InfoTrust

How A National Television Network Migrated from Adobe Analytics to Google Analytics 360

SUMMARY

- InfoTrust and our client worked to migrate their analytic setup from Adobe Analytics to Google Analytics 360 (GA360)

GOALS

- Migrate their web and app analytics from Adobe Analytics to GA360 with a more consistent architecture and simplified reporting

- Implement all web and app analytics via a tag management system for quicker tag deployment, improved capabilities, and better consistency

- Improve analytics architecture, platform, and reporting knowledge across the organization

APPROACH

- InfoTrust performed an audit of Adobe Analytics, created consistent architecture of global analytics tracking, and led implementation, transition, and product training for the client's teams

- Created an enterprise-wide data governance process for new analytics data and reporting requests

OUTCOME

- Improved analysis and reporting capabilities because of a consistent architecture across all websites and apps

- Quicker time to market for analytics data via usage of Google Tag Manager and better data governance processes

THE CLIENT

The client is a nationally recognized television network that provides programming by cable, broadcast, and satellite to approximately 200 countries. On the air continuously for more 50 years, the network is home to one of the longest-running programs in broadcast history and is seen in 97 percent of television markets across the United States. In recent years, the client has expanded into the podcasting and mobile apps space, among other initiatives.

THE PROBLEM

The television network believed their company's analytical approach was no longer proving effective. Although they used Adobe Analytics, they began noticing a number of drawbacks that hindered progress in understanding what data was being captured and why, how to report business metrics, and whether they were reaching the desired audiences.

Our client had five main issues they needed InfoTrust to help resolve:

1. **A lack of trust in the data and reports**

They hoped to develop a stronger grasp on the data they were collecting, and they recognized data is far more useful when it is easily understandable. Our client wanted a streamlined, less complex reporting process to track critical KPIs.

2. No analytics team

Due to internal reorganization, there was no dedicated analytics team inside the organization. Additionally, there was no 'go-to' individual who fully understood the current setup in Adobe Analytics.

3. No tag management platform

The absence of a tag management platform led to an unnecessary workload for the client. Any changes on the website or their apps required manual attention from the development teams. They were also missing tags and inconsistencies between both sections of the same website, as well as between different websites or apps.

4. Limited audience targeting

Audience targeting with Google Optimize was not feasible with Adobe Target, and they hoped to improve audience targeting capabilities in the future.

5. Adobe Analytics pricing

After considering the limitations of their current analytical processes, our client decided they could actualize more efficient cost savings and extract greater value by switching to a different analytics platform.

THE SOLUTION

To solve these problems, InfoTrust worked on numerous solutions. Although there was not a singular change that could solve all of our client's concerns, InfoTrust completed a series of checklist items to set our partner up for success and help them achieve their goals.

Google Analytics 360 Migration

First, InfoTrust migrated the client from Adobe Analytics to Google Analytics 360 (GA360) to be their new analytics and data governance support partner. By adopting GA360, the television network can now achieve full functionality with Google's entire suite of products.

InfoTrust performed an audit of Adobe Analytics, as well as Adobe Target, to define and categorize requirements for tracking and reporting of key performance indicators. The Adobe Target to Google Optimize 360 migration allowed our client to enable an easy-to-use selection of custom audiences based on data already collected inside of GA360.

Next, InfoTrust created a consistent architecture of global analytics tracking across the television network's website and apps based on their business requirements and additional data requests. The InfoTrust team also provided the mapping and translation

documentation from Adobe to GA360, along with a comprehensive implementation guide for both web and apps.

For the migration to be successful, InfoTrust led implementation transition and product training for multiple teams. This was to ensure the client's teams were comfortable with the differences between the tools, as well as within GA360. InfoTrust then built Google Data Studio dashboards for key stakeholders based on previously used Adobe reporting. The aim was to educate all team members on best practices to view and utilize GA360 data.

