

CASE STUDY | INSURANCE

Centraal Beheer Achmea paves the way to developing a successful campaign attribution model using Celebrus



EXECUTIVE SUMMARY

Centraal Beheer Achmea, one of the largest insurance companies in the Netherlands and part of Achmea Group, has been working with Celebrus for over ten years. During this time, the web analytics team has been collecting customer data to understand how to improve its service and allocate online advertising budget to have the greatest impact on sales. With backgrounds in online and offline analytics, Digital Analysts Tjaard Prins and Robert Van der Velden have been using the Celebrus customer data platform to collect data on every interaction with the website and then collate it into individual visitor profiles.

ABOUT

Extracting meaningful customer information from the vast streams of data continues to be a challenge for web analysts. Organisations almost instinctively now collect large amounts of online data using various tagging systems and web analytic tools to create reports, but forward thinking web analysts and marketers are beginning to appreciate that the skill, and therefore value, comes from understanding an individual's online interactions over time. One example of the importance

of having this detailed digital data is in the area of attribution modelling where analysts require data to understand historic journeys of individual online customers over time.

Data from most web analytics software is not fundamentally built to readily provide the history of an individual's online interactions. Without having data about an individual's historic online behaviour it's only possible to build attribution models based on the last click – an unreliable structure and foundation for marketers to decide where to spend advertising budget.

Digital Web Analysts Tjaard Prins and Robert Van der Velden at Centraal Beheer Achmea believed that there should be a more accurate model to decide where advertising spend is allocated. Centraal Beheer Achmea therefore began using software from Celebrus to collect highly detailed, accurate and granular data of the entire online customer journey and increase its understanding of how customers convert, where they started and what they did in-between.

SOLUTION

Prins explains, **"We set ourselves a target to achieve a minimum of 10% reduction in our advertising spend through better insight and to raise overall conversion rates by 5%. By developing a campaign attribution model using the Celebrus data, we aimed to provide our marketers with the ability to ensure and prove that they are doing everything possible to maximise marketing efficiency and ROI."**

But it wasn't as straightforward as initially thought, Tjaard Prins recalls, **"We wanted to achieve a deeper insight into how our online advertising campaigns performed and how small parts of a campaigns can influence the overall success. Previously we had used last-click modelling, but this did not provide the necessary depth of meaningful data. We had large amounts of unparalleled data available – data that revealed detailed individual-level interactions for the first time – through using the Celebrus software, but no way to effectively analyse it and therefore draw conclusions."**

Prins continues, "Analysing web data is always a challenge, therefore we set clear parameters around our focus. We decided that the initial phase would focus solely on online advertising and its impact. This was the first step to developing a successful campaign attribution model."

Centraal Beheer Achmea began developing a campaign attribution model with an objective to provide accurate analysis to demonstrate which methods and advertisements added the most value to an individual campaign and to the sales effort overall. Robert Van der Velden explains, "Understanding how the individual aspects of a campaign perform on a specific target audience is not possible with the majority of web analytics software suites, which predominantly focus on a last visit or single session. What the Celebrus software provides is an ability to combine the history of a customer journey across all of their website visits; this allows us to provide a detailed context and uncover far more data about the customer and the route they chose to conversion."

RESULTS

Van der Velden continues, "Online advertising is an important part of our marketing budget and previously it had been really difficult to prove an ROI for it. Using the data gathered from the Celebrus software and processing it via our campaign attribution model, we are now gaining insights into which online media or tactics are performing better than others. We can also identify any problems and rectify them sooner. Most importantly, we are now able to accurately assess how each customer visit has impacted on the purchase decision, and therefore understand where to best allocate advertising spend."

For example, Tjaard Prins recalls a discovery made with the use of online banners, "Online banners don't immediately lead to a customer buying a product – a customer typically needs more visits before deciding to purchase. Using the standard web analytics solutions, the conclusion was naturally formed that it wasn't money well spent. But with the Celebrus data and our campaign attribution model, we could prove that banner advertising really worked as conversions from this source were high, they just took longer to finally attain. Through a last-click approach, and without

the Celebrus data we would have never been able to realise that. We were therefore at serious risk of underestimating their importance and reducing that budget which would have impacted our overall success."

Conclusion

Centraal Beheer Achmea made a strategic decision to focus on online advertising in order to create the model, refine it, refine it some more and only then expanded it to incorporate offline advertising. Tjaard Prins explains, "Once a successful model is established, it can be easily expanded to incorporate offline advertising. The Celebrus software enables us to do a lot more than just basic web analytics, providing a greater depth of insight to a variety of wider channels. It also allows us to drill down into the data we are collecting to the most finite of degrees and understand exactly how our marketing is performing, which is already delivering an enviable competitive advantage."

Robert Van der Velden concludes, "It is very useful owning the data we are collecting on the website. With other popular web analytics tools, the data is a closed door and we don't have the ability to fully interrogate it. By investing our time into understanding how to use the Celebrus software and maximise its capabilities, we are benefitting from being able to access extremely rich and granular levels of data."

Celebrus

For more information about how Celebrus captures, creates, connects and controls highly granular customer data from digital channels and beyond please visit celebrus.d4t4solutions.com or call +44 (0) 1932 893 333.

Alternatively contact us to talk about your specific requirements via celebrus@d4t4solutions.com.



Windmill House, 91-93 Windmill Road, Sunbury-on-Thames, Middx, TW16 7EF, UK.

 CelebrusTech |  LinkedIn |  Vimeo