



Maximized the usage of Google Analytics to understand and influence the customer's behavior with a leading product company's brand

The client is a leading product-based company headquartered in USA with offices in more than 15 countries. Client had planned to optimize the digital experience of the web user. They had implemented google analytics themselves but some of the configurations were not setup properly. They were also running various campaigns, including paid, email and social media to increase the signup goal conversion. All these campaigns help the client to get more traffic to the site. But they did not help to improve the conversion rate

Client had two primary objectives. One was to configure and improve Google Analytics reports properly and the other one was to increase the registration in their site. Client had also other objectives like creating custom dashboards, reports to meet their business objectives. Some of them including dashboard to understand the behavior of branded vs non-branded conversion, mobile vs desktop and so on.

Challenges

Though the client ran various campaigns on marketing channels, discovering which tactics worked and which didn't work seemed difficult. Identifying the right marketing mix was also difficult for them without proper Google Analytics reports. Identifying right audience and understanding the factors that determined goal conversion was difficult.



Our Approach

Our web analytics experts followed a strategic approach to meet the client's objectives. Initially, we had developed an assessment framework for measuring Google Analytics implementation maturity. The framework has five main components including Business Objectives, Google Analytics Utilization, Customer Acquisition, Customer Engagement, Campaign Management and Reporting. This framework helped to score each component from 1 to 5. For example, the component Google Analytics Utilization has a score of 1 if GA is not utilized, score of 2 if default configuration setup, score of 3 if custom configuration setup, score of 5 if GA was used as a strategic tool, etc.

We thoroughly audited Google Analytics implementation of the site and found scope for improvement. We determined the characteristics of the right audience group and then developed strategies to target them. We analyzed the effectiveness of various channels which in turn helped them to make strategic investment plans for various channels. It helped them to have right marketing mix for promotions and awareness.

We also analyzed the behavior of users with respect to various segments including mobile vs desktop behaviors, branded vs non-branded user behaviors and so on which helped us to get actionable insights. We identified right channels for assisting and converting users which helped the client to make strategic investment decisions on various channels. Using content experiment, we helped the client to take data driven decisions to choose the optimized version of the signup page. We further analyzed various fields in the form using Hotjar which helped us discover actionable insights. We found most of the people were not keen to mention their age in the form. After we found this actionable insight, we changed the age field to the age group which reduced the form abandonment up to 20%. A simplified version of the registration form was sent as a link through email for the users who dropped off from the registration process. This approach helped the client improve the conversion rate by 15%



To improve the accuracy of reports we completed various configuration changes such as excluding traffic from bots & client environment. We helped the client to know the brand vs non-brand search performances. We created various dashboards, reports to meet their business objective.

Results

We improved the Google Analytics audit score from 2 to 4.5 out of 5. We helped the client to increase the overall signup conversion by 45%.