

Technology > Google Analytics/Google Cloud > Retail

Enhanced Conversion implementation drives immediate uplift in observable conversions

Business challenge

A leading jewellery retailer was struggling with their attribution and reporting methods as they were suffering from incomplete customer journeys, uncounted touchpoints and cross-device gaps.

This made media optimisations challenging and lacking in valuable channel and user-journey insights. The client had been solely using post-click attribution methods to optimise their media, which did not take into consideration the contribution of various paid media touchpoints, and under-valuing some channels as a result.

Jellyfish solution

Jellyfish collaborated with the retailers legal team to address privacy concerns regarding the use of Enhanced Conversions as a solution. Detailed conversations and education around hashing methods and data usage gave the team confidence in the solution.

Jellyfish implemented the Enhanced Conversions code, and the configuration was completed with no issues. With Google's advanced machine learning algorithms, the media agency has reported significant improvements in the accuracy of conversion tracking, which has given them actionable insights to optimise their bids.

Results

+10%

Increase in attributable conversions

Technology

Google Analytics 4 360
Google Tag Manager
Search Ads 360
Display & Video 360

