

Entry: Square One Advertising and Michael's

Challenge

- Michaels has both an ecommerce website along with a large number of brick and mortar locations that we need to drive customers to.
- Customers use search to both shop online, explore projects and also get discounts for going into stores
- Since Michaels has over 15,000 products, there is more keywords that we could possibly cover with budget. We wanted to know which keyword searches resulted in users going in stores to make a purchase, and to leverage Kenshoo optimization technologies around in-store sales as a primary KPI
- We also wanted to run advanced analytics to understand to what degree consumers both shopped online and in-stores. And we wanted to do this across multiple search engines.

Solution

- We worked with Axciom and LiveRamp to successfully onboard Michaels offline CRM data in order to anonymously digitize offline transactional data. This data also includes CRM segmentation, frequency, and demographic attributes.
- We worked with the Kenshoo technology team to then set up an on-site cookie synchronization with with LiveRamp in order to be able to map the digitized transactional data back to Kenshoo click data.
- We set up a data transfer system on our agency's back-end systems to that the Kenshoo technology could easily pick-up and process the data without duplication errors to ensure we were not ingesting duplicate or overlapping transactions.
- The Kenshoo team then flowed the matched data into the Kenshoo platform as a new event type that can be optimized and reported against to show the full potential of search as an online to offline driver.

Results

- The result is that we're able to understand and report on a weekly basis the number search conversions that happen online and offline within the same reporting system. This allows us to see that while certain generic non-brand terms may have poor conversion rates online, they play a significant role in leading a consumer into a store. It allowed us to create a new digital ROI that led to increased spending and higher returns both onsite and in stores.



- We're also able to activate Kenshoo KPO algorithms on this event type in order to optimize keyword coverage and improve offline conversion rates.
- We're able to run sophisticated analysis on online to offline:
 - Consumer path durations, how long does it take for a person to buy offline
 - Understanding number of search touchpoints before an offline purchase is made
 - The percentage of searchers who get a coupon online or use the store locator and then purchase offline
 - Next steps are to also leverage this segmentation in insights within Google RLSA and PLAs in order to increase consumer personalization and further take it to the next level by integrating this ecosystem with Kenshoo social platform

