Bridging the gap between online & offline customer paths to improve media-spend ROI and user experience, with Google Cloud

This multinational group engages in global insurance, asset management and other financial services.
It is one of the leading companies in this sector around the globe, covering 50+ countries and serving over 100 million clients.

CHALLENGE

Informing online advertising tactics with offline conversion data

The brand had been using the Google Marketing Platform to optimize their media-spend and improve lead generation ROI. In order to get further on about media-buy efficiency, lead management as well as user experience, they wanted to have a better view of their online performance based on offline conversion steps.

SOLUTION

On-off reconciliation based on Google Cloud

The brand turned to the Google Cloud Platform to set up this reconciliation with the help of 55, who was in charge of needs assessment, specifications as well as developing the necessary framework for several use cases. The use cases included the analysis of online media channels' intermediate and final conversion rate and ROI, and the analysis of customer paths to optimize lead management.

It was first necessary to understand the different possible customer journeys and the ability to reconcile online and offline paths.

These different paths required specific reconciliation keys and sources of data (online interactions, calls & CRM data) to build a full view of the customer journey. The data was onboarded in Google Cloud Storage, loaded into BigQuery, all processes being orchestrated through GC Datalab. It was also important to keep track of the matching rate for each type of path to correctly inform decisions. So tools like BigQuery ML came in handy to assess natural variations.

RESULTS

Enhanced measurement capabilities to optimize media spend and improve lead generation ROI

Thanks to this reconciliation process, the brand was able to achieve:

- Significant cuts in advertising costs
- Increase in the number of contracts for the same amount of media investments
- Enhanced user experience and call-center efficiency

55 the data company