framework to define micro- and macro-conversions, key performance indicators (KPIs), and other metrics for every touchpoint. This let Big Bang measure, analyze, and optimize every step of its online and offline performance. Red Orbit also began to generate outcome reports, in which conversion rates at all phases are segmented by dimensions like default channel grouping, source, and medium.

Right away, Big Bang learned some vital points about its customers' journeys:

- In early stages, the two most important micro-conversions were articles read and newsletter subscriptions requested.



## About Big Bang

- Big Bang is one of the largest consumer electronics retailers in Slovenia. The company sells audio-video goods and household appliances in its 18 stores across Slovenia and operates the country's second-largest e-commerce website.
- Ljubljana, Slovenia
- [www.bigbang.si](http://www.bigbang.si)

## About Red Orbit

- Red Orbit is a digital marketing performance agency from Slovenia. Based on a deep understanding of the consumer, Red Orbit brings its clients an effective and measurable approach to digital marketing. The Red Orbit team believes that limits exist for one reason: to be pushed.
- Ljubljana, Slovenia
- [www.red-orbit.com](http://www.red-orbit.com)

## Results

- 274% increase in online revenue
- 168% rise in ecommerce conversion rate
- 74% lower cost per conversion
- 155% rise in Google AdWords conversion rate and a 310% rise in ROAS

- In the middle stages of the CDJ, the key micro-conversions were on-site registrations, product reviews read, product comments added or read, and online catalogues downloaded.
- In the closing part of the CDJ, the key micro-conversions occurred when consumers checked product stock and added products to their baskets.

Big Bang saw that all these micro-conversions contributed to lead the consumer to the all-important macro-conversion: a sale.

## Deeper insights with custom data

Custom data also played a vital role in Big Bang's measurement journey. It started with a simple question that is especially important for a retailer: Does the local weather affect online behavior?

To answer this question in a quantitative way, Big Bang implemented weather tracking, including temperature and weather conditions, based on users' IP addresses (when available). The company used custom HTML and open APIs to get weather information at users' locations, and then sent this information along with user behavior data to Google Analytics as a custom dimension that can be used across standard reports to enhance the data.

To its surprise, Big Bang discovered that its online revenue was higher when the weather was cloudy. What's more, the conversion rate was higher on sunny days than on rainy days. (One theory: On sunny days, online customers shop quickly so they can get outside to enjoy the sun.) This new information helped Big Bang plan and execute more effective ad campaigns based on the weather forecast.

To take advantage of what its team learned, Big Bang started by linking Google Analytics to Google AdWords. Since Big Bang advertises on multiple platforms and wanted to be able to see all of its spending in Google Analytics, it made sure that all campaigns were properly tagged using UTM parameters. Then it used the data import feature to upload cost data from other advertising platforms.

Based on Red Orbit's framework, Big Bang also began to use advanced data modeling to see the relationship between various KPIs and micro- and macro-conversions.

## Learn More

This case study discusses the following features:

- [Custom Dimensions](#)
- [Google AdWords linking](#)
- [UTM Parameters](#)
- [Data Import](#)



## The results

Big Bang reached and passed its ambitious goal to increase online revenue by 250% by the end of 2014. By that time, the company had raised online revenue by an impressive 274%.

With all of its online marketing data in one central place, Big Bang could optimize CPAs and margin performance for each product category. It lowered cost-per-conversion (CPC) for many categories: CPC for laptops decreased by a remarkable 92%, and CPCs for tablets and TVs dropped by more than 81%.

E-commerce conversion rates rose by 168%. For Google AdWords campaigns, the main source of paid traffic, the overall conversion rate improved by 155%, the ROAS by 310%, and CPC decreased 74%.

And speaking of the weather, Big Bang created a new model which predicted online revenue with 99% accuracy based on forecasts, user types, time on site, and micro-conversions. That helped the company optimize its digital marketing and user experience.

The bottom line: The combination of Big Bang and Red Orbit created astronomical results.

## About Google Analytics

Google Analytics is the enterprise-class analytics solution that gives companies rich insights into their digital audiences and marketing effectiveness. With features that are powerful, flexible, and easy-to-use, companies large and small can measure engagement to create more effective marketing initiatives, improve user experience, and optimize digital strategies. Sophisticated conversion attribution and experimentation tools help savvy marketers determine the best allocation of media and resources to drive results. For more information, visit [google.com/analytics](http://google.com/analytics).