

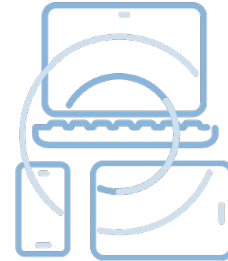


Looking at Audience Strategies for Telecoms Clients

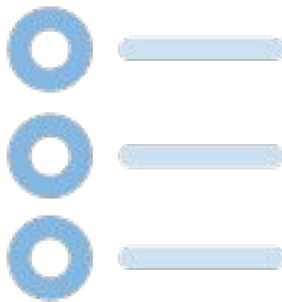


Purpose of this doc

- To guide users of Analytics 360 in understanding how to create Remarketing Lists with a focus on Telecoms, while also considering the opportunities available with the DBM integration.
- This document is only intended as a guide and does not replace the knowledge that Telecoms websites themselves would have about what remarketing strategies would suit their business the best.



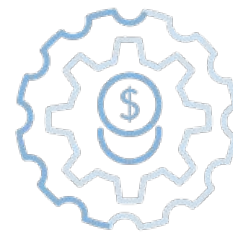
Methodology



- Methodology supporting audience planning between Analytics 360 & DBM in this document are as follows:
 - **Awareness**
 - **Acquisition**
 - **Post Sales**
- Awareness is aimed at raising awareness and visibility of your product, service or cause
- Acquisition is aimed at changing your users from browsers to customers
- Post Sales is aimed at sustaining customer loyalty and engagement

Want to know more?

- The [Analytics 360 Fundamentals](#) training provides a foundation for the core principles of digital analytics, improving business performance through better digital measurement
- For an overview on remarketing lists please see [here](#)
- Additionally please see the following hangouts:
 - [Building Remarketing Lists in GA360](#)
 - [Using GA360 Remarketing Lists in DBM](#)
- To see how to setup Analytics 360 Audiences in DBM, please see [Audience list targeting](#) in the DBM Help Center



For more advanced customisation, please reach out to your Analytics 360 Account Manager and for any specific questions on this document please email Gracia Odon at godon@google.com



What audiences do I need? Planning DBM and Analytics 360 with a Telecoms Client



Awareness - reach on core target audience in DoubleClick Bid Manager



Create any type of audience list in Analytics 360 making it as broad as possible

Assign the Analytics 360 audience list to a DBM line item making sure to exclude it and select 'Similar Audiences' in DBM

Acquisition - Drive increased site conversions with both Analytics 360 & DoubleClick Bid Manager



Create a list of users who spent time looking at a particular set of handsets

Retarget this list by assigning it to a line item in DBM, including a general site promotional offer with destination URL landing on a specific telecoms offer page



Create a list of users who have added a specific handset to their cart but who have not purchased

Retarget this list by assigning it to a line item in DBM, including an iphone image in the creative with the aim of encouraging users to purchase an iphone

After-Sales - Ensure you maintain customer engagement post sales with both Analytics 360 & DoubleClick Bid Manager



Create a list of users who purchased a specific handset and return to look at accessories

Exclude this list from awareness and acquisition targeting line items in DBM.; Retarget this list by assigning it to a line item in DBM, including incentive in the creative on specific handsets accessories with the aim of additional purchases from new user



Create a list of users whose contract with a specific handset is ending

Retarget this list of users by assigning it to a line item in DBM, including the latest version of the handset in the creative with the aim of these users renewing their contract



Acquiring 'Users who have viewed multiple handsets'



The decision making purchase for a telecoms site is generally significantly longer than that of a retail site. Users want to make sure they are obtaining the best deal before entering into a telecoms contract that depending on providers can be as long as 24 months. While users compare and carefully decide the various options available to them, it is vital that telecom remarketing strategies are responding to the micro interactions from their potential customers in order to move them along the path directing them to a purchase.

The turning point between browser and customer can at times be microscopic. Capturing these micro interactions of user behavior in Analytics 360 gives you the ability to develop a pool of customers who are right on the edge of buying decisions.

You can finalising your audience strategy by tailoring the DBM creative to include customised creative linked to your analytics 360 remarketing list, completing the cycle of an efficient remarketing strategy which allows you to compete fully on audience behaviour by supporting potential customers on their journey of making a telecoms purchase.



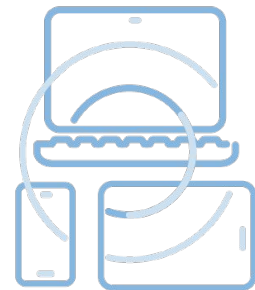
Create a list of users who spent time looking at a particular set of handsets



Retarget this list by assigning it to a line item in DBM, including a general site promotional offer with destination URL landing on a specific telecoms offer page

List Setup

- Using the Conditions rule in Analytics 360 means you can include multiple rules to customise what user behaviour you want to collect
 - 'Page', 'contains', 'iPhone'
AND
 - Page', 'contains', 'Sony Xperia'
AND
 - 'Page', 'contains', 'Samsung Galaxy'



Audience Builder ✕

<p>Demographics</p> <p>Technology</p> <p>Behavior</p> <p>Date of First Session</p> <p>Traffic Sources</p> <p>Enhanced Ecommerce</p> <p>Advanced</p> <p>Conditions 1</p> <p>Sequences</p>	<p>Conditions</p> <p>Segment your users and/or their sessions according to single or multi-session conditions.</p> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>Filter Users ▾ Include ▾ ✕</p> <p>Page ▾ contains ▾ iPhone - OR AND</p> <p>AND _____</p> <p>Page ▾ contains ▾ Sony Xperia - OR AND</p> <p>AND _____</p> <p>Page ▾ contains ▾ Samsung Galaxy - OR AND</p> <p style="text-align: right;">+ Add Filter</p> </div>	<p>Conditions ✕</p> <p>Page: contains "iPhone"</p> <p>Page: contains "Sony Xperia"</p> <p>Page: contains "Samsung Galaxy"</p>
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Apply
Cancel

- Tip:** You can create this Conditions rule with both the use of 'AND' or 'Add Step' . In this rule the filtering of 'Users' and 'Include' is the same for both parts of this rule so we don't need to use the 'Add Step' . However if you wanted to create a rule to exclude 'sessions' instead of users for instance, you could do this by using the 'Add filter' option.



