

Volkswagen Middle East drives quality leads at lower cost by integrating offline customer interactions into Google Analytics 4



Volkswagen Middle East • Dubai, UAE

<https://www.volkswagen-dubai.com/>



The Challenge

Volkswagen is a German automotive manufacturer known for producing a wide range of vehicles that blend quality, performance, and innovative engineering. The objective of this project was to reach the right customers more effectively, using a full-funnel measurement & optimization solution. Fragmented data between the online website tracking and the offline interactions from their dealerships meant that online marketing campaigns relied on mid-funnel interactions. Once the customer progressed to showroom visits and test drives, this was not communicated back to online campaigns leading to significant budget wastage.

The Approach

To ensure that the measurement solution is future-proof, GA4 was selected as the platform for integrating online and offline events. A data pipeline was built in Google Cloud (GCP) to automatically take CRM data for offline events such as showroom visits and car sales. From here all events were automatically exported to GA4 using the measurement protocol. This solution can be used to ingest offline events from multiple dealerships (and diverse CRM systems) and relay them into a single Google Analytics 4 property.

Partnering with TRKKN

Navigating the requirements for integrating data between different stakeholders is a complex process. TRKKN was able to work with the technical setup of Volkswagen and the dealership Al Nabooda Automobiles to enable data sharing with minimal adjustment to their existing measurement tools. TRKKN also supported the implementation of an A/B test with the media partner PHD, successfully demonstrating the value of this full-funnel measurement approach for value based bidding across search accounts.

The Result

Controlled testing was carried out using value based bidding (VBB) for paid search campaigns. The VBB strategy was setup using a combination of online and offline events, weighted based on their step within the sales funnel. Testing showed that the VBB approach could acquire qualified leads at a **28% lower cost per quality lead** and **18% lower cost per test drive** vs the control set.

“We faced the challenge of optimizing lead quality amid fragmented data between Volkswagen Middle East and our dealers. Partnering with TRKKN, we developed a future-proof solution that seamlessly integrated offline events and enhanced search activity with value-based bidding. The results exceeded our expectations, showcasing TRKKN’s deep understanding of our business needs and their ability to drive success ”

— Sary Hamadeh, Performance Marketing Manager, Volkswagen Middle East

-28%
Cost per quality lead*

-18%
Cost per test drive*