

Controlled Experiments Case Study



Source: Think with Google

EE were aware that their typical customer's purchase journey was complex, with many in-store sales preceded by extensive online research.

They wanted a data-backed explanation of the relationship between online media and offline sales to test whether increased digital media spend generated an incremental sales lift. ①

To quantify their ROI, they needed to measure variance of offline sales income across areas targeted with different levels of digital ad spend. ②

EE gathered historical offline sales data for the whole UK. By assessing sales distribution and fluctuation over time they were able to divide the nation into 24 regions: 12 as tests, 12 as controls.

Test regions were matched to control regions with similar characteristics - ie. Edinburgh and Belfast - to ensure comparability. ③

Geo-testing enabled EE to upweight search spend in the 12 test regions and compare the incremental sales lift against the comparable control group. ④

As a result EE were able to show the finance department a £2.32 ROI for every £1 spent on search advertising, providing a key benchmark for future marketing investment. ⑤

① Defined Objectives



② Reflective KPIs



③ Prepared Data



④ Integrated Tools



⑤ Test and Learn



Offline sales per £ of digital media advertising spend

