

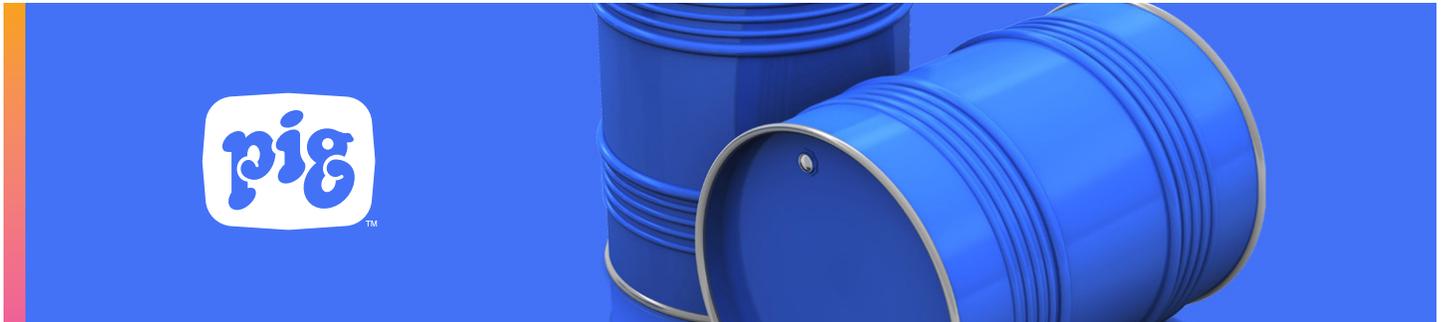
Vision

Implement a new, more user-friendly analytics engine based on Google Analytics 360, offering access to granular insights and data-driven marketing attribution models to monitor marketing performance and increase campaign effectiveness.

Results

▲
10%
 Growth In
Revenue year over year

▲
100%
 Adoption rate
of Google Analytics 360



Clean Solution.

There's nothing sloppy about the way New Pig goes to market – especially now that the industrial cleaning supplies leader leverages Google Analytics 360 on its SAP Commerce Cloud platform.

The brand manufactures and sells the “world’s best stuff for leaks, drips and spills®” for the workplace. It specializes in mats, absorbents, spill kits and control products, leak control products, drums, drain protection, and other products. Since its inception in 1985, New Pig has won 34 Plant Engineering Product of the Year awards – premier recognition attesting to the brand’s commitment to innovation.

New Pig not only prides itself on top-quality products, but also on its close connection to customers and its ability to understand their buying behaviors so that friction is removed from the purchase path. Data-fueled marketing campaigns were essential, but problematic.

Granular insights

As the marketing team grew, New Pig talent struggled to come up to speed quickly on the legacy analytics solution. The analytics environment was complex and was not intuitive. In spite of dedicated training, adoption was slow. A clean slate was needed.

The B2B manufacturer turned to LiveArea. A long-time, trusted partner, LiveArea has provided a variety of technology services to New Pig in the past.

The B2B manufacturer turned to LiveArea to eliminate data complexity and roadblocks to access by implementing Google Analytics 360. LiveArea is one of a handful of Google Analytics 360 partners in North America.

Now, the brand tapped LiveArea to eliminate data complexity and roadblocks to data access by implementing Google Analytics 360, a more robust, easy-to-use analytics engine. An extensive new tagging framework and data layer were built for the SAP Commerce platform. LiveArea trained a team of between 40 and 50 professionals to use Google Analytics 360.

Today, New Pig has access to granular insights into the customer journey and campaign effectiveness. A data-driven attribution model based on unsampled data, big query tools, and custom acquisition funnels accurately gauge marketing performance and inform New Pig how and where to invest its marketing dollars.

Services

- Digital Marketing
 - Analytics Strategy & Implementation
 - Marketing Attribution
- Technology Services
- Consulting