

Google Attribution 360 reveals actionable, cross-channel insights for LasikPlus

Measurement helps marketing teams take a more scientific approach



About

- LCA-Vision Inc. owns and operates 55 LasikPlus vision centers nationally, covering 41 markets in 26 states.
- Headquarters: Cincinnati, Ohio
- www.lasikplus.com

Goals

- Understand business value of digital channels
- Optimize spending to drive online bookings

Approach

- Implement Google Attribution 360
- Merge organic search, paid search, and display data
- Collect viewability data to avoid wasted ad spend

Results

- Display had most cost effective eCPA
- 80% lift in conversion for paid search with display assistance
- Display-assisted search 1.5x more likely to convert than search alone
- 50% of display conversions had multi-channel touchpoints

Having performed 1.2 million+ procedures since 1991, LasikPlus needed a better way to evaluate performance and allocate spending across their marketing mix.

With a business goal to drive more online appointment bookings, the marketing team hoped to shift a significant portion of marketing budgets to digital channels.

To build momentum for a new digital strategy, the marketing team knew they'd have to prove that digital investments would increase conversions. Measurement would be critical to the marketing team's success.

Improving the measurement model

LasikPlus was using data to make marketing decisions, but a last-click measurement model limited their view. Their last-click model assigned all conversion credit to search and none to display. LasikPlus had no ability to see whether other channels were driving conversions.

Empower MediaMarketing, LasikPlus' media agency of record, implemented Google Attribution 360, a Google Analytics 360 Suite product, to more accurately assign conversion credit across digital channels. Actionable reports allowed LasikPlus to make informed decisions based on better data.

"We needed to quantify the impact of what display was doing for us or we were going to lose it ... This [analysis] gave me data and real evidence that display does more than what was reflected in a cost-per analysis."

**—VP, Marketing,
LasikPlus**

Collecting accurate data

Attribution 360 helped LasikPlus more effectively measure the business value of organic search, paid search, and display. Using Attribution 360 tags, data from all three channels were merged into a larger, more descriptive dataset. Attribution 360 also collected ad verification data to reveal and avoid wasted ad spend.

Working with the Attribution 360 client services and research teams, LasikPlus media assets and goals were clearly defined to ensure that attribution analysis would be actionable. With attribution and verification data captured from all three channels, LasikPlus would get both a big picture view of marketing performance and insights down to the placement and creative level.

The impact of display

Attribution 360 showed stakeholders that digital channels work together, and that display was a key component in the marketing mix. First, display offered the lowest effective cost per action (eCPA). Next, 50% of all display conversions resulted from multi-channel touch points.

Attribution 360 helped LasikPlus move away from a search-only mentality to better understand the value of display down to a granular level. LasikPlus saw that display boosted paid search campaigns with an 80% lift in conversion rates as compared to search alone. In fact, both paid and organic search paths were 1.5x more likely to convert when assisted by display. Second, LasikPlus gained a deeper view of branded and non-branded search ads:

- Branded search ads were 3x more likely to result in conversion at a low eCPA of \$45.50
- Non-branded search ads accounted for 5x as many conversions, but at a high eCPA of \$488.81

Insights like these helped LasikPlus further optimize campaigns with detailed funnel analysis and identification of top performers where ads were actually seen.

	BRANDED SEARCH ADS	NON-BRANDED SEARCH ADS
eCPA	\$45.50	\$488.81
% of Total Conversions	17.50%	82.50%
Conversion Rates	4.3%	1.8%

From blind spot to insight

Lasik*Plus* clearly saw that investments in digital display advertising offered real business value. The marketing team was able to show stakeholders that investments in display ads would in fact help drive the online bookings the business wanted. With Attribution 360, the brand's marketing team can evolve strategies and grow business based on facts, not guesses.

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