



GOOGLE ANALYTICS AUDIT & ATTRIBUTION

PROBLEM AAA Club Alliance (ACA) engaged Trust Insights to help them with the attribution of their digital marketing. To do that, Trust Insights would first need to audit their marketing technology platforms and data collection practices to ensure good data quality.

PEOPLE Trust Insights worked with the Managing Director of Digital Products and Performance, member of Engineering, and Business Unit Managers to get access to the different data collection systems and understand the business goals as they related to digital marketing.

PROCESS Trust Insights conducted an audit of the data collection systems. In this case, ACA was using Google Analytics 3 and Google Tag Manager. Trust Insights discovered that they were not set up correctly. The main area of focus with ACA was goal setting and channel grouping. By resetting the out-of-the-box channel grouping settings, ACA would know more accurately where their website traffic was coming from.

PLATFORM Trust Insights used tools like Tag Assistant to determine if Google Tag Manager was firing correctly. Additionally, Trust Insights used Machine Learning analysis to continually monitor whether changes to channel groupings had a positive impact on the accuracy of the attribution analysis.

PERFORMANCE Once the settings were cleaned up in Google Analytics and Google Tag Manager, ACA went from having **76.7%** of their website traffic being unattributed to only **34.5%**. ACA now has more accurate attribution data with which to make decisions and determine budgets.

Putting governance in place for ACA through Channel Groupings and UTM tagging, Trust Insights was able to decrease unattributed data by more than 40%.

When most of your website traffic is "direct/none" you do not have the ability to understand which marketing efforts are working. ACA can now appropriately budget their marketing based on their attribution data.

GOOGLE ANALYTICS AUDIT

