

Google Attribution 360 insights boost new and repeat business for ideeli

An innovative brand optimizes marketing with measurement



About

- Online shopping destination ideeli has more than 6 million members.
- Headquarters: New York, New York
- www.ideeli.com

Goals

- Understand the value of each touchpoint
- Grow new member sign-ups
- Drive repeat purchases

Approach

- Implement Google Attribution 360
- Identify wasted ad placements and optimize media spend

Results

- Increased member sign-ups at 14% less cost
- Increased ad spend to engage prior customers
- Funded remarketing to boost repeat purchases by 30%

Founded in 2006, ideeli is one of the fastest growing retailers in the US. With more than 6 million members and more than 1,000 brand partners, ideeli has pioneered a new way to shop the hottest brands at exceptional prices online.

Once a small business run out of an apartment, ideeli rapidly grew into a major online shopping destination. As the business scaled—hosting 20 to 30 new sales events and adding up to 2,000 new images daily—so did the brand's marketing needs.

To stay ahead in the fast-paced online retail industry, ideeli needed a better way to measure marketing effectiveness. The ideeli team wanted to know whether data-driven attribution could provide deeper, more accurate insights across all channels.

Diagnosing the problem

In 2011, ideeli noticed that marketing measurement data was failing to provide meaningful insights. Inconsistencies from looking only at last-click attribution were clouding the ideeli team's view. Their audience engaged with so many touchpoints before purchasing, it was impossible to tell which ones really mattered. The team couldn't even tell whether sales conversions were from repeat customers or new customers.

Without understanding which touchpoints were the most useful to each kind of customer, optimizing marketing efforts became a guessing game. The brand was both over- and under-spending across channels as a result.

To more effectively and efficiently reach desired audiences, ideeli set out to embrace a measurement practice that would offer deeper insights and inform marketing strategy. At a high level, the brand's goals were to gain new member sign-ups and boost repeat purchases by engaging prior customers.

"We have nearly 6 million members, work with over 1000 brand partners and launch 20 to 30 new online events every day. Using last click measurement, 90% of our advertising conversions were missed."

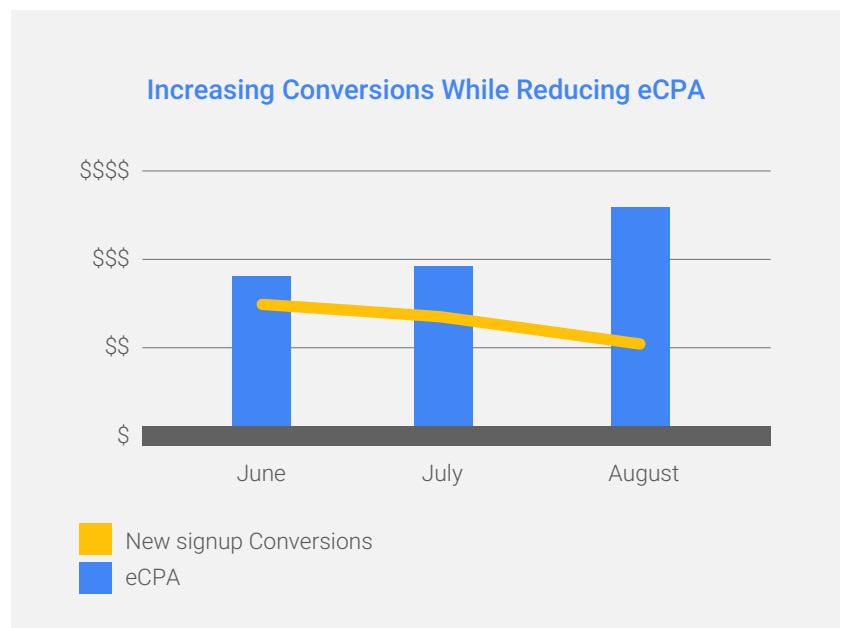
**—Director,
Online Advertising**

From last-click to lasting impression

ideeli implemented Google Attribution 360, part of the Google Analytics 360 Suite. More precise insights into campaign performance helped the team increase conversions while reducing effective cost per action (eCPA). With Attribution 360, the team was able to see the connection between display and search, noting that display impressions lifted search campaign performance by 50%.

Attribution 360 also helped ideeli identify that more than 50% of their display ads were being shown "below the fold"—and that more than 30% of placements were never viewed.

With these actionable insights, the ideeli team was able to drive incremental return on investment (ROI) and improved overall return on advertising spend (ROAS) across online and offline cross-channel marketing efforts.

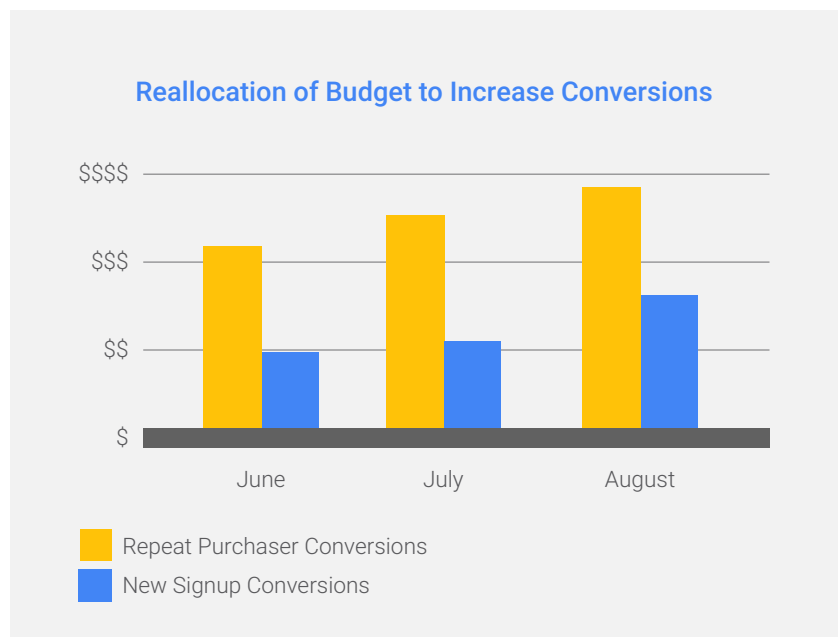


Actionable insights, real results

A clear view of past performance allowed the ideeli team to make better decisions, fast. Within just three months, the team had moved their media spend to top performing placements and eliminated all inefficient ad placements.

Upping their measurement game helped ideeli to exceed their marketing goals. The team grew new members while reducing cost per action by 14%.

Cost savings helped the brand justify more ad spend to engage prior customers, as well as funding for a new retargeting campaign that boosted repeat purchases by more than 30%.



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