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Case Study //

Success and Impact of TV Advertising on the Online Business of twago

Management Summary

Goals

- ✓ Check the data basis for analytical usefulness
- ✓ Determine influence factors of TV advertising on website traffic and conversions
- ✓ Calculate forecasts about advertising impact using a given advertising campaign

Approach

- ✓ Link offline advertising data with online registration/projects to predict new visits and website registrations
- ✓ Use complex data mining methods to identify the key influence factors of advertising on twago's project business

Results

- ✓ Advertising budget reduced by 30%, with the same advertising success
- ✓ Exact correlations between TV advertising and direct new visits were calculated

Initial Situation

twago is Europe's leading Internet project platform for companies and freelancers. To increase awareness of this new type of global service marketplace in Germany and acquire new customers, twago extended its advertising activities to include television. mayato supported twago with its media analytics approach, so the company could learn lessons about future media planning – especially about the effect of offline advertising on online business – from its TV campaigns.



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mayato's media analytics approach

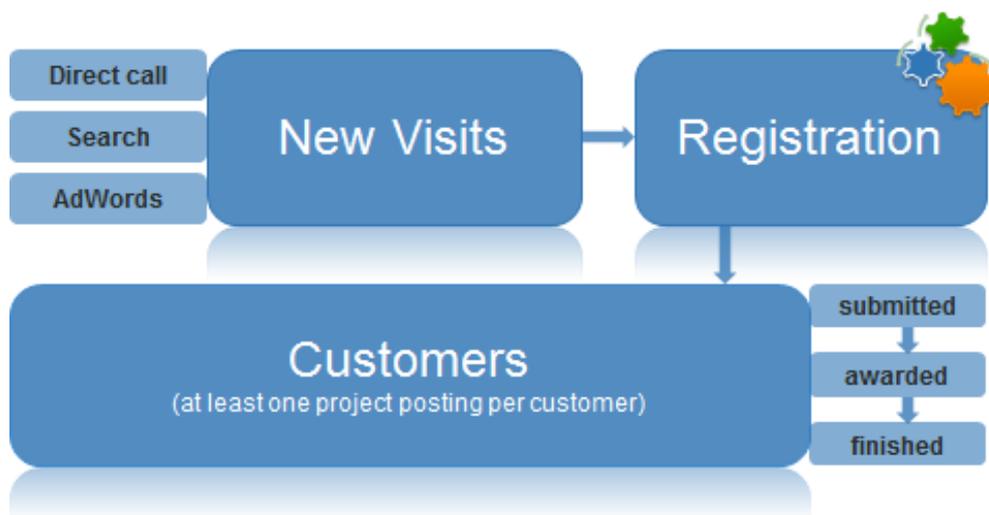
twago launched a TV campaign on a well-known news channel, with commercials at different times, with different audience coverage, and in varying formats. These and many other factors needed to be coordinated more closely for a second campaign, to minimize wastage. By linking the offline and online data, mayato's media analytics approach made it possible to determine the influence of individual advertising factors in the TV campaign on online target values.

twago's commercials aim to attract companies as new customers who post projects on the platform. mayato investigated the success and impact of TV advertising using three indicators: the number of new visits, registrations, and project postings on www.twago.de.

“mayato combines outstanding competence in analytics and expertise in marketing – the ideal partner for us to optimize our return on marketing.”

Maria Lindinger
Co-Founder & Managing Director
Twago

To ensure the impact analysis only focused on lucrative customers, the indicators were defined in close collaboration with twago's marketing department. New visits were divided into those who called twago.de directly (by entering the address manually in the browser), those who used a search engine, and those who found twago.de through a Google AdWords campaign (see graphic below). Registrations and project postings were looked at over a longer period, to measure and analyze the delayed impact of TV advertising.





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Creating the data basis

The customer data was extracted from twago's IT system and prepared for each customer in such a way that the path to conversion from the new visit to the posting of a project could be analyzed.

The offline and online data was extracted and consolidated from three sources by using different export interfaces in each case: twago's operational database, a range of web analytics data (such as Google Analytics), and TV (planning) data with detailed viewer ratings.

In addition to the information from these data sources, the target values were influenced by a number of other factors, including the information contained implicitly in the data. To take these hidden factors into account, mayato developed methods to identify them using recalculation and derivation.

One example here is the individually varying time delay with which advertising can impact the target value and which exerts a decisive influence on the results of the measurement of effectiveness: The broadcasting of a commercial does not usually lead immediately to conversion – but may do so after several days or weeks.

Approach and analysis method

The approach comprised two steps. In the first phase, the number of new visits during the TV campaign was analyzed. The second phase focused on the number of registrations and the number of customers who posted projects within a defined timeframe.

“The results of mayato's media analytics gave us very valuable, specific indications about where we can avoid wastage in our advertising campaigns.”

Thomas Jajeh
Co-Founder & Managing Director
twago

Analysis results

More than 120 influencing variables were looked at in the analysis of the TV campaign. Reporting or simple statistical analyses cannot cope with such complex correlations. However, by using modern data mining methods, it was possible to build specific scenarios that show how the advertising impact of a certain media drive develops. For example, a clear relation between TV advertising and direct new visits was revealed. Furthermore, the relevant advertising times and the timeframe in which advertising works best were identified. After validation of the results, twago took the new findings into consideration and was able to save 30% of its advertising budget – and maintain the same advertising success.

About twago

twago is Europe's leading Internet-based platform for connecting customers with contractors internationally. With twago, customers can find professional experts, freelancers, and businesses in Europe as well as in India, Russia, and other emerging markets. The idea is simple: European customers post their projects; service providers worldwide submit quotations; and the customer compares and decides. twago supports all parties with project management tools and secure payment processes.



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About mayato

[mayato](#) GmbH empowers companies to capitalize on their information. Together with our customers, we develop and implement solutions in the areas of financial analytics, customer analytics, industry analytics, and IT security analytics.

A team of experienced process and technology consultants operates out of our offices in Berlin, Bielefeld, Mannheim, and Vienna. They analyze and optimize your business processes and work with you to determine the requirements for technical implementation. They assist you in selecting the right tools, develop successful strategies, and conceptualize tried-and-true modern architectures. And of course, mayato consultants also help with the practical side of implementing your chosen solutions. Technical standards and governance enable economical, effective projects and efficient operations in the long term.

Analysts and data scientists from mayato use these solutions on your behalf to establish connections between data from many different sources and to forecast trends and events. They devise convincing business cases and produce tangible monetary benefit from your processes and applications. Your employees learn how to use state-of-the-art data analysis methods, how to tackle data quality issues, and how to interpret and visualize results. Working with mayato future-proofs your company for the age of big data.

mayato GmbH was founded in 2007. Among our customers are renowned large and midsize companies from a range of industries. As a partner of several software providers, mayato is committed to remaining neutral and – first and foremost – to delivering its own high-quality services. For more information, visit www.mayato.com.



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