

Google Analytics 360 boosts campaign and content marketing performance for TalkTalk

TalkTalk combines tools to reach more customers across channels



About TalkTalk

- TalkTalk is a leading broadband, TV, mobile, and phone provider.
- Headquarters: London, England
- www.talktalk.co.uk

Goals

- Gain deeper understanding of customers in order to reach them with relevant messages
- Increase return on investment
- Generate incremental sales

Approach

- Integrated customer product information from CRM system into Google Analytics 360 using custom dimensions
- Utilised DoubleClick Bid Manager integration with Analytics 360
- Executed audience sharing with AdWords
- Ran Analytics 360-enabled remarketing campaign (test) against standard, URL-based remarketing campaign (control)

Results

- 219% better conversion rate and 77% lower cost per acquisition (CPA) in test vs. control campaign
- 63% higher click-through rate than remarketing based on landing page and abandoned cart visits
- Achieved highest click-through rate of all online advertising tactics employed during the same reporting quarter

TalkTalk is a leading provider of broadband, TV, and phone services in the UK. The company wanted to gain a better understanding of customers and reach them with more relevant campaign messages across channels to win more sales.

With its agency m/SIX, TalkTalk worked to integrate Google Analytics 360, part of the Google Analytics 360 Suite, with data from TalkTalk's own CRM system. Integrations between Analytics 360, DoubleClick Bid Manager, and AdWords offered an efficient way to act on customer insight and empower the brand's remarketing activity in both display and video.

Understanding customer behaviour

TalkTalk utilised the Analytics 360 custom dimensions feature, which allowed TalkTalk to create and measure non-standard dimensions that are specifically relevant to its business. With Analytics 360, TalkTalk had 200 custom dimensions to work with rather than the 20 available in standard Google Analytics. Examples of TalkTalk's custom dimensions included the method of customer recruitment, a customer's eligibility for certain products or offers, and existing customers' current products.

Custom dimensions were coded into the site's data layer to enable TalkTalk to gain a better understanding of the depth of a customer's existing relationship with the brand. TalkTalk then created remarketing lists, shared from Analytics 360 to DoubleClick Bid Manager and Google AdWords, in order to reach the right customers with the brand's display and video advertising.

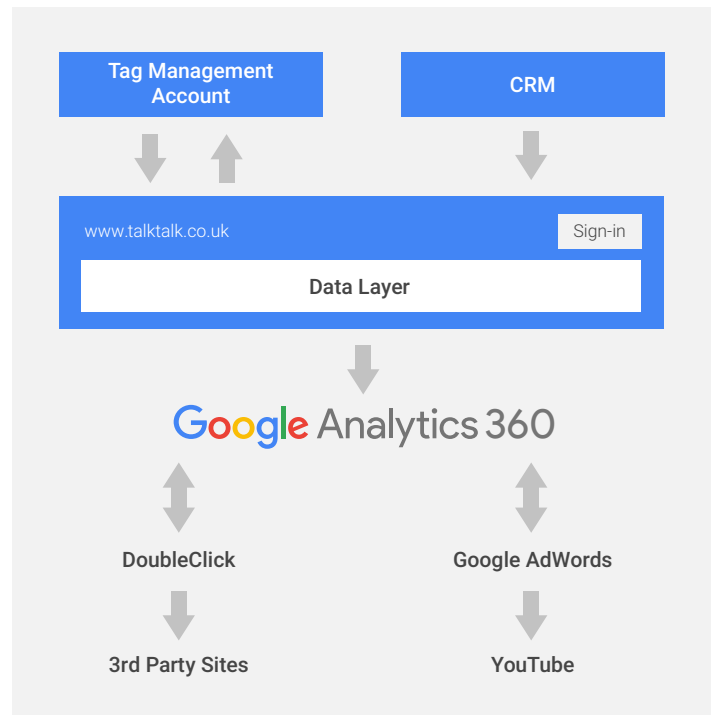


About m/SIX

- m/Six is a full-service media agency and is a joint venture between GroupM and CHI & Partners.
- Headquarters: London, England
- www.msixagency.com

"The Google Analytics 360 and DoubleClick integration coupled with CRM data has allowed us to utilise the rich Analytics 360 dataset for the first time in driving significant improvements in conversion rates and lower costs per acquisition."

—Andrew Morris
Senior Analyst,
TalkTalk



Results speak for themselves

To measure the strategy's effectiveness, TalkTalk and m/SIX ran a test-versus-control remarketing campaign. The test campaign used remarketing lists from Analytics 360 while the control used standard URL-based remarketing.

The test campaign demonstrated a 63% higher click-through rate than the control campaign based on a combination of landing pages and abandoned basket visits. The test also outperformed the control by 219% in conversion rate, while producing a 77% lower cost per acquisition. In fact, the test produced the highest click-through rate of all online advertising tactics employed during TalkTalk's final reporting quarter.

