

NIELSEN ATTRIBUTION

TUI UK Seizes the Power of Social Media Advertising with Nielsen Attribution

TUI UK is a UK-based travel operator and subsidiary of TUI Group, one of the world's leading travel companies. Marketers at the company leverage a number of paid and owned channels to drive traffic to the website and encourage trip sales, but outdated reporting meant the team was missing out on opportunities to improve the efficiency and revenue-generating power of their media mix.

In this case study, learn how the company ramped up its measurement approach to reveal the hidden truth behind its marketing performance.

Speeding Legacy Systems to Meet Growing Business Needs

Previously, TUI UK relied on Excel-based reports to measure marketing's impact. But with the volume of data growing by the day, the team knew its legacy reporting systems and processes weren't agile or comprehensive enough to facilitate smarter, faster optimisation decisions.

"The manual process required to collect the data and analyse the findings was slow, tedious and error-prone," said Connor Weller, senior digital marketing analyst at TUI Group. "Because the reports were distributed in PDF format, our internal teams were unable to drill down to the right level of data to answer key business questions."

Moreover, the metrics in the reports were based on a last paid click measurement model. Since this approach favors lower-funnel tactics such as paid search and affiliates, it didn't expose the true value of upper-funnel activities like paid social and online display.

"As a business, we always believed there was greater value in our upper-funnel tactics, but we knew we were going to miss out on those opportunities if we held on to legacy, last paid click metrics," continued Weller. "We sought a partner that could give us a more accurate picture of all the touchpoints that lead to site visits and sales, so we could better allocate our budget to maximise the efficiency and effectiveness of our entire marketing mix."

Nielsen, known for the depth, accuracy and speed of its marketing performance metrics, was the perfect fit for the role.

From Last Paid Click to Lasting Impression

TUI UK worked with Nielsen's team of experienced experts to shift from its outdated last paid click measurement model to a sophisticated daily multi-touch attribution (MTA) approach.

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Connor Weller, Senior Digital Marketing Analyst, TUI Group

Unlike their current model, Nielsen Attribution accounts for the full customer journey. It uses advanced analytic models to measure and analyse tactical performance in near real-time, producing attributed metrics that reflect the true impact that each touchpoint in the consumer journey has on a conversion, sale or other desired outcome.

Recognising that implementing an advanced multi-touch attribution solution requires proper planning and cross-team collaboration, the TUI UK team worked with Nielsen to ensure a smooth transition. "With support from Nielsen, we began by consolidating and normalising our disparate sources of person-level, paid and owned marketing data into a single repository. We also developed a simple, standardised taxonomy so we could track and analyse the performance across all of our channels and campaigns in a consistent way," said Weller.

Ongoing meetings with senior management and the digital marketing team ensured that everyone involved not only trusted the integrity of the data going into the solution and the accuracy of the attributed metrics coming out, but also clearly understood how to leverage the data to make smarter investment decisions.

Uncovering Powerful Revenue and Cost-Saving Optimisation Opportunities

Once the implementation process was complete, TUI UK leveraged Nielsen Attribution to speed up their insights and uncover some powerful revenue and cost-saving optimisation opportunities. For instance, the team was able to:

- **Discover the true value of upper-funnel channels:** The team suspected that upper-funnel activities were previously undervalued, but was surprised at the scale of the difference. While paid social garnered a high CPA with little return under the last paid click model, the MTA analysis revealed that it was actually driving a much higher return and lower cost per quality site visit. "Based in these insights, we've more than doubled our paid social investments while maintaining a similar CPA," said Weller.
- **Drive greater efficiencies in closing channels like paid search:** While paid search was found to be less impactful than originally thought, the intra-channel optimisation recommendations produced by the solution still enabled the team to improve the value of the channel. "It was never about taking budget away from our paid search team, but rather providing them with data-backed recommendations to build up their confidence," said Weller. "For instance, identifying which terms weren't driving any revenue over a 90-day window enabled the team to move those funds to more efficient keywords."
- **Establish a "single source of truth":** TUI UK's marketing performance reports now enable teams to view their standard set of last paid click metrics against a corresponding set of attributed metrics that accurately reflect the true quantitative impact of each channel and tactic. "These attributed metrics have become the 'source of truth' for marketing performance measurement within our organisation," said Weller. "Now, the team can easily identify which channels and tactics were being over- or undervalued compared to last paid click, understand how to allocate budgets more effectively, and know what changes to make in order to maximise overall marketing performance."
- **Spend less time on data analysis:** Prior to implementing Nielsen Attribution, the TUI UK team routinely spent 3 hours or more producing a single report that showed how their marketing activities impacted site visits and other key performance indicators. "With Nielsen, our team can now view and report on performance within a matter of minutes," said Weller.

Actionable Insights, Real Results

With a more accurate picture of the touchpoints that lead to site visits and sales, the team is now able to intelligently allocate budget across their entire marketing portfolio with confidence. Using Nielsen Attribution to measure and optimise its spend, TUI UK has been able to shift its paid social budget by 111% year on year to realise a 77% increase in bookings with just an 11% increase in CPA to date.

"Having the data to justify how we're investing our resources and know exactly which levers to pull to drive up site traffic and trip sales is giving us a significant advantage in an increasingly competitive online marketplace," concluded Weller.

Hungry to leverage the full potential of multi-touch attribution, the team is currently implementing Deploy for Nielsen Attribution to automatically send their attributed metrics to buying platforms to fuel their real-time optimisation.

For more information, contact your Nielsen representative or visit www.nielsen.com.