

Agilent Technologies Democratizes Data With Smooth Migration to the Google Marketing Platform



Agilent Technologies



About Agilent Technologies

- Agilent provides laboratories worldwide with instruments, services, consumables, applications, and expertise.
- Headquarters: Santa Clara, CA
- [Agilent.com](https://www.agilent.com)

About E-Nor

- E-Nor is a global digital analytics and marketing optimization consulting firm devoted to enabling organizations to become more data-driven.
- Headquarters: Santa Clara, CA
- [E-Nor.com](https://www.e-nor.com)

Goals

- Expand analytics capabilities
- Make it easy to share data-driven insights internally
- Help teams get more value from analytics tools

Approach

- Define business requirements
- Develop and execute migration plan
- Provide training and support

Results

- Implemented Google Analytics 360
- 400% growth in use of data-driven insights
- Reduced total cost of ownership

[Agilent](#), a leader in life sciences, diagnostics, and applied chemical markets, provides laboratories worldwide with instruments, services, consumables, applications, and expertise. Its expertise and collaboration give clients a trusted advisor in their life sciences purchasing decisions.

As more and more health-care equipment and services buyers turn to the web for information, Agilent wanted to meet their needs online. The Agilent analytics team knew that a big part of the company's digital transformation would be expanding its analytics capabilities. Even more, they wanted to make data-driven insights easily available across the company to drive on-target digital customer engagement.

Agilent wanted to create a hands-on, self-service analytics culture in which teams across the organization could make use of data-driven insights every day, but the company's existing approach was overly dependent on outside technical and marketing resources. Limited support or access to training made the use of analytics in day-to-day decisions incredibly difficult.

The roadmap to growth culture

The Agilent analytics team began by defining its goals. They wanted a solution with minimal labor overhead for reporting and customization, and having easy-to-use tools that would allow departments enterprise-wide to leverage analytics on a self-serve basis was critical.

At the same time, Agilent would need heavy-hitting big data capabilities for key stakeholders. The team knew they needed a solution that could readily integrate new technologies as Agilent's digital approach evolved—everything from email marketing vendors to marketing campaign management tools. With these goals in mind, Agilent reached out to [E-Nor](#), a Google Marketing Platform Partner. Together, E-Nor and Agilent developed the company's measurement strategy, selected a platform, and supported an organization-wide implementation.



"Google Analytics 360 has enabled an analytics culture where all digital teams have access to data in real time, and insights can quickly become business action."

**—Karen Brondum,
Leader of the Digital Analytics COE,
Agilent**

Agilent and E-Nor began working on a migration to the [Google Marketing Platform](#). The team mapped out a measurement strategy that connected business objectives, strategic initiatives, and key performance indicators. This enabled the creation of a strong data layer and governance protocol that would support multiple technologies. Key considerations during the migration included the abilities to:

- Catalog current implementation and future document requirements
- Download historical data and data governance compliance
- Track marketing campaigns and build attribution models
- Assess data accuracy, reporting, and dashboarding needs
- Evaluate custom dimensions and event tracking
- Integrate tools and arm development team with best practices
- Test and validate website performance

Migration planning went beyond simple technical rigor; to truly empower a growth culture at Agilent, the plan included training for all business teams as well as ongoing support to encourage adoption and usage.

Sharing data insights with everyone

The Google Marketing Platform made it possible for people from every level of the organization to use data to make more confident business decisions. As more and more users actively engage with the tool, data-driven insights are brought into more conversations than ever before. Analytics are informing business actions on a daily bases. "Google Analytics 360 has enabled an analytics culture where all digital teams have access to data in real time, and insights can quickly become business action," said Karen Brondum, leader of the Digital Analytics COE at Agilent.

Easy access to analytics capabilities means Agilent teams are more easily supported with less technical overhead. For example, Analytics 360 offers native integrations with [AdWords](#), [DoubleClick](#), [BigQuery](#), and more. The marketing team is now empowered to analyze user behavior across the e-commerce funnel in just a few clicks. They can turn those insights directly from reports into strategies that target audience segments using AdWords.



Agilent can use data for both strategic and niche decisions throughout the organization. BigQuery and Data Studio provide easy access to advanced analysis to key stakeholders who need it. Web data can be paired with internal performance data, and dashboards can be finely tuned for a more holistic business picture in a simple visualization format.

Spreading the analytics love

With the Google Marketing Platform, analytics becomes accessible, actionable, and available for use in day-to-day decision-making. An intuitive interface and constant availability plus easy reporting and customization pose a low barrier to entry for departments organization-wide.

With successful implementation, focused training, and ongoing support, E-Nor helped grow Analytics 360 adoption from a focused team of 20 users to more than 100 active users—that's 400% growth! The Google Marketing Platform also lowered Agilent's total cost of ownership by:

- Minimizing the time it takes to create and share insightful reports
- Reducing use of third-party tools to integrate marketing data
- Requiring less training or support from outside analytics specialists
- Lowering the level of IT effort and optimizing resources on improvements

The Google Marketing Platform provided Agilent with robust analytics capabilities. The technology is easy to use and easy to support, and it helped Agilent empower a culture of growth. Now, not only can Agilent share data-driven insights across the company, it can customize and scale analytics capabilities with ease.

About the Google Marketing Platforms

The Google Marketing Platform offers powerful and integrated analytics solutions for today's biggest enterprises. Measure, see, and improve the impact of your marketing across every screen, channel and moment in today's customer journey. It's easy to use, and makes data accessible for everyone so the "aha" moments are simple to discover and share. Move from insights to impact faster with the Google Marketing Platform, and as a result, make the most of every consumer connection. For more information, visit marketingplatform.google.com/about/enterprise/