Privalia uses Google Analytics Premium to increase the effectiveness of all its channels on a daily basis.

About the client

- Online fashion group operating in Spain, Italy, Brazil, Mexico and Germany.
- Privalia headquarters in Barcelona, with Dress for Less office in Frankfurt.
- www.privalia.com
- www.dress-for-less.de

Aims

- Have a complete tool, which is flexible and easy to use.
- Unify the analysis of Privalia's online presence.
- Improve users' purchasing experience.

Approach

- Integrate data from the web, mobile web and mobile apps in a single tool.
- Integrate data from Google Analytics with Privalia's Data Warehouse.
- Simultaneous use of other tools, such as Content Experiments and Remarketing.

Results

- A more complete and easy-to-use tool.
- More precise data with the option to download unsampled reports.
- Simple and successful migration.
- Obtain data guaranteed by SLA in less than 4 hours.

The online fashion group was established in Barcelona in 2006 with the creation of Privalia, a members club offering flash sales of premium fashion brands at exceptional prices exclusive to its members. Privalia has more than 15 million members around the world, and in 2012 its revenue increased by 32% compared with the previous year, with a turnover of €422 million. It is a leader in each of the markets in which it operates (Spain 2006, Italy 2007, Brazil 2008 and Mexico 2010), making it an international benchmark for the sector.

In 2011, the Group acquired Dress for Less, a leading German online fashion company. This was a strategic move for the company, extending its business model to the permanent outlet segment and bringing it into the full-price sector.

At present, the Group employs around 1000 people in its offices located in Barcelona, Milan, Frankfurt, Sao Paulo and Mexico City.

Privalia is known for its active social network strategy and is committed to sales via mobile channels. One of the most notable examples of this is Fan Shop, a concept created exclusively for the Privalia Facebook page, where, in contrast to other existing social network applications, fans have the opportunity to make purchases in advance and access exclusive campaigns. With promotions like these, Privalia has gained more than two million Facebook fans across the world, and its iOS and Android app, Privalia Mobile, has been downloaded more than 1.5 million times.

The challenge: Migrate to a new online analysis tool, extend usage of available data and make available to more analysts.

- Privalia wanted a flexible measurement tool that could collect data without being overly complex to implement, which at the same time could offer high-performance analytics and segmentation of data through a simple user interface which they could share with the whole company.

- Measure the online presence of Privalia on the web and mobile devices in a unified way, obtain real-time traffic and conversion data.

- Improve users' online experience by optimising their interaction with Privalia through A/B testing and personal content configuration.

Solution: Migrating from Google Analytics Standard to Premium does not require any extra implementation

- Implementing Google Analytics on our website, on our iOS and Android apps, and on our mobile-optimised site for small-screen mobile devices which do not access via our native app. Using personalised variables to identify the relevant dimensions of our users and products.

- Integrating data from Google Analytics with our information services to generate regular control panels.

"Google Analytics Premium meets Privalia's challenging requirements in terms of digital analytics. It is a complete solution that is flexible, easy to use and well-known to hundreds of professionals in Spain. It also has the support of Google and its network of local partners (Google Analytics Certified Partners). Google Analytics never ceases to amaze through its constant innovation and in the way it launches new functions and improvements each year while remaining easy to use."

- Andrés Flores, Marketing Business Intelligence & Web Analytics Manager, Privalia.

Results: High-quality and on-time data with the level of detail that we need

- High-quality and more precise data thanks to the lower sampling rate of Google Analytics Premium (and the option to download unsampled data) and more up to date with offsets of less than 4 hours in traffic processing (covered by SLA).

- Business Intelligence team can focus on a single measurement tool with excellent capabilities which the rest of the company can be easily trained up on, even if new analysts or specialised consulting may be necessary.

- Transfer without any issues or any loss of information from our previous paid measurement tool.