Google™ Analytics Premium

Domino's Increases Monthly Revenue by 6% With Google Analytics Premium and Google Tag Manager

DBi DIGITAL BUSINESS INTELLIGENCE

Well-known pizza purveyor Domino's is dominating pizza delivery sales in countries around the world. Today, Domino's is the most popular pizza delivery chain operating in the U.K., the Republic of Ireland, Germany, and Switzerland—and sales just keep growing.

In these regions in 2014, Domino's sold 76 million pizzas and generated £766.6 million in revenue—a 14.6% increase from the previous year. In the U.K. and Ireland, online sales are increasing 30% year over year and currently account for almost 70% of all sales. Notably, 44% of those online sales are now made via mobile devices.

Multi-device pizza purchasing delivers fresh data opportunities

Domino's has been a consistent digital innovator. Much of the pizza purveyor's success stems from its early investments in strong e-commerce and m-commerce platforms that enable customers to purchase pizzas easily.

Domino's sold its first pizza online in 1999. It launched an iPhone app in 2010, quickly followed by apps for Android and iPad in 2011 and a Windows app in 2012. By late 2014, Domino's customers could even order pizzas from their Xboxes.

The Domino's marketing team had assembled a variety of tools to measure marketing performance, keeping pace with the company's rapid innovations. Unfortunately, dealing with siloed analytics data from channel-focused tools was restricting the team's ability to gain insights across all devices and channels.

The Domino's team knew that valuable data insights were waiting just out of reach. To drive success, the team knew they must break down silos, connect data sets, and gain efficient reporting to get a more holistic and actionable view of customer behavior.

About Domino's

- Pizza seller and digital innovator Domino's is the leading pizza delivery chain in the U.K. and the Republic of Ireland. It is also the master franchise in Germany and Switzerland.
- U.K. Headquarters: Milton Keynes, England
- www.dominos.co.uk

About DBi

- DBi marketing technology and data experts enable brands to leverage analytics to drive business performance. DBi is a Google Analytics Certified Partner and a Google Analytics Premium Authorized Reseller.
- Headquarters: London, England
- www.dbi.io

Goals

- Integrate marketing measurement across devices
- Connect CRM and digital data to create a holistic view of customer behavior
- Make cross-channel marketing performance analysis easy and efficient

Approach

- Used Google Analytics Premium, Google Tag Manager, and Google BigQuery to integrate digital data sources and CRM data

Results

- Realized an immediate 6% increase in monthly revenue
- Saved 80% YOY in ad serving and operations costs
- Increased agility with streamlined tag management
- Obtained easy access to powerful reporting and customized dashboards

Google™ Analytics Premium

Better tag management propels agility across channels

Having taken strategic steps in its partnership with DBi, a Google Analytics Premium Authorized Reseller, Domino's has turned its team goal of unified marketing measurement, holistic insights, and efficient actionability into a day-to-day reality.

For all of this to be possible, DBi leveraged the power of the data layer, a repository of information written into the page code used to store and send information to Google Tag Manager. Because the data layer stays independent of the HTML page structure, it remains consistent when the page content is updated and provides reliable, unchanging data sources for Google Tag Manager containers to pull from.

DBi deployed Google Tag Manager across many Domino's apps and websites, setting customized tags for all of the company's e-commerce tracking and reporting needs. Despite there being a large number of unique containers, data layer consistency makes it easy to duplicate tags and rules—a significant time-saver and error preventor for Domino's.

Connecting data sets provides holistic customer insights

Next, Domino's and DBi turned their efforts toward connecting valuable data sets. Although Domino's had extensive customer data, including demographic information, order frequency, and order method, the company needed to merge this data with digital analytics to enable deeper analysis of consumer behaviors and preferences.

With that goal in mind, DBi developed a custom solution using Google BigQuery to store and query Domino's massive data sets in a fast, efficient, and affordable way. Using the BigQuery Export feature in Google Analytics Premium, Domino's can automatically export raw data to a BigQuery project on a daily basis. A secured FTP location and the BigQuery API enable daily automated uploads of CRM data into the BigQuery database on the Google Cloud.

Following the process described above, CRM data became easily merged with Google Analytics digital data via transaction IDs. Because BigQuery can process gigabytes of data in seconds, reporting queries are easy to build and automate. A report examining customer type by marketing channel, for example, reveals which marketing channels or keywords influence customer segments the most.

Learn more

This case study discusses the following features:

- Cross Device reports
- Data Layer
- BigQuery Export

> "Google Analytics Premium, combined with Google Tag Manager and BigQuery, has become an integral solution that gives us the technical agility and the analytics power we need to advance our marketing strategies. DBi has been fundamental in developing our digital strategy with Google Analytics Premium."
>
> —Nick Dutch, Head of Digital, Domino's

Google Analytics Premium

Google Analytics Premium drives significant results

Since implementing Google Analytics Premium, the ability to access a single Google Analytics account to evaluate web and app performance has made reporting easier and more efficient, and it has furthered the company's ability to analyze and capture opportunities.

Integrated cross-device tracking has uncovered new insights into customer behavior, allowing the Domino's marketing team to save 80% year over year in ad serving and operations costs.

The new Google Tag Manager implementation allows Domino's to act fast. Tags can now be created, reviewed, and published in days, rather than having to wait months to catch the next development cycle.

In fact, Domino's used Google Tag Manager to quickly implement an on-site targeting tool that captured and realized an immediate 6% increase in monthly revenue—percentage points that would have been lost each month the project was delayed.

Lastly, connecting CRM data with digital analytics data provided Domino's with greater visibility into how marketing efforts influence customers. This has enabled the Domino's marketing team to make better budget allocation decisions and further improve ROI. The team can also customize powerful reports and dashboards to communicate its successes to business stakeholders.

With Google Analytics Premium in place, Domino's benefits from data-informed decision-making. Going forward, DBi will continue to help Domino's leverage every ounce of value made possible by Google Analytics Premium. Customized solutions, including Google Tag Manager and Google BigQuery, drive deeper customer understanding and better marketing strategies.

About Google Analytics Premium

Google Analytics Premium is an enterprise-class analytics solution that offers rich insights into digital audiences and marketing effectiveness. With its powerful, flexible, and easy-to-use features, 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 ways to allocate media and resources to drive results. For more information, visit google.com/analytics.