

# Google Analytics 360 empowers Avvo to make better product decisions

Avvo.com uncovers consumer demand with data import



## About Avvo

- Avvo is an online legal marketplace that connects consumers with lawyers and legal advice and lawyers with client leads.
- Headquarters: Seattle, Washington
- [www.avvo.com](http://www.avvo.com)

## Goals

- Prove value of on-site advertising
- Gain insight into consumer and lawyer usage
- Simplify analytics reporting

## Approach

- Implement Google Tag Manager 360 to add and update sites quickly and easily
- Implement event tracking to measure impressions, ad clicks, and click through rates (CTR) for on-site ads
- Use data import in Google Analytics 360 to better understand user demand by region and specialty

## Results

- Revised ad pricing based on analysis of demand by region and product category
- Correlated site traffic and advertising success for better product decisions
- Gained visibility into advertising success for better product decisions

Avvo changed the landscape for consumer legal services. This online marketplace gives people access to lawyers and legal advice, and offers lawyers a platform to reach consumers through editable profiles and tools to manage leads.

The site has detailed profiles and ratings for 95% of the U.S. board certified lawyers, searchable legal advice from lawyers across the U.S., and a forum where people can ask specific legal questions.

## Need for clarity

Avvo was facing a disconnect between the pricing of sponsored advertising and the customer value it offered. Ad pricing at Avvo was based on feeling rather than fact, making it difficult for the sales team to prove value to new prospects or implement demand-based price adjustments on existing accounts.

In order to understand the value of their ads, the team set out to gain insight into consumer behavior on their site. Specifically, the team needed to understand the number of impressions and clicks on sponsored advertising positions by region and legal specialty (e.g. divorce, real estate, etc.).

If consumers in a particular region spent more time exploring content or clicking on ads for a particular specialty, then the value of advertising for that service in that region should be higher—and the price should be increased accordingly.

## Tag, track, and import

To understand performance and site usage patterns, Avvo and its Google Analytics 360 authorized reseller, Analytics Pros, used Google Analytics 360 to collect the right data.

**About Analytics Pros**

- Analytics Pros is a digital analytics and optimization consultancy.
- Headquarters: Seattle, Washington
- [www.analyticspros.com](http://www.analyticspros.com)

They used Google Tag Manager 360 to add and update website tags. Setting up event tracking enabled them to measure impressions, ad clicks and click-through rates for on-site advertisements.

Implementing Tag Manager 360 allowed Avvo to track a variety of visitor-level data elements, including the type of devices users were searching with, lawyer profile ID, lawyer ratings and more.

Event tracking allowed them to separately track the three possible conversion types: when users view a lawyer's profile, when users email lawyers directly, and when users visit individual lawyer websites. With event tracking, each conversion is tracked separately, providing a clear view of user behavior.

Once these solutions were deployed, Avvo turned to the data import functionality in Analytics 360 to incorporate regional and specialty information into their reporting. Specifically, data import allowed them to upload data from non-Google sources and join it with hit data rather than sending it all in hits.

Data can be imported from a wide variety of sources including CRM, CMS, eCommerce, and marketing systems, and joined on a wide variety of keys. In Avvo's case, they uploaded data, matching each URL to a region and specialty. By using this feature in conjunction with Tag Manager 360 and event tracking, the company was able to view detailed segmentation of user conversion behavior.

## A fuller picture emerges

Before their use of Analytics 360, Avvo was limited to highly unactionable, URL-based reports to estimate user demand within each site section. Because the URLs were not grouped or classified in any way, it was hard for Avvo to connect page view reports to their own internal content classifications. An uninformative 'other' category accounted for 35% of total traffic, making robust site analysis impossible.

*"We've been very pleased with the results that were realized using data import in Google Analytics 360 to analyze client behavior on our website. This exercise has given us better insight into valuable data that will ultimately impact how we segment the market for legal services."*

**—Sendi Widjaja**  
**Co-Founder & CTO,**  
**Avvo, Inc.**

Following the Analytics 360 implementation, Avvo could more clearly measure content views, ad impressions, and clicks broken down by their internal regional and specialty classifications, allowing them to segment their pricing appropriately (see figure 1).

**Figure 1 - Post-Implementation Page Analysis**

Specialty Name	Impressions	Clicks	CTR	Revenue	Revenue-Per-Click
Divorce / Separation	33,116	52	0.16%		
Criminal Defense	21,451	82	0.38%		
Family	14,920	43	0.29%		
Immigration	13,943	93	0.67%		
DUI / DWI	11,277	63	0.56%		
Personal Injury	10,719	28	0.26%		
Employment / Labor	10,128	46	0.45%		
Real Estate	9,250	30	0.32%		
Litigation	6,779	10	0.15%		
Child Custody	5,897	6	0.10%		

\*Note: Representative of a sample market

The addition of ad impression and click-through tracking gave Avvo a much more complete view into its business. With access to unsampled reports in Analytics 360, Avvo can download all usage information and combine it with additional back-end reporting within its data warehouse for even more robust analysis of user behavior.

While Avvo already had a successful and fast-growing business, the lack of visibility into advertising success made it hard to align key revenue opportunities with actual site usage. By using the data import functionality in Analytics 360, the company has access to clearer and more accurate data, which continues to impact decisions across the board.

## 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](https://google.com/analytics/360-suite)