



# Harnessing the power of data

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# The Power of Data



# Data-driven marketing is at an inflection point

Exponential Growth

90%

Existing data has been created in the last 2 years

Huge Business Opportunity

\$50B

Big data market by 2017

Massive Underlying Value

20%–  
30%

Operating revenue loss due to poor data

Brands Are Moving Fast

90%

Fortune 500 companies have big data initiatives underway

“The analysis of the data, using it, digging into it—is the power”

Sir Martin Sorrell, CEO, WPP

2014—Year of Actionable Data

64%

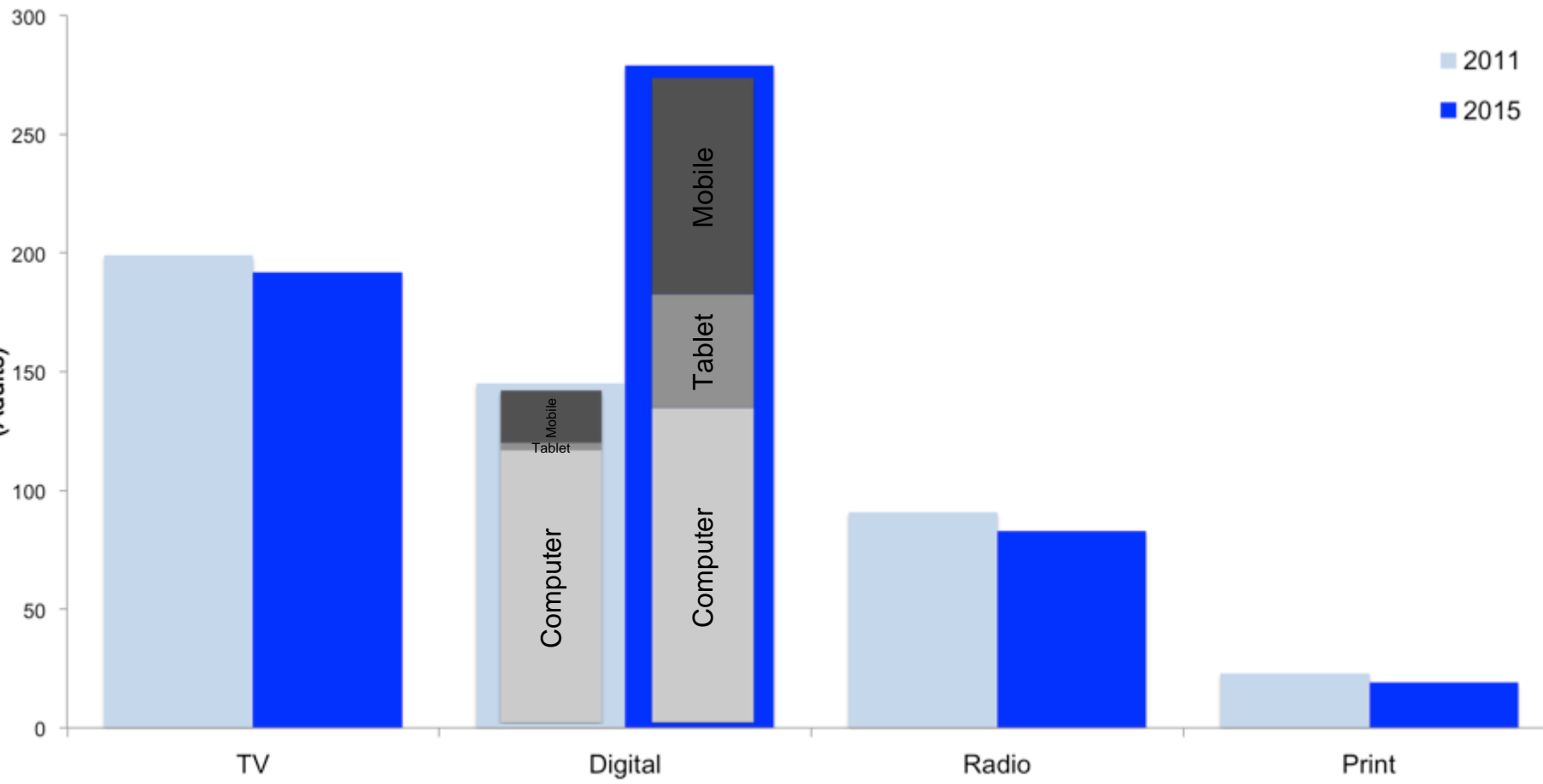
CMOs expressed interest in Big Data—only 8% have implemented!



