

CASE STUDY

Pelican Water Systems Discovers 130% Higher ROI on Call Center Sales Thanks to Google Analytics



Pelican Water Systems helps families enjoy cleaner, safer, better-tasting water in their homes in an environmentally friendly way. The company advertises on many platforms in order to drive sales online and through offline call centers.

Pelican Water Systems wanted to know which marketing channels were driving call center sales so it could re-invest marketing dollars for the highest ROI (return on investment). But the company lacked a full view of the customer journey. For help, Pelican Water Systems turned to InfoTrust, a Google Analytics Certified Partner specializing in omni-channel analytics and system integration.

Data integration for powerful insights

Pelican Water Systems and the InfoTrust team started by framing the problem. The main measurement challenge was that while some customers who saw online ads then bought online, others would contact a customer service representative to complete the order offline. Zero percent of those offline sales were being attributed to the online campaigns.

To understand and measure the full customer journey as well as the interplay between offline and online, InfoTrust built a custom integration between Salesforce (Pelican Water Systems' CRM system), DialogTech (a call tracking system, previously Mongoose Metrics) and Google Analytics. This integration brought call center data along with offline sales transactions into Google Analytics on a daily basis.

To accomplish this, InfoTrust used the Google Analytics User ID feature. A unique User ID is carried across Google Analytics, DialogTech, and Salesforce to identify online visitors and associate their online and offline activities. Google Analytics Enhanced Ecommerce and the Measurement Protocol were used to upload all offline order information, such as products sold, revenue, tax, and quantities purchased, to Google Analytics.

About Pelican Water Systems

- Pelican Water Systems was founded in 2007 to produce cutting-edge and environmentally friendly water filtration and salt-free softening systems. More than 1.2 million North Americans visit Pelican Water System's website each year.
- www.pelicanwater.com

About InfoTrust

- InfoTrust helps businesses analyze and improve their digital marketing efforts. InfoTrust is a Google Analytics Certified Partner, Google Analytics Premium Authorized Reseller, Google Tag Manager Certified Partner, and Google Adwords Partner.
- Headquarters: Cincinnati, Ohio
- Regional office: Dubai, UAE
- www.infotrustllc.com

Goals

- Connect visitors' online cross-device behaviors with offline purchases
- Be more data-driven with channel investments
- Optimize website experience to drive online conversion rates
- Understand user behavior across all of Pelican Water Systems sites

Approach

- Integrate Google Analytics with Salesforce CRM and DialogTech
- Import offline sales activity and sales into Google Analytics
- Implement Google Analytics Enhanced Ecommerce for deeper shopper insights

As a result, the Pelican Water Systems team can now see when customers reached by online marketing make a purchase through the call center. They also have a clearer picture of which products customers purchased offline and which AdWords campaigns and keywords generate the most offline sales.

Returning purchases are also recorded, which helps measure customer lifetime value (LTV). This lets the company compare campaigns generating one-time sales against those bringing in customers with a higher LTV across weeks and months. These insights can also be used for remarketing campaigns. For example, the company uses remarketing to remind its audience to reorder filters and replacement parts.

Pelican Water Systems began relying on Google Analytics reports to understand which offline orders were actually generated by online marketing campaigns.

As a result, the company discovered that **21% of its total sales** were being generated by its AdWords campaigns—much more than the 9% previously thought. That's an ROI gain of 130%.

“Offline transactions which had 0% visibility and were dependent solely on inaccurate or incorrect customer feedback are now fully attributable to their proper marketing channel. This allows us to make quick, smart decisions on trends across all forms of marketing, both online and offline, and how consumers jump from desktop to mobile and office computers.”

—Robert Prentice, Director of
Marketing & Product Development,
Pelican Water Systems

Results

- Discovered that PPC ROI was 130% higher than previously known
- Learned that 15% of all its offline sales are influenced by AdWords
- Learned that 21% of all its overall sales start with AdWords
- Achieved better measurement of digital marketing's impact on call center customers

Learn more

This case study discusses:

- [User ID](#)
- [Enhanced Ecommerce](#)
- [Measurement Protocol](#)

Results

With help from InfoTrust, Pelican Water Systems is now able to optimize its AdWords marketing campaigns based on the true offline sales revenue that each campaign generates.



Besides discovering the higher overall sales numbers, the company learned that about 15% of its offline sales are influenced by online AdWords campaigns. These insights were simply not available before. Now, Pelican Water Systems can perform more granular analysis and attribution modeling on a keyword level for all conversions placed online and offline.

Additionally, having discovered that ROI is 130% higher than it thought, Pelican can now plan and budget its PPC campaigns much more accurately. These insights will help further measure the full impact of digital marketing on the long-term value of customers who originally purchased by call center or online.

“It is exciting to see how having 100% of its data at its fingertips helps Pelican Water Systems make educated business decisions. Our goal was to accomplish something that, to our knowledge, had not been technically done before: Show how building omni-channel architectures can show marketing performance regardless of whether a sales process takes place online or offline.”

—Alex Yastrebenetsky, Solution Architect,
InfoTrust, LLC

About Google Analytics

Google Analytics is the enterprise-class analytics solution that gives companies rich insights into their digital audiences and marketing effectiveness. With features that are powerful, flexible, and easy-to-use, companies large and small can measure engagement to create more effective marketing initiatives, improve user experience, and optimize digital strategies. Sophisticated conversion attribution and experimentation tools help savvy marketers determine the best allocation of media and resources to drive results. For more information, visit google.com/analytics.