

Gerber Life refines its media mix using DoubleClick Campaign Manager



**Gerber Life
Insurance Company**



Nestlé

Good Food, Good Life

About Gerber Life Insurance

- Subsidiary of Nestlé
- B2C provider of insurance policies
- Established in 1967
- www.gerberlife.com

Goals

- Understand marketing channels' performance during customer journey
- Grow overall conversion rate

Approach

- Integrated Google Analytics 360 with DoubleClick Campaign Manager
- Analysed marketing mix to optimise media
- Reallocated budget towards display advertising

Results

- Increased visibility on media that drives best results
- Focused on media placements to generate top-of-funnel growth

Gerber Life Insurance wanted to gain better insight into the relative performance of different marketing channels throughout the customer journey. "We understood the last-click attribution of display in policy generation, but we wanted to better understand the overall role display played in the conversion funnel for all marketing channels," explains Edward Gager, Senior Digital Marketing Manager for Gerber Life. "We also knew that potential customers who were viewing our ads were likely visiting the website on direct, organic or paid search channels. However, we didn't have a way to explicitly see and measure such use cases. Because of that inability to measure the post-view impact of display on other channels, we were unable to measure our investment in that channel in an informed manner."

Gerber Life decided to integrate Google Analytics 360 and DoubleClick Campaign Manager in order to gain a holistic view of the company's digital marketing activities. "Thanks to this integration, we got an additional set of reports in our Google Analytics 360 account, such as multi-channel funnel reporting, attribution modelling and an updated set of traffic sources reports," Edward says. "Because driving top-of-the-funnel consideration is important to us as we grow our brand, we created a custom attribution model in Google Analytics 360 that gives most weight to the first and assist view and click touches. We felt that a model that gave more weight to early touches best resonated with our aggressive growth targets for this year."

According to Edward, this approach enabled a more accurate view of display performance. "Display was traditionally seen as a channel with limited direct (last-click) performance, but thanks to this integration and a change in the attribution modelling we were using, we've dramatically changed the way we evaluate display performance. We are able to give display proper credit because we can measure the post-view 'halo' effect on other marketing channels. We've now done a large reallocation of our budget from lower performing channels towards display. Now that that we can prove the impact of display on other channels, we feel more comfortable making those types of media mix decisions."

DELVE

Winterbridge

About Delve

- A Google Analytics 360 and DoubleClick partner, Delve finds patterns in data to power digital marketing
- delvepartners.com

About Winterbridge

- Full-service direct response agency specialising in B2C advertisers
- www.winterbridge.com

Vendor evaluation is another key area that's improved since the integration. "We work with a variety of DSPs to manage our display channel. The ability to analyse DSPs based on whether they contribute early or late in the conversion paths has been essential," Edward says. "We still use last-click as one of our attribution models, but we now have much more flexibility to assess partners from a variety of angles. We're now using different KPIs to measure vendor performance, and we've found that vendors who we felt were performing poorly were actually much better at filling the funnel than others, and thus were supporting the business better."

Overall, these new measures have produced a tangible impact on the bottom line. "Allotting the same digital budget as 2015, we made dramatic shifts in media spend using the new data derived from the integration," Edward says. "In the first five months of 2016, we saw a 25% increase in digital conversions compared to the same time in 2015." Going forward, he says Gerber Life has further plans to intelligently harness data to develop informed marketing strategies. "We've done an integration with AdWords, have implemented Google Tag Manager for pixel management, and we're also working on using BigQuery to import our digital data into our marketing database."

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