

Panasonic improves return on advertising spend by 30% with Google Analytics 360

Panasonic

About Panasonic Corporation

- Panasonic is one of the largest product manufacturers in the world, employing 260,000 people across 473 companies. Panasonic does business worldwide, with a product line ranging from consumer and automotive electronics to housing and B2B solutions
- Headquarters: Osaka, Japan
- www.panasonic.com/jp/

Approach

- Aggregate all the digital campaign data into Google Analytics 360
- Organized a team from various divisions to manage and analyze marketing data as a common corporate asset
- See engagement metrics and AdWords and DoubleClick acquisition data in a single view to compare media & campaign performance
- Build audience lists for each product to reach related customers in new campaigns
- Use interest category reporting to find potential audiences and moments to target

Results

- **30%** improvement in return on advertising spend
- **50%** drop in bounce rate, thanks to brand campaign improvements based on the integration of advertising and behavioral data
- **300%** higher click-thru rate due to better targeting led by audience reporting and remarketing
- Established an analytics platform using Analytics 360 where they can manage marketing data in a single place
- Created the ability to analyze accumulated data from their marketing campaigns across advertising platforms and agencies

What happens when a major global brand switches its digital advertising strategy from a product-centric to a customer-centric approach?

Electronics giant Panasonic, with 7.7 trillion JPY (\$69 billion USD) in yearly sales in 2015 and 260,000+ employees, recently found out. That year, the company's Consumer Marketing Japan Division used Google Analytics 360 to put to use two key insights about its customers:

1. They often purchase Panasonic products in conjunction with big life changes, like moving or having a baby.
2. They are likely to buy certain items together.

Since Panasonic Japan doesn't sell products directly from their website, the primary aim of the Consumer Marketing Division is to increase customer engagement with their websites and products via effective digital advertising. At the time, each Panasonic product had its own advertising campaign, and the company lacked a single platform to analyze and report on performance across campaigns. To deliver the right messages in these life-changing moments, Panasonic Japan knew it would need to be more precise about finding the right audience and analyze the results in much greater detail.

For help, the Panasonic Japan team turned to NRI Netcom, an Analytics 360 Authorized Reseller.

Creating one interface

The first step toward a customer-centric future for Panasonic Japan and NRI Netcom was to measure all digital marketing campaigns on a single platform. They needed the ability to analyze accumulated data from their marketing campaigns across advertising platforms and agencies. They chose Analytics 360 for the job. Its native integrations with Google AdWords, DoubleClick Campaign Manager, DoubleClick Bid Manager, and DoubleClick Search gave the team easy access to highly detailed metrics and insights across channels.



NRI Netcom

About NRI Netcom, Ltd

- NRI Netcom, a Nomura Research Institute company, provides total solutions for enterprise digital marketing. Certified as a Google Analytics 360 Reseller and a Google Tag Manager and Google Cloud Platform partner, they help clients build and leverage Google platforms for digital marketing success
- Headquarters: Tokyo, Japan
- www.nri-net.com

The reports in Analytics 360 go beyond clicks and costs to look deep into on-site behavior metrics like bounce rates and average pages per session for both view-through and click-through activity. These metrics enabled Panasonic Japan to fully understand which keywords and display ads were driving real audience engagement with their website.

Creating a unified view in Analytics 360 meant that they were able to treat marketing data as a common corporate asset, managed by a team that spanned across various divisions.

Reaching the right customers

With all their data in one place and new audience engagement insights in hand, Panasonic Japan and NRI Netcom began taking steps to improve their digital marketing performance. They started by building remarketing audiences in Analytics 360 for all of their main-line products.

Using segmentation features, they created lists of users who engaged with each product's branding website and then published those lists to AdWords, the Google Display Network and DoubleClick Bid Manager. Now the team could remarket to users with search and display ads based on the products those users had researched.

Panasonic Japan was also able to take advantage of what they knew about which products were often purchased together. If a user looked at TVs, Panasonic Japan could remarket to them not only with TVs, but with speakers and other complementary products.

Panasonic Japan also used the ad integrations to acquire new users likely to have high engagement levels. Analytics 360 shows engagement metrics like pages per session and session duration by age, gender, and interest (such as 'gamers' or 'TV lovers'). Once they understood who their most-engaged users were, Panasonic Japan could then advertise to similar audiences using the Google Display Network and DoubleClick Bid Manager.

Finally, Panasonic Japan can now find and remarket to customers who are in the middle of big life changes. They use paid search advertising for terms like "honeymoon" and "wedding" and then use the ad integrations in Analytics 360 to remarket to this audience based on the products they view and on other products that couples tend to purchase after marriage.

Winning new audiences

Panasonic Japan's audience-centric digital campaigns have been a success. Return on advertising spend improved by **30%** and, for some campaigns, click-through rates increased by up to **300%** year over year. At the same time, bounce rate on their website declined by **50%**.

All these techniques now make it easy for Panasonic Japan to bring its customers more relevant ads for the products they want, as well as for the other products they'll probably want next. NRI Netcom is also helping them identify users who are likely to be in the middle of a big life change and serve messages that match their needs. With all their campaign performance details in one place, Panasonic Japan can quickly refocus campaigns to drive even better performance.

Finally, now that the Panasonic Japan team can review its results in a single interface (instead of waiting on reports from individual ad agencies), they can quickly shift budgets away from low-performing ads to high-performers. This type of dynamic budget allocation has saved Panasonic Japan **30%** on its advertising spend—money they're now using on new digital campaigns to reach and acquire more customers.

About the Google Analytics 360 Suite

The Google Analytics 360 Suite offers powerful and integrated analytics solutions for today's biggest enterprises. Measure 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 Analytics 360 Suite.

For more information, visit g.co/360suite