

Google Attribution 360 lets Erwin Penland see holistic marketing impact

Agency finds ways to make budgets work harder



About

- Agency Erwin Penland focuses on what makes each brand unique, then builds a world around it to drive success.
- Headquarters: Greenville, South Carolina
- www.erwinpenland.com

Goals

- Move away from last-touch only measurement
- Optimize media buys to maximize existing budgets
- Increase conversions while lowering costs

Approach

- Implement Google Attribution 360
- Identify poor performing sites to avoid wasted spend
- Eliminate overlaps and implement frequency caps

Results

- Gained 19% more conversions without raising budgets
- Reduced overall eCPC by 27%

Erwin Penland is an innovative agency dedicated to creating maximum success for each client. The agency had created notable wins for client Advance America, a leading payday loans provider, but it was time to do more.

Advance America tasked Erwin Penland to help them grow business without raising the budget. Attracting as many prospects as possible while driving down effective cost per conversion (eCPC) would make existing marketing budgets work harder. The agency knew that better measurement was the key to success.

Tools and their limitations

The agency had been using last-touch ad server data to guide display and search investments. But, looking only at last touch attribution leaves much of the customer journey unmeasured. This limited view doesn't credit all channels and touchpoints, or reveal cross-channel impacts.

Erwin Penland needed a more holistic view to help Advance America succeed. The agency turned to Google Attribution 360, part of the Google Analytics 360 Suite, to escape the limitations and biases of a last-touch measurement model.

Powerful optimization opportunities

Attribution 360 offers a holistic view of marketing performance across all channels and touchpoints. It also helps marketers avoid wasted ad spend so each marketing dollar does more. With Attribution 360, Erwin Penland could optimize Advance America's display and search investments by:

1. Monitoring page location and user-level visibility to avoid wasted placements
2. Move ad dollars to placements with the best ability to improve conversions

“By reducing waste and helping us to optimize our cross-channel programs, we delivered 19% more conversions and lowered the overall cost per conversion by 27%.”

—Melissa Edwards
Associate Media Director,
Erwin Penland

Erwin Penland could see the complex relationships between touchpoints, campaigns, and channels. Data-driven attribution, ad verification, and optimization recommendations enabled the agency to put each marketing dollar to the best use.

Immediately measurable results

With Attribution 360, Erwin Penland lowered eCPA by 14 to 20% in each of the first three months. The agency made existing budgets work harder by:

- **Eliminating waste** by avoiding non-viewable ad placements and brand-damaging sites
- **Reducing overlaps** with clearly defined audience geographies and segments
- **Frequency caps** based on data-informed optimization recommendations

Attribution 360 helped the agency deliver 19% more conversions with the same budget, and reduce Advance America’s overall cost per conversion by 27%. A holistic view of cross-channel marketing performance allows the agency to drive real success for their client.

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