

TransUnion reduces costs and improves conversions with Google Analytics 360

TransUnion remarkets to the most valuable prospects and customers



About

- TransUnion delivers sophisticated credit information to thousands of businesses and half a billion users globally.
- Headquarters: Chicago, Illinois
- www.transunion.com

Goals

- Increase marketing efficiencies across AdWords and DoubleClick campaigns
- Increase the number of conversions
- Test a number of audience lists without increasing tagging complexity

Approach

- Implemented Google Analytics 360 audience and remarketing lists for smarter, more efficient bidding in AdWords and DoubleClick
- Organized audience lists in Analytics 360 to make budgets go further and avoid overexposure

Results

- Achieved the highest total conversions, most revenue, and second lowest effective cost per acquisition (eCPA) across all programmatic display buying efforts
- Increased conversion rate by 65%
- Increased revenue per transaction by 58% in non-branded searches
- Decreased cost per transaction by nearly 50%

TransUnion prides itself on going beyond credit reporting to deliver sophisticated financial information to half a billion users worldwide. Its products help customers better understand credit health, monitor credit profile changes, and protect against identity theft-related issues.

TransUnion wanted to find more customers while reducing waste in search and display campaigns. Specifically, the company wanted to make marketing efforts as efficient as possible while driving higher conversion rates on AdWords and DoubleClick ads.

As a Google Analytics 360 customer for over three years, it was natural for TransUnion and its agency, Digitas, to examine audience behavioral data from Analytics 360 to execute more effective remarketing.

Smarter optimization

TransUnion focused its audience list on two sets of users in AdWords: new users—those who had visited its site and started, but not completed, a credit application; and converted users. Splitting the audience this way allowed TransUnion to use remarketing lists for search ads (RLSA) to bid higher for new customers and spend less on customers it had already won.

For its DoubleClick Bid Manager campaigns, TransUnion eliminated inefficiencies by implementing audience lists. This time, the team created five different segments for users at different stages of brand engagement. These lists helped TransUnion speak to the right people at the right time and prevent over-exposing users to creatives they'd already seen.

Better performance

TransUnion's use of Remarketing Lists for Search Ads (RLSA) yielded high intent metrics while also delivering impressive conversion rates and cost efficiencies for TransUnion's search ads. RLSA visitors had a lower bounce rate and viewed twice as many pages per session

“By integrating our DoubleClick Bid Manager and AdWords accounts with Google Analytics 360 ... we made our marketing efforts more efficient, decreasing our costs per transaction in Search while at the same time realizing double-digit gains in our non-branded conversion rates.”

—Ken Chaplin
CMO,
TransUnion

compared with regular visitors. New customers exposed to RLSA messages had a 65% higher conversion rate and 58% higher revenue per transaction with about a 50% drop in the cost per transaction. Meanwhile, costs per click (CPC) for existing customers dropped 50%.

Analytics 360-based audiences drove the most revenue and traffic while maintaining the second lowest eCPA compared to TransUnion’s other programmatic display buying efforts. Usually, high-budget campaigns drive more volume, which leads to increased revenue. But, as volume continues to expand, marginal revenue typically comes at an increased cost. TransUnion broke this trend by using audience lists to invest in only the most high-intent customers.

Turning clicks into customers

After seeing Analytics 360 dramatically improve marketing efficiencies, TransUnion decided to apply the same strategy to other areas of its business. One of the biggest advantages of using Analytics 360 segments was that the company could test as many lists as it wanted, then create audience lists similar to the highest performing segments for new campaigns.

“Analytics 360 made a significant positive impact on our business,” said Ken Chaplin, CMO of TransUnion “By integrating our DoubleClick Bid Manager and AdWords accounts with Analytics 360, we were able to quickly generate audience lists and send them to our other platform products for intelligent bidding and buying. Through an effective use of this strategy, we made our marketing efforts more efficient, decreasing our costs per transaction in Search while at the same time realizing double-digit gains in our non-branded conversion rates.”

With Analytics 360 audience lists and RLSA informing its programmatic buying and search bidding, TransUnion can more strategically target its users, leading to less waste and increased revenue across its businesses.

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