Acquiring 'Users who are near to buying a new handset'



B2B Marketing, 'Telecom lead generation is usually a lengthy process since decision makers often take time to compare options before they decide to buy. When they do so, it is important that you are the first one they remember. As a marketer, you need to stay connected with these potential customers.'



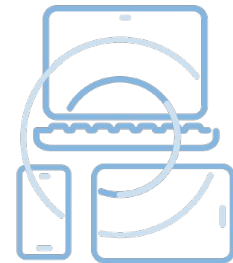
Create a list of users who have added an specific handset to their cart but who have not purchased



Retarget this list by assigning it to a line item in DBM, including an iphone image in the creative with the aim of encouraging users to purchase an iphone

List Setup

- Using the Condition rule and the Enhanced Ecommerce rules in Analytics 360 combine the rules with 'AND' to make sure that you do not include any users who have previously purchased an iPhone
 - 'Shopping Stage', 'contains', 'ADD_TO_CART
 - 'Product', 'contains', 'specific handset'
 - 'Purchased an item'
 - 'Product', 'is not one of', 'specific handset'



Audience Builder

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Enhanced Ecommerce

Advanced

Conditions 1

Sequences

Conditions
Segment your users and/or their sessions according to single or multi-session conditions.

Filter Users Include

Shopping Stage contains ADD_TO_CART

OR AND

AND

Product contains specific handset

OR AND

+ Add Filter

Apply Cancel

Audience Builder

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Enhanced Ecommerce 1

Advanced

Conditions 1

Sequences

Enhanced Ecommerce
Segment your users by their shopping behavior.

Performed any action Added to cart Purchased an item

Revenue per user =

Product is not one of specific handset

Product Category (Enhanced Ecommerce) contains

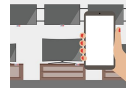
Product Brand contains

Product Variant contains

Apply Cancel



Ensure you maintain customer engagement Post Sales



See how BT [Increased Sales Volume and Efficiency Using DoubleClick Bid Manager with Google Analytics 360](#)
Consider the following remarketing lists to increase post-click sales and also post sales in general



Create a list of users who purchased a specific handset and return to look at accessories



Exclude this list from awareness and acquisition targeting line items in DBM. Retarget this list by assigning it to a line item in DBM, including incentive in the creative on specific handsets accessories with the aim of additional purchases from new user

List Setup

- Using the Enhanced Ecommerce and the Conditions Rules means you can easily segment a user who has purchased a specific item with a revenue amount greater than zero and who is next interested in accessories but has not purchased any
 - Revenue 'per user' '>=','0'
 - Product 'contains' 'Specific handset Brand'
 - Product Category (Enhanced Ecommerce) 'contains','Accessories'
 - Conditions: Shopping Stage AND Product AND Product Category AND Transactions

Audience Builder

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Enhanced Ecommerce **2**

Advanced

Conditions **1**

Sequences

Enhanced Ecommerce
Segment your users by their shopping behavior.

Performed any action | Added to cart | **Purchased an item**

Revenue **?** per user > 0

Product **?** contains Specific Handset Brand

Product Category (Enhanced Ecommerce) **?** contains

Product Brand **?** contains

Product Variant **?** contains

Apply Cancel

Audience Builder

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Enhanced Ecommerce **2**

Advanced

Conditions **1**

Sequences

Conditions
Segment your users and/or their sessions according to single or multi-session conditions.

Filter Users Include

Shopping Stage contains ADD_TO_CART

AND

Product contains specific handset

AND

Product Category contains Accessories

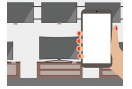
AND

Transactions per user = 0

Apply Cancel



Ensure you maintain customer engagement Post Sales



Analytics 360 customers who have a capacious CRM database can utilise the below [three options](#) to creatively design remarketing strategies uniquely specific to their way of business:

- custom Dimensions
- measurement Protocol
- data Import

For telecoms clients, being able to CRM Data like the purchase date of a specific insurance policy into Analytics 360 enables to reach out to customers in a much more organised way by targeting them in advance of their renewal date. See how [Talk Talk](#) boosted marketing performance with utilising CRM Data from Analytics 360 in DBM.



Create a list of users whose contract with a specific handset is ending



Retarget this list of users by assigning it to a line item in DBM, including the latest version of the handset in the creative with the aim of these users renewing their contract

List Setup

- Using the Conditions Rule in Analytics 360 along with having previously setup CRM data means you can easily segment a user who has 'Purchased a specific Handset and then target them within the timeframe selected with a setup along the lines of the following:
 - 'CRM Data: Bought Specific Handset', 'exactly matches', 'Yes'
 - AND
 - 'CRM Data: Date Specific Handset purchased?', 'exactly matches', 'March_2016'

Audience Builder

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Enhanced Ecommerce

Advanced

Conditions 1

Sequences

Conditions

Segment your users and/or their sessions according to single or multi-session conditions.

Filter Users ▾ Include ▾ ✕

CRM Data: Bought Specific Handset exactly matches ▾ Yes

- OR AND

AND

CRM Data: Date Specific Handset purchased? exactly matches ▾ March_2016

- OR AND

+ Add Filter

Apply
Cancel