Finally, InfoTrust supplies ongoing architecture and implementation support for our client. This allows our client to be confident in the GA360 architecture and platform, but also ensures they will have proactive support moving forward.

Revamped Data Governance Standards

InfoTrust also added Google Tag Manager—a tag management system—to consolidate and manage analytics and advertising tags across different countries, brands, and platforms. The addition of a tag management system alleviated a lot of the manual work and significant time investment that was previously required by the development team.

After utilizing Adobe for many years, changes were often needed to correct incoming data in the user interface. This helped close the gaps between what was coming directly from the platforms and how the users wanted to see the data. Since the client was starting fresh with Google Analytics, the importance of documenting changes to processes over the years became apparent. Additionally, InfoTrust helped define how user and content tracking should work from scratch.

Changes were made to the process of testing and launching sections of the website and apps, too. Now there is more rigorous testing at the launch stage to ensure accurate analytics data collection and to address the needs of the Business Intelligence team.

Data governance processes around tracking personally identifiable information (PII), and ensuring compliance with General Data Protection Regulation (GDPR), California Consumer Privacy Act (CCPA), and other country-specific privacy regulations, were also established.

Integration with Marketing Data

Storing and accessing data is not useful for a business if the data isn't properly utilized.

That's why InfoTrust set the television network on the path to combine marketing and analytics data into a singular

customer view via BigQuery, Google's serverless cloud storage platform designed for large data sets.

This approach allows InfoTrust to assist the client with enterprise-wide marketing campaign strategies. Our client's marketing teams can now better classify marketing channels and set up campaign tracking for more granular campaign insights.

Ultimately, these changes simplify the amount of effort needed to fully understand, and act upon, the data they are collecting.

THE RESULT

For our client, a GA360 partnership with InfoTrust has proved immensely valuable.

Transitioning from Adobe Analytics to GA360 means that the client has collected far more data points (dimensions and metrics) by default. This means there are fewer custom tracking requirements for a quicker, and less complex, implementation. A quicker implementation means our partner can spend more of their energy on marketing and analytics while worrying less about backend troubles.

Additionally, a consistent tracking architecture is now available for development teams to use for all new web and app platforms moving forward. This saves both time and effort as the development teams can focus on development work without having to gather additional requirements. It also allows our client's teams to use the same data across their different web and app platforms for reporting and analysis.

The client's data governance focus has never been stronger. With the help of InfoTrust, they now have a process for collecting business requirements that align with clear definitions for their digital analytics data. This new approach to data governance allows all of their teams to clearly understand the data that's being collected and have a process for requesting new data.

Finally, their marketing strategy shift has resulted in tangible gains. With the introduction of BigQuery, there is new attention towards unifying customer data in the cloud.

InfoTrust made it easier for the client to reach current users and target audiences by promoting the utilization of clickstream data in conjunction with tracking KPIs in the datalayer. They have better access to informed analysis through granular, accurate campaign reporting as well. Using UTM tags, the client is also able to attribute key conversion events to external and internal on-site and in-app promotional activity by clearly delineating

which channel, medium, and campaign their readers and donors came from.

For example, InfoTrust added a view of the conversion funnel through enhanced ecommerce, as well as by defining checkout steps. This allows the client to better understand the expected donation volume from a certain channel or platform.

Before these changes, the television network needed to manually customize their analytics tool interface to accomplish these results. Using the previous tracking system and naming conventions they had in place made for an incredibly cumbersome process. Now, they are able to clearly differentiate traffic coming in from organic versus paid social channels without needing to complete extra customization steps.

In conclusion, the client's partnership with InfoTrust granted them the freedom to make full strategic use of the data at their disposal, allowing them to pivot from an analytics setup they did not entirely trust.

ADDITIONAL RESOURCES

Transferring data from one platform to another sounds daunting, but the end result can be worth the perceived inconvenience. InfoTrust is adept at helping your business decide whether switching to GA is beneficial, identifying key differences between the two services and other factors to consider, and if GA should be used in conjunction with Adobe Analytics.

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