# Technology powered marketing



Average Minutes Spent per Day with Media in the UK  
(Adults)



2011  
2015

## Car Insurance

1.2 Million  
50% mobile device

## Home Insurance

300,000  
43% mobile device

## Health Insurance

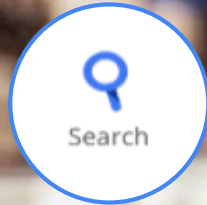
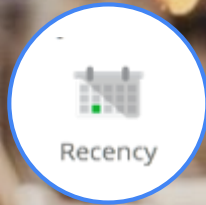
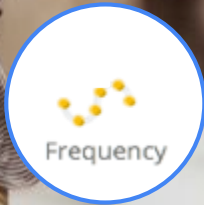
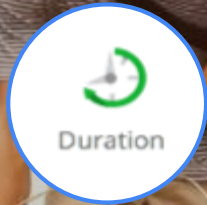
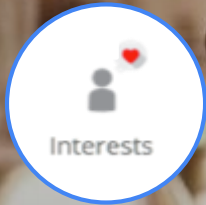
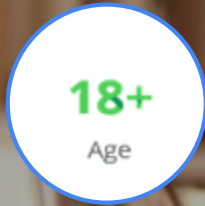
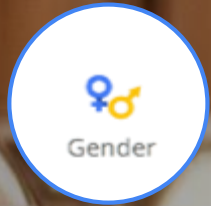
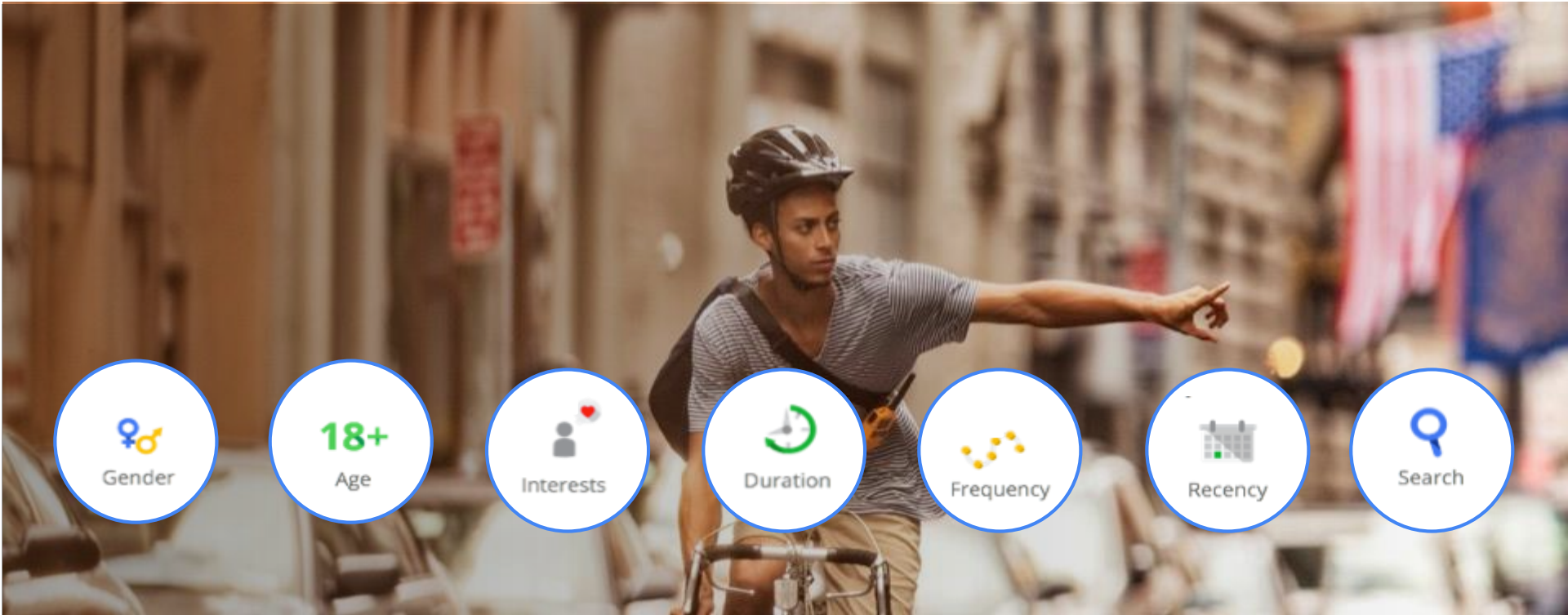
60,000  
43% mobile device

