

Why A Fortune 500 Office Retail Company Adopted Google Analytics 4 to Run Cost-Effective Advertising Campaigns

SUMMARY

- InfoTrust helped an American office retail company adopt Google Analytics 4 (GA4) for more cost-effective advertising campaigns

GOALS

- Model their rich, first-party customer data collected from the client's website
- Leverage machine learning features to enable better marketing efforts

APPROACH

- Deployed GA4 with Enhanced Ecommerce tracking through gtag.js via the client's Adobe Launch tag management system
- Enabled Instant BigQuery Machine Learning modeling

OUTCOME

- Return On Ad Spend (ROAS) improved from \$4 to \$7 in initial campaigns once the client utilized the full ecosystem of Google Marketing Platform (GMP) and after adopting GA4
- Empowered the client to future-proof measurement for more effective audience strategies

THE CLIENT

The client is an American office retail company with more than 1,000 stores nationwide. For more than 25 years, this organization has worked to become the destination for office supplies. As a result, our client has built a powerful brand in which people associate both quality and convenience when purchasing its products.

THE PROBLEM

The office retail company was seeking solutions to future-proof their measurement to allow for continued and scalable audience targeting strategies. They believed more cost-effective advertising campaigns were possible if they could better utilize the data they collect.

Our client used Adobe Stack and its complementary tag manager. However, they also had Google Analytics 360 deployed with dual tagging from Connected Site Tags. Due to their Adobe Stack and data layer approach, they had an added level of complexity to manage to successfully transform this data into a format that is friendly to Universal Analytics (UA) or GA4.

The client had two main goals they needed InfoTrust to help accomplish:

1. Model their rich, first-party customer data collected from the client's website

This allows our client to evaluate data collected from their website to make well-informed decisions in the future.

2. Leverage machine learning features to enable better marketing efforts

Adopting new machine learning features would give our client better flexibility for targeting and advertising campaigns via the Google Marketing Platform (GMP) stack—particularly Display & Video 360.

THE SOLUTION

When describing their predicament, InfoTrust recognized that moving the client to GA4 could be very beneficial for their business goals.

Typically, an analytics setup that includes both Adobe Stack and Google Analytics (GA) can be difficult, but worthwhile, to transition to a new product such as GA4. The transition is often time-consuming and requires extensive technical knowledge.

Luckily for our client, the InfoTrust team of experts were able to implement GA4 with minimal development efforts, thanks to the deployment of gtag.js via the client's Adobe Launch tag management system for UA.

The global site tag (gtag.js) is a Javascript tagging framework and Application Programming Interface that allows event data to be sent to GA, Google Ads, and GMP.

Since gtag.js was already functioning, InfoTrust could deploy GA4 with Enhanced Ecommerce tracking via the "Connected Site Tags." Enhanced Ecommerce enables product impression, promotion, and sales data to be sent with any GA pageviews and events to get the most value out of ecommerce reports. This information can impact decision-making and affect sales.

Utilizing Connected Site Tags allows our client to dual-tag easily with GA4. This means they can start rolling out more GA4 tracking and spin-up reports.

InfoTrust also enabled Instant BigQuery Machine Learning (BQML) modeling with automatic audience building based on Propensity Scores. Enabling Instant BQML allowed our client to fit a propensity model, score users, and import the scores into GA360 where they are used to create remarketing audiences. These audiences are activated within Google Ads and DV360, along with customer abandoner audiences created in GA and passed to the integrated media platforms.

THE RESULT

GA4 adoption had many advantages for our client.

Initial campaigns saw ROAS increase from \$4 to \$7 for a 75% increase once the client utilized the full ecosystem of GMP and after adopting GA4. Additionally, the time to collect data decreased dramatically. It used to take our client months to set up and collect data, but now the analytics foundation is already in place, so data collection only ranges from days to hours.

Aiding our client's switch to GA4 allows them to implement advanced integrations with media platforms. Power BQ integration allows for future modeling and advanced strategies.

Most importantly, GA4 empowers the client to future-proof measurement to allow for continued and scalable audience strategies, by leveraging their first-party analytics data. By enabling the integration between GA4 and BigQuery, the client can build audiences automatically using Instant BQML or build custom models using BQML or Vertex AI. GA4 is not going anywhere—and adoption has positioned our client on the analytics platform of the future.

Infotrust's expertise was the critical guidance our client needed in order to overcome the GA4 learning curve with ease. InfoTrust was also able to focus on a smooth transitional phase so that site performance (speed) would not suffer in the meantime.

ADDITIONAL RESOURCES

- InfoTrust's [GA4 Hub](#)
- [Webinar](#): What Retailers Need to Know About GA4
- [Article](#): Will I Lose My Data Moving from Universal Analytics to GA4?
- [Webinar](#): Hesitant to Deploy GA4? Here's Why You Should Do it Now

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