Seeing this success, TalkTalk is now exploring opportunities to acquire new customers by linking offline customer segments with the rich online data sources that Analytics 360, DoubleClick, and AdWords can provide. The company has also decided to experiment with dynamic creatives to deliver even more personalised, relevant messages to consumers.

"We plan to get even more focused with our creative by utilising Analytics 360 custom dimensions to inform our dynamic creative for remarketing," affirms Online Marketing Manager Richard Bailey. "This will enable us to deliver customised ads that not only connect site

Goals

- Segment new and existing customers based on previous interactions with TalkTalk
- Reach a high proportion of TalkTalk's consumer base with content marketing
- Promote new TV content packages

Approach

- Utilised AdWords integration with Google Analytics 360 to use CRM data with YouTube campaigns
- Utilised DoubleClick Bid Manager integration with Google Analytics 360 to increase video campaign reach
- Segmented campaigns between new prospects and existing customers to deliver the relevant message to the appropriate audience

Results

- Reached over 50% of customer base as they consumed content on YouTube
- Delivered higher engagement rates and ad recall by optimising the creative for YouTube TrueView
- Reduced cost per acquisition by 76% compared to URL-based video retargeting on YouTube

"We have effectively been using Google Analytics 360 as a soft data management platform, allowing us to reach our audience using first-party data. We have started to link all data connections and share data layers between our tag management solution, Analytics 360, DoubleClick Campaign Manager, and DoubleClick Bid Manager. There are benefits of a unified data view, such as de-duplication across multiple platforms, global frequency capping through programmatic and data integrity, since less fragmentation makes for smarter reporting."

—Mark Squires
Online Marketing Manager,
TalkTalk

visitors to the products they viewed, but will also have built-in logic that knows if they are an existing customer or not, and what products they already have. Google has been a key enabler in connecting data points to enrich our targeting and messaging to bolster our performance."

It's clear that a more rounded view of customers puts TalkTalk in a position to send the most relevant message at the right time. Going forward, the company will continue to build upon the amount of anonymous customer product information passed to Analytics 360 from its CRM and other systems. This will allow TalkTalk to grow its advanced remarketing strategy, as well as enhance its ability to increase the value of existing customers.

A move to content marketing

TalkTalk and m/SIX next set their sights on promoting new TV content packages via TrueView advertising on YouTube. In doing so, they wanted to segment new and existing customers based on previous interactions with the brand.

As a first step, m/SIX imported remarketing lists from Analytics 360 into Google AdWords. This made it easy to differentiate TalkTalk customers who already owned TalkTalk TV or other TalkTalk packages.

The team then segmented non-TalkTalk customers who had visited certain pages on the TalkTalk website by using Analytics 360 lists and Google Display Network audience lists, as well as in-market segments and relevant YouTube placements across the movie and broadcast categories.

Conversations with prospects and customers

TalkTalk and m/SIX made great efforts to deliver the most relevant video to the right audience. For example, to reach non-TalkTalk customers, multiple Analytics 360 lists were split out into hot, warm, and cold leads based on previous interactions with the website. A person who had only visited a product page would be identified as "warm" but one who had started on the purchase journey would be labeled "hot". The YouTube videos delivered to these "hot" users promoted TalkTalk as a TV and broadband provider, and emphasized the value of supplementing TV packages with "boost" products.

In addition, Analytics 360 lists were used to reach different parts of the existing broadband customer base. Messaging encouraged these consumers to add TV to broadband packages.

“The integration of YouTube with Google Analytics 360 remarketing segments allowed us to reach our customers and prospects with the right message at the right time, not only driving awareness and consideration of TalkTalk TV, but driving cost effective sales.”

—David Brady
Senior Digital Marketing Manager,
TalkTalk

At the same time, Analytics 360 lists allowed m/SIX to differentiate TalkTalk TV customers by package and connection. YouTube videos shown to these customers included messaging about optional add-ons available with their existing TV packages.

Separating users into segments in this way allowed the team to deliver the appropriate message to the correct audience. Each video ad was tracked separately according to both impressions and clicks, which enabled very granular analysis of performance. With these insights, TalkTalk and m/SIX adjusted budgets accordingly.

Wins and next steps

Compared to TalkTalk’s previous URL-based remarketing campaigns, the new campaign using Analytics 360 produced exceptional results. New customer activity showed a 4% higher view rate, a 29% higher click-through rate, and view volumes were significantly higher as well.

For existing customers, the click-through rate was 9% higher, cost per acquisition was 76% lower, and maximum average cost per thousand impressions (CPM) was 8% lower. Using Analytics 360, TalkTalk drove 91% more product sales and 294% more boost sales among existing customers, with 50% fewer impressions, than previous URL-based retargeting activities.

Going forward, TalkTalk and m/SIX plan to advertise other products using this approach. They intend to transfer creative learnings to new videos as well as expand into new targeting methods and formats.

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