



Memory Retailer Leverages New E-Nor & Google Innovation, Saves Money & Expands Products

Data Data Everywhere

Obtaining a holistic view of an organization's digital marketing initiative to gauge performance of media channels is often challenging, given disparate systems and the data available everywhere. When monitoring several platforms for return on investment, cost-per-click and other performances indicators, it is often complex due to the multitude of reports and dashboards (from many data sources) required. It is extremely time consuming to integrate this data. Furthermore, this process introduces possible errors when importing and exporting relevant metrics. While the data is everywhere, online, offline, conversations via Facebook and Twitter, a systematic streamlined approach to synthesize metrics is needed.



About OEMPCWorld

- www.oempcworld.com
- Founded in 1998, OEMPCWorld.com is a leading computer and flash memory online retailer, delivering high value across the entire memory product line.

Goals

- Save resources and cut costs on digital marketing initiatives
- Create a streamlined approach to analytics data collection
- Make data more dependable and reduce possibility of error

Approach

- Leverage Google Analytics & ShufflePoint for Custom Data Integration
- Report on campaign cost data & ROI in Google Analytics

Results

- Reduce reporting time by 300%
- Reliable and complete SEM data on-demand in Google Analytics
- Free up resources for deep dive analysis for improved campaign performance

Mergence of Metrics Delivers Insight

OEMPCWorld, a leading online retailer of desktop and server memory, flash, storage and disk drives, experienced the difficult of attempting to measure ROI from multiple campaign sources. A long-time E-Nor analytics and SEM client, OEMPCWorld welcomes innovations to gain quicker insight and to save time and money.

E-Nor partnered with the Google Analytics team and ShufflePoint to beta test (and later fully launch) new functionality which allows for the import of cost and campaign data into Google Analytics. ShufflePoint's new feature called In2GA, was deployed to provide the automation and scheduled transfer of ad performance metrics from ad platforms such as BingAds and Facebook into Google Analytics Custom Data Sources.

Prior to In2GA, BingAds and Facebook Ad metrics were pulled manually, then data was edited and uploaded into an Excel file and mapped into one comprehensive report, a long and arduous process. Now, with Google Analytics and ShufflePoint's In2GA, all this data is now readily available within the Google Analytics reports.

"Using the 'In2GA' cost data import tool from ShufflePoint, enables E-Nor to analyze the performance of our paid search channel more efficiently. This translates into quicker insights comparing campaign metrics, ad effectiveness and keyword performance at one glance instead of logging into multiple systems. Any application or feature that streamlines data collection for analysis, ultimately impacting the bottom line positively, is welcomed. Thanks for the continued innovations and look forward to more."

OEMPCWorld Founder and President Michael Rosito
Memory Value Leader Since 1998



The Positive Outcome

ShufflePoint's In2GA acts to centralize the search engine marketing data in one place. ShufflePoint's Excel reporting tool reduces the time required to collect data, allows more time for analysis, development of action plans and continual improvement of ad campaigns. Now with the ability to directly compare AdWords to BingAds and Facebook Ads within Google Analytics, campaigns, ad groups, ads, and keywords may be assessed and monitored for cost effectiveness, click thru rate, cost-per-click, e-commerce conversion, etc.

About E-Nor

- www.e-nor.com
- Santa Clara, CA
- E-Nor is a trusted analytics advisor to many of the world's top brands, Fortune 500 companies and data-driven and entrepreneurial organizations
- E-Nor has locations nationally and internationally, including the San Francisco Bay Area, New York, Los Angeles, Tampa, Brussels

Closing Remarks

Ad spend can be considerable expense for a business of any size. It is important to know how campaigns perform, and have the ability to report across different ad platforms in a rapid and repeatable manner. This is a necessary first step to add agility to quickly reallocate ad dollars based on measurable performance. The partnership of E-Nor with Google Analytics and ShufflePoint's In2GA gives OEMPCWorld the peace of mind needed to know their paid ad data is captured correctly from varying channels, and able to be reviewed in a timely, error-free manner.