

Google Analytics 360 helps Matalan lift conversion rates by 28%

Matalan wins with easy implementation and DoubleClick Campaign Manager integration

MATALAN

About Matalan

- Matalan is one of the UK's leading clothing and homeware retailers, established in 1985.
- Headquarters: Skelmersdale, United Kingdom
- www.matalan.co.uk

Goals

- Improve measurement plan to drive site and marketing performance
- Derive accurate, fast insights to inform real-time decisions

Approach

- Implemented Google Analytics 360 with DoubleClick Campaign Manager
- Created a strategic measurement plan to understand behavior and identify product merchandising opportunities

Results

- Revealed digital marketing performance across customer lifecycle
- Gained insight into customer journey and channel attribution
- Identified products showing strong value but low site visibility
- 28% year-over-year lift in conversion rate resulted in significant visit and revenue increases

Matalan is a leading family clothing retailer in the UK. The Matalan website operates as an extension of the brick and mortar store, offering the entire product catalogue to digital customers and generating millions of visits per month.

To optimize online marketing efforts, Matalan sought an analytics platform with a simple implementation process, user-friendly interface, and robust set of easy-to-use tools. The company hoped to save time in processing and distributing data, to enable easy access to useful insights, and to deliver consistent, reliable information that would inform decision marketing.

One smooth move

Matalan turned to the full-service interactive marketing agency Morpheus Media for guidance. The agency recommended Google Analytics 360, part of the Google Analytics 360 Suite. "The transition has been quite smooth," says Jodie O'Mara, Web Analyst at Matalan. "The team at Morpheus were very knowledgeable in helping us define the metrics and goals that we want to look at, and on an ongoing basis they help us understand all the areas of Analytics 360 that we can use to get the information we want."

Matalan discovered immediate benefits. According to Lee Pinnington, Multi-Channel Marketing Director, the company can now perform analyses across more dimensions than ever before. Turnaround times are much faster, too.

"The ease of getting to the data and the transparency Google gives us allows us to view more criteria, whether that be sources of traffic, hourly sales, conversions or device journeys," he explains. "With Google, we're getting actionable insights, whereas before we were just getting a lot of data. That level of transparency and easy access helps us to target our development internally. We can focus on the things that really make a difference."

MORPHEUS

a createthe group company

About Morpheus

- Morpheus Media, a createthegroup company, is a full service interactive marketing agency delivering accountable and innovative solutions through streamlined, customized approaches.
- Headquarters: New York, New York
- www.mopheusmedia.com

Morpheus leveraged the powerful customizable features of Google Analytics 360 to improve Matalan's on-site user experience.

- Created a Forgot Password Funnel for users who started the checkout process, forgot their password and dropped out of the conversion funnel
- Implemented site search to identify what products users were looking for but could not find on-site
- Used virtual pageviews to analyze each step of the checkout funnel
- Created customized events for a Quick Shop ID code as well as user type to compare on-site behavior of registered versus unregistered users
- Applied Custom Variables to provide more context around the on-site experience
- Looked at shopping carts and page value in Custom Variables reports to discover which products were not getting the visibility they should
- Conducted channel-centric landing page analysis to identify gaps in digital marketing

Features that fit

Using Analytics 360 has made a big impact on the company. Matalan particularly appreciates the ability to:

- build up to 50 custom variables
- rapidly obtain unsampled data
- access data within four hours

"We can build custom reports that are specific to our business needs, which makes processing large volumes of data really accurate and easy," Jodi says. "And the option to use unsampled data has been really good because you get a quick snapshot by looking at the reports. Obviously if you want to analyze the data in a bit more depth, then you can extract and process it. Analytics 360 makes it quicker, clearer and more precise when we're sharing it with the wider business."

Rapidly distributing information throughout the organization is critical in Matalan's competitive sector. "One of the great things about Analytics 360 is that the processing power is much quicker. That's useful in making real-time decisions on things that can impact us that day," she says.

Lee agrees, and explains, "The move to Analytics 360 means we are able to unlock data that we can trust with minimal resource to drive real-time decisions. UK retailers are very elastic businesses—we need to get data and make decisions to target our user base quickly with promotional activity to grow our sales."

Seamless wins

Matalan was already a user of DoubleClick Campaign Manager, Google's ad management and ad serving solution. Because Analytics 360 and DoubleClick Campaign Manager can be seamlessly integrated, Matalan was able to quickly turbo-charge its analytics efforts across all platforms and devices.

"This gives us the ability to see the hidden power of different channels," says Adam McCann, Online Search & Affiliate Assistant. "One of the most interesting things about the DoubleClick Campaign Manager integration has been around assisted conversions. It's really helpful to be able to see one channel that might not be a heavy hitter in terms of revenue or traffic have an impact in creating a conversion on another channel."

Holistic understanding is vital for the Matalan team to make more informed decisions about optimizing digital spend to deliver real benefits to the bottom line.

“With Google Analytics 360, we’re getting actionable insights, whereas before we were just getting a lot of data.”

—Lee Pinnington
Multi-Channel Marketing Director,
Matalan

The measure of success

Overall, the implementation of Analytics 360 has enabled easy reporting on a granular level, providing each department within Matalan direct, user-friendly access to relevant metrics.

Since implementation, Matalan has been able to optimize digital marketing efforts and provide users with a better site experience, resulting in significant revenue and site visits growth, and a 28% increase in conversion rate year-over-year.

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