

# U.S. Cellular reveals the true impact of digital media on sales with Google Analytics 360



## About U.S. Cellular

- U.S. Cellular is the fifth largest telecommunications provider in the US with more than 10.6 million customers. There are retail stores in 426 markets in 49 states.
- Headquarters: Chicago, Illinois
- [www.uscellular.com](http://www.uscellular.com)

## Goals

- Correctly credit online sales to digital media
- Accurately forecast sales by channel
- Optimize the media mix

## Approach

- Mined Google Analytics 360, internal, and external data
- Mapped user paths, constructed end-to-end analytics framework
- Tied each transaction to customer behavior across sales channels
- Re-classified incorrect activations

## Results

- Analyzed terabytes of data
- Gained insight into role of digital media in driving sales
- Achieved accurate sales forecasting
- Obtained a precise view of the customer journey

U.S. Cellular uses multi-channel marketing efforts to drive mobile phone activations through three primary sales channels: online, in-store and telesales. When U.S. Cellular realized that sales originating from online media were being mis-credited to offline channels (such as in-store and telesales), they turned to Google Analytics 360, part of the Google Analytics 360 Suite.

## Gaining real clarity

U.S. Cellular's data was obscuring the true contribution of digital media. Artificially inflated offline sales numbers clouded the team's ability to accurately forecast sales by channel, perform customer value analyses, or optimize their media mix.

To improve data integrity, U.S. Cellular and digital analytics partner Cardinal Path turned to Analytics 360. The agency helped U.S. Cellular integrate Analytics 360 with BigQuery, a platform that allows flexible analysis of large datasets. The teams then analyzed terabytes of data from Analytics 360 and other systems.

## A new framework

To map user paths and construct an end-to-end analytics framework, the team mined Analytics 360 data along with data from the company's internal data warehouse and other outside data sources. Piecing together three systems enabled each transaction to be tied to customer behavior across sales channels.

After building a scalable, automated analytics framework, the team reclassified roughly half of the activations in U.S. Cellular's internal management report as digital activations previously attributed to offline channels.



#### About Cardinal Path

- Cardinal Path is a digital data analytics firm, whose dedicated team of analysts, statisticians, data scientists, and developers help clients unlock the value of data across digital channels to empower confident decisions.
- Headquarters: Chicago, Illinois
- [www.cardinalpath.com](http://www.cardinalpath.com)

*"We're now in the enviable position of having an accurate view at each stage of our customer journey. The Google Analytics 360 solution not only gives us a business advantage, but helps us shape a great customer experience, and ultimately ties in to our values of industry-leading innovation and world-class customer service."*

**—Katie Birmingham**  
**Digital & Ecommerce Analyst,**  
**U.S. Cellular**

## Enhanced forecasting

With a repeatable process for reclassifying offline activations, U.S. Cellular now has a new dashboard that they can use to forecast sales and share data throughout the organization. With a clearer picture of the true role of each channel, they can also more appropriately align compensation to real contribution.

Throughout this process, the team investigated the role of each channel at different stages in the consumer's purchase journey. Examining the full journey will enhance forecasting capabilities at U.S. Cellular by properly crediting digital media for its role in driving online and offline sales.

This solution, once complete, will provide the company with a more integrated view of customers' interactions across all digital marketing channels, including website, social, search and display advertising.

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#### 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](http://google.com/analytics/360-suite)