

Google Analytics 360 enables customer-centric marketing for Optimizely

Optimizely sees success with funnel-stage remarketing strategies



About

- Optimizely is a leading online A/B testing and experience optimization platform. The company serves more than 8,000 clients and has provided 7 billion optimized experiences.
- Headquarters: San Francisco, California
- www.optimizely.com

Goals

- Find a granular, yet simple way to remarket to visitors at specific points in the sales funnel
- Use a data-driven analytics platform that is integrated with Google AdWords

Approach

- Used Google Analytics 360 to create unique virtual page views to meaningfully group people into sales funnel stages
- Organized remarketing lists in Analytics 360 for each funnel stage
- Used Google AdWords to serve customized, relevant messages

Results

- 59% lower cost-per-click (CPC) than in non-remarketed campaigns
- Remarketing generated more than 13% of all clicks with just 8.1% of total ad spend with Google
- Successfully moved leads through the sales funnel
- Customers loved Optimizely's creative approach to ads

Optimizely offers data-driven marketing solutions through its industry-leading website and mobile app testing and optimization platform. The team wanted an equally data-driven solution to provide rich user insights and to bring users back to its site.

To move more leads through the customer journey, Optimizely hoped to show customized messages to customers based on the stage of their relationship with the brand. The company turned to Google Analytics 360, part of the Google Analytics 360 Suite, to reach valuable customers while easily managing its remarketing efforts.

Not only did Analytics 360 offer customizable tools and features for detailed data collection, it also allowed native integration with one of the biggest advertising networks in the world.

Focusing on the funnel to create relevance

Optimizely used Analytics 360 to create virtual page views that would divide users into segments based on their funnel stage. For example, when visitors created an account, they generated a virtual page view called *account/create/success*, which sorted them into the "Created Account" group. Grouping users in this way allowed Optimizely to meaningfully place people into remarketing lists for different stages of the sales funnel.

Using the remarketing lists from Analytics 360, Optimizely then created custom combination lists in AdWords to isolate which people were in the "Created Account" group but not in the "Completed Purchase" group. In this way, Optimizely identified interested visitors who had created an account but hadn't yet become paying customers.

Optimizely could then confidently advertise to this group, encouraging them to participate in a demo or view a free webinar, eventually re-engaging them to take the next step along the conversion path. As a result, nearly every remarketing message was more informative, customized, and relevant.

"With the click of a button, we had access to the Google Display Network and could easily create campaigns in AdWords with our remarketing lists in Google Analytics 360. It provided effortless, almost arbitrarily granular remarketing."

—Steve Ebin
Head of Online Marketing,
Optimizely

Happier customers and more cost-efficiencies

Seeing how easy it was to segment people and create personalized remarketing campaigns, Optimizely came up with more creative ways to reach high-value customers with Analytics 360. The team began promoting in-person, offline events to high-potential site users. To promote an event in Manhattan, region-specific insights gleaned from Analytics 360 helped the team to create remarketing lists dedicated to site visitors based in New York City.

Optimizely's hard work paid off with solid results. While remarketing campaigns represented only 8.1% of the company's ad spend with Google, they generated more than 13% of all clicks. Even better, these results were achieved with a 59% lower costs-per-click (CPC) than non-remarketing campaigns. Not only did the numbers prove the remarketing campaigns worked, but customer testimonials began to pour in about how much people loved the creativity that went into personalizing the advertising experience.

"Optimizely tries to create a culture of data-driven marketing, and within our company we talk about marrying creativity with data to drive outcomes," said Steve Ebin, head of online marketing at Optimizely. "This was a perfect example of that."

Making the ad experience more meaningful

Now that Optimizely has found its perfect data-driven match in Analytics 360, the company plans to experiment even further. The team is planning campaigns aimed at new customers that will show tutorial videos as ads. By applying Analytics 360 to more parts of the business, Optimizely hopes to transform the entire ad experience into an informative, relevant, and educational one for prospective, new, and returning customers.

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