MATALAN

After implementing Google Analytics Premium, Matalan sees a 28% increase in conversion rate

About Matalan

- www.matalan.co.uk
- Established in 1985
- One of the UK's leading clothing and homeware retailers

Goals

- Improve measurement plan to drive site and marketing performance
- Derive accurate, fast insights to inform real-time decisions

Approach

- Implemented Google Analytics Premium integrated with DoubleClick Campaign Manager
- Created a strategic measurement plan to understand behavior and identify product merchandising opportunities

Results

- Achieved transparency into all digital marketing performance throughout customer lifecycle
- Gained insights into customer journey and channel attribution
- Identified products showing strong value but low site visibility
- Following move to Google Analytics Premium, Matalan saw a 28% year over year increase in conversion rate, leading to significant increases in visits and revenue

Matalan is a leading family clothing retailer in the UK. Generating millions of visits per month, the Matalan website operates as an extension of the brick and mortar store by offering the entire product catalogue to digital customers.

To optimize its online marketing efforts, Matalan sought an analytics platform with a simple implementation process, user-friendly interface, and robust set of easy-to-use tools. The goals were to implement a system that would save time in processing and distributing data, enable easy access to useful insights, and deliver consistent, reliable information that could inform future marketing decisions.

One smooth move

Matalan turned to full-service interactive marketing agency Morpheus Media, part of CREATETHE GROUP, for guidance. The agency recommended the implementation of Google Analytics Premium. "The transition has been quite smooth," says Jodie O'Mara, Web Analyst. "The team at Morpheus were very knowledgeable in helping us define the metrics and goals that we want to look at, and on an ongoing basis they help us understand all the areas of Google Analytics Premium that we can use to get the information we want."

> *"With Google, we're getting actionable insights, whereas before we were just getting a lot of data."*
>
> *– Lee Pinnington, Multi-Channel Marketing Director, Matalan*

Matalan discovered immediate benefits. According to Lee Pinnington, Multi-Channel Marketing Director, the company can now perform analyses across more dimensions than ever before, and turnaround times are much faster, too. "The ease of getting to the data and the transparency Google gives us allows us to view more criteria, whether that be sources of traffic, hourly sales, conversions or device journeys," he explains. "With Google, we're getting actionable insights, whereas before we were just getting a lot of data. That level of transparency and easy access helps us to target our development internally. We can focus on the things that really make a difference."

MORPHEUS
a createthe group company

About Morpheus Media: A Createthe Group Company
- www.morpheusmedia.com
- Full-service interactive marketing agency
- Accountable and innovative solutions through a streamlined and customized approach

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Morpheus leveraged the powerful customizable features of Google Analytics Premium to improve Matalan's on-site user experience.
- Created a Forgot Password Funnel for users who started the checkout process, forgot their password and dropped out of the conversion funnel
- Implemented site search to identify what products users were looking for but could not find on-site
- Used virtual pageviews to analyze each step of the checkout funnel
- Created customized events for a Quick Shop ID code as well as user type to compare on-site behavior of registered versus unregistered users
- Applied Custom Variables to provide more context around the on-site experience
- Looked at shopping carts and page value in Custom Variables reports to discover which products were not getting the visibility they should
- Conducted channel-centric landing page analysis to identify gaps in digital marketing

Features to fit

Jodie identifies several features unique to Google Analytics Premium that have made the biggest impact on the company: the ability to build up to 50 Custom Variables, to rapidly obtain unsampled data and to access data within four hours.

"We can build custom reports that are specific to our business needs, which makes processing large volumes of data really accurate and easy," she says. "And the option to use unsampled data has been really good because you get a quick snapshot by looking at the reports. Obviously if you want to analyze the data in a bit more depth, then you can extract and process it. Google Analytics Premium makes it quicker, clearer and more precise when we're sharing it with the wider business."

Rapidly deploying information throughout the organization is critical in Matalan's competitive sector. "One of the great things about Google Analytics Premium is that the processing power is much quicker. That's useful in making real-time decisions on things that can impact us that day," she says. Lee agrees, and explains, "The move to Google Analytics Premium means we are able to unlock data that we can trust with minimal resource to drive real-time decisions. UK retailers are very elastic businesses; we need to get data and make decisions to target our user base quickly with promotional activity to grow our sales."

Broader horizons

Matalan was already a user of DoubleClick Campaign Manager, Google's ad management and ad serving solution that helps companies manage the entire scope of their digital advertising activity. Because Google Analytics Premium and DoubleClick Campaign Manager can be seamlessly integrated, Matalan was able to quickly turbo-charge its analytics efforts across all platforms and devices.

"This gives us the ability to see the hidden power of different channels," says Adam McCann, Online Search & Affiliate Assistant. "One of the most interesting things about the DoubleClick Campaign Manager integration has been around assisted conversions. It's really helpful to be able to see one channel that might not be a heavy hitter in terms of revenue or traffic has an impact in creating a conversion on another channel." This kind of holistic understanding is vital to making informed decisions about optimizing digital spend that can deliver real benefits to Matalan's bottom line.

The measure of success

Overall, the implementation of Google Analytics Premium has enabled easy reporting on a granular level, providing each department within Matalan direct user friendly access to key metrics relevant to their team. Since beginning the engagement, Matalan has been able to optimize digital marketing efforts and provide users with a better site experience, resulting in significant revenue and site visits growth, and a 28% increase in conversion rate year-over-year.

Google