



British Gas Drives 335% More Sales With Value-Based Bidding



Energy and home services
London, UK • www.britishgas.co.uk



The Challenge

British Gas efficiently generated online leads for services like boiler installations, but critical business events—such as deposits and final purchases—occurred offline and were recorded in Salesforce.

This created a marketing "blind spot". While campaigns used a tCPA model to find leads, they lacked the data to optimize for actual buyers. The primary challenge was connecting that critical offline sales data to buying platforms to enable true Value-Based Bidding.

The Approach

British Gas collaborated with TRKKN and media agency OMD to develop a data pipeline that integrates offline Salesforce-housed sales data into Google Analytics (GA), and—in turn—from GA to Search Ads 360. This solution facilitated Value-Based Bidding, but providing actual business intelligence on relative value, rather than just a count of lead volume.

This technical infrastructure, therefore, enabled a strategy shift from lead-volume to sales-value by using that data from actual sales to "teach" Google's AI how to identify and more optimally bid on potential high-value customers.

A/B testing was leveraged to compare the old lead-focused (tCPA) strategy against the new revenue-focused (tROAS) model to validate this shift in strategy.

The Result

TRKKN's data pipeline drove a significant impact for British Gas by integrating offline sales data with online campaigns. This strategy resulted in an incredible 335% increase in sales and an 11% blended ROAS growth compared to the control group. Consequently, the company now optimizes for high-value conversions in real time, enhancing both revenue and marketing efficiency.

“The seamless partnership between TRKKN and OMD was instrumental in bridging the gap between our offline sales and online media. Their technical expertise in integrating Salesforce data enabled a pivotal shift to Value-Based Bidding, and the basis for a sophisticated, data-driven blueprint for our future growth.”

— Kathy Connolly-Livings, Head of Performance Marketing,
British Gas

335%

Increase in
Salesforce-
validated sales

11%

Blended ROAS
increase versus
control group