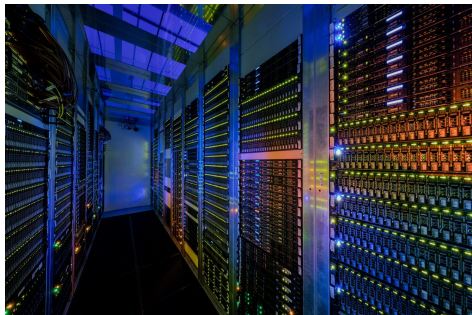# IONOS used Campaign Manager 360 to drive 107% growth in measured data-driven attribution sales

IONOS

Web hosting and cloud services provider
EMEA - Germany • ionos.de

Agency Name: TRKKN

The Challenge

The hosting and cloud market is becoming increasingly competitive, and IONOS identified the need to be able to make efficient investments in digital marketing at any time. This required effective measurement of marketing campaigns in order to make data-driven investment decisions. IONOS saw a strong need to enhance these capabilities in order to remain competitive in the marketplace.

The Approach

IONOS chose to set up a new Campaign Manager 360 network as a central tool for the measurement and collection of marketing data. IONOS tracked different media channels and digital platforms, and so it relied on a durable Floodlight concept, Campaign Manager 360 custom channel grouping, and Campaign Manager 360 data-driven attribution (DDA), measuring "DDA sales" and exporting this into an external central reporting.

Partnering with TRKKN: TRKKN supported in the setup of a new Campaign Manager 360 instance, reviewed the tracking concept, cleaned up channel groupings, and helped IONOS implement a clear naming convention.

The Results

With Campaign Manager 360 tracking, IONOS could see enhanced results. For the German, United Kingdom, United States, and French markets, it saw up to 270.55% more measured DDA sales and a decreased cost per order (CPO) of up to 82%. For IONOS, relying on Campaign Manager 360 attribution sets the foundation for data-driven decision-making regarding budget attribution and platforms it uses for digital marketing.

"Partnering with TRKKN to implement Campaign Manager 360 transformed our digital marketing. Their expertise helped IONOS drive a 107% growth in DDA sales, reduced cost per order, and gave us the tools to make data-driven decisions in a competitive market."

Martine Cifka, Head of Global Media

79%
Lower average CPO

107%
More DDA sales measured on average

Primary Marketing Objective

● Grow Online Sales

Featured Product Area

● Campaign Manager 360

TRKKN   **Google Marketing Platform**

Google