

Google Attribution 360 uncovers new opportunities to drive success and sales

Lenovo takes a new look at marketing performance



About

- Lenovo is the #1 PC manufacturer globally and a leader in personal technology.
- Headquarters: Beijing, China
- www.lenovo.com

Goals

- End channel-based measurement silos
- Correct inflated reporting
- Understand which channels and touchpoints drive sales

Approach

- Implement Google Attribution 360
- Examine performance by channel
- Analyze cross-channel impacts

Results

- 75% of online revenues have multi-touch paths
- 48% of engagement activity is cross-channel
- 20% better performance by CSEs than next best channel
- 5% online revenues attributable to branded display

Already the #1 PC manufacturer and a leader in personal technology, Lenovo serves customers in more than 160 countries. This global, Fortune 500 company has innovative products, an efficient business model, and a strong, diverse global team.

Lenovo's dedication to excellence motivated the company to embrace new best practices in marketing measurement. Data-driven attribution helped Lenovo identify new opportunities for growth within the ultra-competitive consumer electronics market.

Everyone wants credit

Lewis Broadnax, Executive Director of Web Sales and Marketing for Lenovo, explains that as recently as 2012, a rules-based measurement model allowed multiple channel owners to claim credit for the same sales.

Each channel reported results separately. Channel managers analyzed all conversion activity against their own, individual channel metrics, resulting in inflated last-click attributed results of 371% of actual sales. This made it impossible to tell which marketing investments actually drove sales.

Lenovo also had a blind spot regarding who was purchasing what. Lenovo is known for PCs, but also sells tablets and mobile phones. To drive repeat purchases, Lenovo wanted to effectively reach existing customers.

Real, cross-channel measurement puts an end to evaluating and optimizing each channel in a silo. With Google Attribution 360, part of the Google Analytics 360 Suite, marketing leaders at Lenovo decided to throw out old assumptions and let data reveal:

- How marketing programs performed as a whole
- How to optimize spending across channels, not just within channels
- How to best allocate marketing budgets to drive incremental sales

"We're about six months into this program and we are seeing great results ... I was able to use some of the data we've been collecting to make different decisions than I would have last year."

—Lewis Broadnax
Executive Director Web Sales
& Marketing,
Lenovo

Performance, revealed

In just six months, Attribution 360 delivered a new picture of marketing performance. With data from existing systems of record, website analytics and ad servers, sales were re-analyzed with cross-channel, fractional credit. Once attributed, results reflected real sales. The Lenovo team learned:

- **Awareness is strong.** Not surprisingly for a popular brand like Lenovo, direct navigation and organic search provide the most overall revenue. Maintaining strong brand awareness is important.
- **Marketing mix matters.** 75% of revenues resulted from multi-touch paths. 48% of engagement activity spanned multiple channels. Lenovo's consumers are being reached by multiple programs and channels.
- **Consumers comparison shop.** Despite an internal assumption that comparison shopping engines (CSEs) don't contribute to sales, attribution insights showed CSEs offer 20% better return on ad spend (ROAS) than the next best channel. Now, Lenovo will continue CSE spending, and look for ways to optimize CSE results.
- **It's not just about closers.** Funnel stage analysis offered few surprises about which channels act as closers. But, the brand did not realize the value of introducer and promoter touches delivered by branded display, paid search, paid social, and organic social. A more holistic view of the customer journey will help Lenovo optimize cross-channel investments and drive sales.
- **Branded display delivers.** Traditionally, Lenovo did not even figure branded display into the marketing mix. Including this, investment in the Attribution 360 model showed that 5% of online revenues can be directly attributed to branded display programs. Lenovo can now leverage branded display lift as part of their overall marketing strategy, both online and offline.

Gaining global efficiencies

Understanding the real performance Lenovo is getting from each channel—and across channels—makes all the difference to decision makers. Now, interactions between Lenovo’s brand awareness and ecommerce programs can be analyzed, allowing the company to make the most of each marketing investment.

Next, Lenovo will set its sights on world-wide improvements. The company plans to implement Attribution 360 across all key countries and regions. They will also incorporate in-store purchase data for an even more holistic picture of marketing performance.

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