## Life Insurance

120,000  
52% mobile device



# Data = Audience insights = Business advantage



# Beyond the hype





A 3D rendered white figure stands on a white surface, holding a large white rectangular sign. The sign has the text "Case Studies" written on it in a black, sans-serif font. The figure is positioned to the left of the sign, with its right arm resting on the top edge and its left hand near the bottom left corner. The background is plain white.

Case Studies

# Case study: Hugo Boss - Value of digital marketing

## The Challenge

- Reveal full value of digital marketing to sales and conversions, beyond last click

## Approach

### *Leverage Analytics insights*

- User clicks and visits up to 30 days preceding the final conversion
- Clicks from paid search, organic search results, affiliates, social networks, banners and video
- Interactions across different digital media and how these channels work together to create sales and conversions

## The Result

Discovered two out of three conversions take place after more than one touch point, leading to a change in online marketing strategy.

It's now possible to value contributions of channels previously hidden by the last click. Knowing how our customers find us is very important – this data helps us make better decisions. ”

Patrick Berresheim  
Director E-commerce, HUGO BOSS

**BOSS**  
HUGO BOSS

# Case study: Nissan - From digital to dealership

## The Challenge

To facilitate decisions about inventory allocation in local markets, Nissan wanted to:

- Analyse user preference by car type, model, and color
- Assess the popularity of specific cars by region

## Approach

### *Harnessing Analytics data*

Using Google Analytics, Nissan:

- Implemented e-commerce tracking to capture user product preferences
- Activated custom reporting to disseminate results centrally and regionally

## The Result

Accurate, at-a-glance decision making on business-critical issues.



# Case study: Insure&Go - Understand the customer

## The Challenge

- Gain holistic view of customer journey
- Understand consumer decision making process

## Approach:

### *Video as a starting point*

- Implemented Google Tag Manager
- Created new videos promoting product features
- Launched videos on YouTube focusing on product features (TV ad + tailor made for digital)
- Used YouTube's advanced remarketing features

## The Result

- Reduced time to test strategies from months to weeks
- Increased measurable touchpoints by threefold
- Using insight from tracking product events, cut a specific product price to increase ecommerce rate and transactions by 5%





# Case study: Skyscanner - Going big with data

## The Challenge

- Optimise workflow and digital strategy based on more granular understanding of consumer behaviour

## Approach

### *Big Data crunching*

- Integrated Google Analytics Premium with BigQuery
- Used these in conjunction with other tools such as Tableau and Python
- Powered one-off investigations as well as daily dashboards

## The Result

- Accelerated workflow
- Conversion rates improved by 40% on smartphone and tablet devices in the last six months



“ Since we set up our Google Analytics Premium export into BigQuery, this data source has become a key part of our analytical toolset. We can get the precise data we need more quickly and accurately ”

Google

**Thank You**

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