CASE STUDY: CROSS DEVICE, CUSTOM ATTRIBUTION

BACKGROUND

This case study demonstrates how Search Laboratory provided continuity in attribution reporting from our client's historic data, and made it customisable for future reconfiguration.

– Client: luxury fashion retailer

– Purchasing their items is generally more considered, so users tend to browse. Purchases often occur:

  – In a separate session

  – Potentially some time after the initial session

– Users also tend to use many devices throughout this purchase cycle

AIMS

– Able to appropriately value and budget for various digital marketing channels

– Daily view of performance/attribution

– Save time on reporting

– Customisable attribution model

PROBLEM

The out of the box Google Analytics web interface was not able to fulfil the requirements because of limitations with the two separate methods it uses to define 'a user':

– UserID: measures users across devices, based on a unique UserID which is output upon login. The key restrictive element here is that a user must be logged in for this to show up in the UserID view. This meant that any sessions prior to signing up or logging in were not visible in the reports.

– ClientID: using a non-UserID view (which uses the browser specific 'ClientID' to define a single user) it allowed the retailer to see the full path to conversion on a single browser, however this did not include sessions by the same user when browsing on a different device.

THE SOLUTION

Search Laboratory were able to export Analytics 360 data to BigQuery and unify the ClientID with the UserID, using a 30-day lookback window. This meant that the full user journey prior to sign up or login was visible for each user, whether it was cross-device or not.

The final piece of the puzzle was to visualise this data from BigQuery using a customised Data Studio dashboard.

THE BENEFITS

– Up-to-date true view of channel performance

– Insight allows retailer to redistribute advertising monies accordingly based on this performance, to maximise profit

– Save costs on stand-alone attribution software

– Ability to adapt the custom model weightings using a Google sheet, and therefore reducing development costs

ABOUT SEARCH LABORATORY

Search Laboratory is an award-winning international digital marketing agency. Established in 2005, Search Laboratory delivers paid media campaigns, SEO, social media, analytics and data science services in 25 languages and 40 countries from offices in New York City, London and Leeds.

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