

Technology > Google Analytics/Google Cloud > Retail

Measuring online advertising's impact on in-store sales

Business challenge

Jellyfish Australia work with a number of prominent retailers with both online and physical brick and mortar stores. A common requirement is to understand the impact online marketing and website activity have in driving in-store sales.

Jellyfish solution

Jellyfish have developed solutions utilising GA4 and Google Cloud to attribute in store sales, to online activity while ensuring user privacy is preserved.

Hashed member loyalty numbers for opted in website users are passed from GA4 to Google BigQuery. In store sales data is also anonymised, and passed into Google BigQuery. These two records are then joined to create reports to highlight what online activity lead to in store transactions.

These transaction values are sent back into GA4 daily using Google's Megalista solution to allow marketing teams visibility over how their marketing campaigns impacted both online and in store sales.

Results

+71%

Increase in reported conversions when considering online and matched offline sales

+38%

ROAS for Search Ads campaigns when considering online and matched offline

Technology

Google Analytics 4 360
Google BigQuery
Google Cloud
Search Ads 360

