



CASE STUDY

ENABLING FULL VISIBILITY OF THE CUSTOMER JOURNEY AND A 15% INCREASE IN DATA ACCURACY

The challenge for Salmon

As the UK's leading motor specialist, Halfords Autocentres needed a digital analytics suite they could trust. Having relied on a basic implementation of Google Analytics for a number of years, they turned to Salmon, a Google Analytics Certified Partner, to help them make the most of Google's powerful ecommerce features.


Salmon's approach

The **Salmon Digital Intelligence** team started by validating the existing setup in order to identify areas that required improvement. A comparison against the

back-end order system revealed a data discrepancy that threatened to impact the accuracy of key reports used by the business.

The solution

Working closely with the Halfords Autocentres team, Salmon produced a **measurement strategy** that identified their key reporting requirements and existing data gaps. From this, a comprehensive website datalayer was developed to ensure the necessary information was readily available for use by Google Analytics.



Halfords Autocentres now benefit from full visibility of the customer journey

Google Tag Manager was used to simplify **data capture and tag management**. Managing both analytics and marketing tags from a single system delivered time and cost efficiencies to the business. It also provided greater flexibility to add and remove tags as needed, without the need for developers or deployments.

The results

Following the launch of the new account, the Halfords Autocentre team had immediate access to Google Analytics Enhanced Ecommerce reporting which provided practical insight into product list performance, product page interactions and checkout funnels. It also enabled them to segment visitor behaviour using a number of custom dimensions such as vehicle type and manufacturer.

The use of Google Tag Manager and a comprehensive datalayer delivered a 15% increase in data accuracy and ensured Halfords Autocentres could trust their data and the decisions they made based on it.

About Salmon Digital Intelligence

The Salmon Digital Intelligence team has helped a number of leading brands develop the measurement strategies and data capture solutions needed to build an insight driven business. To see how we could help your business please contact clongman@salmon.com

ABOUT SALMON

Salmon is a global digital commerce consultancy that defines and delivers market-changing solutions and customer journeys for the world's leading brands.

Established in 1989, with operations in London, Amsterdam, Sofia, New Delhi, Seattle and Melbourne, Salmon clients include Argos, Asian Paints, Audi UK, DFS, Halfords, Jumbo, LloydsPharmacy, Premier Farnell, Sainsbury's, Selfridges and Sligro Food Group.

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