The Google Analytics 360 Suite increases Domino's monthly revenue by 6%

Domino's uses data to extend pizza dominance in the U.K.

About Domino's

- Domino's is the leading pizza delivery chain in the U.K. and the Republic of Ireland, and the master franchise in Germany and Switzerland.
- U.K. Headquarters: Milton Keynes, England
- www.dominos.co.uk

Goals

- Integrate marketing measurement across devices
- Create a holistic view of customer behavior
- Make cross-channel marketing performance analysis easy and efficient

Approach

- Implement Google Analytics 360, Google Tag Manager 360, and Google BigQuery
- Integrate digital data sources and CRM data

Results

- Realized an immediate 6% increase in monthly revenue
- Saved 80% year-over-year in ad serving and operations costs
- Increased agility with streamlined tag management
- Obtained easy access to powerful reporting and customized dashboards

Well-known pizza purveyor Domino's is dominating pizza delivery sales in countries around the world. Today, Domino's is the most popular pizza delivery chain operating in the U.K., the Republic of Ireland, Germany, and Switzerland—and sales just keep growing.

In these regions in 2014, Domino's sold 76 million pizzas and generated £766.6 million in revenue—a 14.6% increase from the previous year.

In the U.K. and Ireland, online sales are increasing 30% year over year and currently account for almost 70% of all sales. Notably, 44% of those online sales are now made via mobile devices.

Multi-device purchasing means fresh opportunities

Domino's is a consistent digital innovator. Much of the pizza chain's success stems from early investments in strong e-commerce and m-commerce platforms that help people purchase pizzas easily.

Domino's sold its first pizza online in 1999. It launched an iPhone app in 2010, quickly followed by apps for Android and iPad in 2011 and a Windows app in 2012. By late 2014, Domino's customers could even order pizzas from Xboxes.

The Domino's marketing team had assembled a variety of tools to measure marketing performance, keeping pace with the company's rapid innovations. Unfortunately, dealing with siloed analytics data from channel-focused tools restricted the team's ability to gain insights across all devices and channels.

The Domino's team knew that valuable data insights were waiting just out of reach. To drive success, the team knew they must break down silos, connect data sets, and gain efficient reporting for a more holistic and actionable view of customer behavior.

DBi

DIGITAL
BUSINESS
INTELLIGENCE

About DBI

- DBi marketing technology and data experts enable brands to leverage analytics to drive business performance.
- Headquarters: London, England
- www.dbi.io

Better tag management propels agility across channels

Having taken strategic steps in partnership with DBi, a Google Analytics authorized reseller, Domino's used Google Analytics 360 to turn its team goal of unified marketing measurement, holistic insights, and efficient actionability into a day-to-day reality.

DBi leveraged the power of the data layer, a repository of information written into the page code used to store and send information to Google Tag Manager 360. Because the data layer is independent of the HTML page structure, it remains consistent when the page content is updated and provides reliable, unchanging data sources for Tag Manager 360 containers to pull from.

DBi deployed Tag Manager 360 across many Domino's apps and websites, setting customized tags for all of the company's e-commerce tracking and reporting needs. Despite a large number of unique containers, data layer consistency makes it easy to duplicate tags and rules—a significant time-saver and error preventor for Domino's.

Connecting data sets for holistic customer insights

Next, Domino's and DBi connected valuable data sets. Although Domino's had extensive customer data including demographic information, order frequency, and order method, the company needed to merge this data with digital analytics to enable deeper analysis of consumer behaviors and preferences.

DBi developed a custom solution using Google BigQuery to store and query Domino's massive data sets in a fast, efficient, and affordable way. The BigQuery Export feature in Google Analytics 360 helped Domino's automatically export raw data to a BigQuery project on a daily basis. A secure FTP location and the BigQuery API enable daily automated uploads of CRM data into the BigQuery database on the Google cloud.

Following the process described above, CRM data became easily merged with Analytics 360 digital data via transaction IDs. Because BigQuery can process gigabytes of data in seconds, reporting queries are easy to build and automate. A report examining customer type by marketing channel, for example, shows which marketing channels or keywords influence customer segments the most.

Analytics 360 delivers significant results

> "Google Analytics 360 combined with Google Tag Manager 360 and BigQuery has become an integral solution that gives us the technical agility and the analytics power we need to advance our marketing strategies. DBi has been fundamental in developing our digital strategy with Google Analytics 360."
>
> **—Nick Dutch**
> **Head of Digital,**
> **Domino's**

With Analytics 360, integrated cross-device tracking has uncovered new insights into customer behavior. As a result, the Domino's marketing team saved 80% year over year in ad serving and operations costs.

The new Tag Manager 360 implementation allows Domino's to act fast. Tags can be created, reviewed, and published in days rather than having to wait months to catch the next development cycle.

In fact, Domino's used Tag Manager 360 to quickly implement an on-site targeting tool that captured and realized an immediate 6% increase in monthly revenue—value that would have been lost each month the project was delayed.

Lastly, connecting CRM data with digital analytics data provided Domino's with greater visibility into how marketing efforts influence customers. The team can make better budget allocation decisions and customize powerful reports and dashboards to communicate successes to business stakeholders.

With Analytics 360 in place, Domino's benefits from data-informed decision-making. Customized solutions, including Tag Manager 360 and BigQuery, drive deeper customer understanding and better marketing strategies. Going forward, DBi will continue to help Domino's leverage every ounce of value made possible by the Google Analytics 360 Suite.

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