



Diageo uses Google Analytics to empower their global brand managers with easy to access, insightful and actionable data.

**conversion
works**

DIAGEO

“Making Google Analytics the centerpiece of our Digital Marketing Portal not only provides valuable insight to our brand teams, but it also draws users to our portal where they can collaborate on other Digital Marketing activities”

—Jerry McClay,
VP of IS Marketing
Diageo

Diageo is a leading global producer of alcoholic beverages with some of the world's best known brands such as Guinness, Johnnie Walker, Smirnoff and Baileys and with annual revenues of £12,283 million.

For a company of Diageo's size, the logistics of delivering accurate analytics across 100's of websites in over 20 countries is a daunting task. Marketing and brand managers require instant access to their site's analytics reports in their native language. But most importantly the data needs to be intuitive and easy to interpret without the need for a degree in mathematical modeling!

Diageo opted for Google Analytics because it offered powerful reporting with a simple and intuitive user interface:

“Diageo had worked through the list of leading analytics platforms and found Google Analytics had the best offering in terms of intuitive reporting without sacrificing power or capability. They really wanted to find a platform that empowered their brand managers by giving them reports they would find easy to interpret and understand.”
Russell Sutton of ConversionWorks.

Global roll-out in just 6 months

ConversionWorks, a Google Analytics Certified Partner, worked with Diageo helping them to navigate the most effective route for deploying Google Analytics on a global scale. Working with each brand's web design agency, they were able to roll-out Google Analytics in a little over 6 months and train the marketing teams on the fundamentals of using Google Analytics.

As Google hosts and manages the server and hardware infrastructure for the entire Google Analytics platform, deployment for Diageo was easier, quicker and cheaper than for alternative analytics providers.

Adapting to the needs of a large organisation

ConversionWorks quickly found that Diageo's needs were very different from those of smaller organizations that have marketing teams centralized in one location:

“With potentially 1000's of marketing execs spread around the globe, how do you begin to get the information into the hands of the people who really need it? We quickly realized we needed to bring the data to the brand managers and not have them chasing after it.

Our logic was simple - the easier and more accessible you make the data the more likely people are to use it and make better, informed decisions.”
Russell Sutton, ConversionWorks.

Google Analytics

Google Analytics is a free and intuitive online marketing analytics tool which helps you understand users who visited your website, how they engage with the content and which channels brought them there.

<http://www.google.com/analytics/>

Using the Google Analytics API

Using the Google API, Diageo was able to show the latest reports and data directly on their intranet dashboards. Data is automatically extracted from each Google Analytics account and shown each time they login to the intranet.

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Jerry McClay, VP IS Marketing, Diageo.

More importantly the process was made instant and seamless. There is no need for user passwords or logins because the intranet already knows who the user is and what sites they manage. With some clever programming the need for manual authentication was eliminated.

"These small advantages really start to make a big difference for our teams. We get the data straight to our fingertips helping us get a better understanding of how our websites and campaigns are performing. We also get to focus our time and energy on analysis and using the data as opposed to software, servers and hosting infrastructure"
—Cate Moore, Senior Digital Marketing Manager, Diageo.

Google Analytics Certified Partners are a network of conversion experts that can help you grow your business through implementing conversion best practices.



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