

Google Analytics 360 and DoubleClick Bid Manager boost conversions by 423%

eFinancialCareers enhances analytics to adopt data-driven strategy



About eFinancialCareers

- eFinancialCareers is the world's leading financial services careers website, handling 4 million job applications from 19 global markets on its site each year.
- Headquarters: London, England
- www.efinancialcareers.co.uk

Goals

- Better use Google Analytics 360 as a strategic tool

Approach

- Integrated Analytics 360 with DoubleClick Bid Manager to improve programmatic display remarketing

Results

- 423% increase in conversion rates for job applications from remarketing real-time bidding traffic
- 21% increase in site traffic from real-time bidding campaigns

eFinancialCareers is the world's leading financial services careers website. Handling more than 4 million job applications from 19 global markets on its site each year, eFinancialCareers wanted to make better use of Google Analytics 360, part of the Google Analytics 360 Suite, as a strategic aid, not just an analytical tool.

Working with Periscopix, a Google Analytics 360 authorized reseller, eFinancialCareers integrated Analytics 360 with DoubleClick Bid Manager to vastly improve its programmatic display remarketing.

Identifying high-caliber candidates

eFinancialCareers drives prospects to its site through dynamic remarketing ads. The macro on-site conversion is a job application. As the company wanted to boost the number of job applications coming through the website from programmatic ads, Periscopix decided to gather and analyze behavioral, demographic, and geographic insights about site visitors to make sure it was attracting and retaining high-caliber candidates.

Periscopix set up event tracking for multiple page variables to identify the full range of customer groups. Tracked variables included country, job sector, city, company, and job ID number. Following six weeks of data collection and analysis, users were segmented into two main groups: passive and active users.

Passive users have visited eFinancialCareers' website and may have registered for job updates, but they haven't viewed or applied for any jobs. These users are interested in jobs even if they haven't yet applied.

Active users have viewed or applied for a job through the site. These users are actively pursuing jobs.



About Periscopix

- Periscopix, a Merkle company, runs effective online advertising campaigns for some of the world's biggest brands, specializing in pay-per-click and programmatic advertising.
- Headquarters: London, England
- www.periscopix.co.uk

"Periscopix ... shared insights that convinced us that the right way forward was to integrate Google Analytics 360 with DoubleClick Bid Manager in order to deliver more targeted advertising and to increase our conversion rates, which was in line with our other marketing tactics. As a result, our conversion rates and traffic from real-time bidding have improved drastically."

**—Céline Versavaud-Collet
Global Senior Marketing Manager,
eFinancialCareers**

Acting on insights

Once candidates are segmented into the appropriate group, programmatic remarketing ads can be optimized to deliver the relevant message to each candidate. For example, passive users can be encouraged to return to the site to apply for vacancies. Meanwhile, active users are sent tailored dynamic programmatic ads based on detailed identifiers, such as the job board they applied through and the job sector they're interested in.

The Periscopix analytics and programmatic teams used Analytics 360 and DoubleClick Bid Manager to develop nearly 300 different remarketing lists, adding complex layers of detail within passive and active segments.

Integration is power

Integrating Analytics 360 with DoubleClick Bid Manager has been a big success for eFinancialCareers. Remarketing lists are updated and passed automatically to DoubleClick Bid Manager from Analytics 360.

This allows remarketing to reach users within the optimum conversion periods and update campaign messaging based on users' interactions on the site. The company saw a 423% increase in conversion rates for job applications coming through eFinancialCareers' website from remarketing real-time bidding traffic.

At the same time, eFinancialCareers saw a 21% increase in site traffic from real-time bidding campaigns. And it all happened while retaining the high-caliber applicants the company wanted most.

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