

CASE STUDY

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

 WUNDERMAN
THOMPSON
Commerce

+ **halfords**

THE CHALLENGE

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 Wunderman Thompson Commerce, a Google Analytics Certified Partner, to help them make the most of Google's powerful ecommerce features.

OUR APPROACH

Wunderman Thompson Commerce's 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.

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THE SOLUTION

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

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.

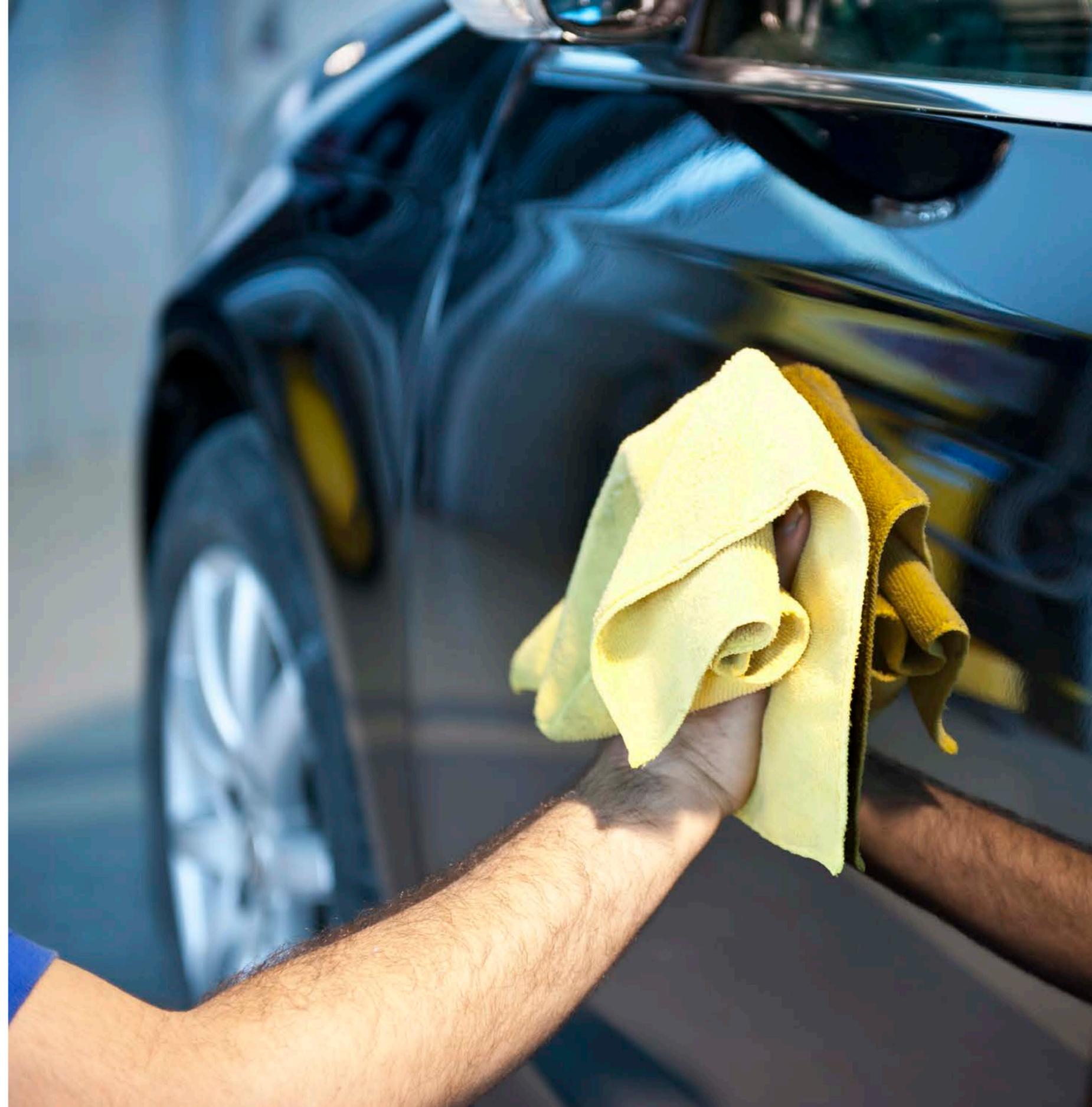
+ RESULTS

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 WUNDERMAN THOMPSON COMMERCE INTELLIGENCE

The WTC 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@wundermancommerce.com



ABOUT WUNDERMAN THOMPSON COMMERCE

Wunderman Thompson Commerce is a global eCommerce consultancy that brings strategic clarity, technical know-how and creative inspiration to help retailers, manufacturers, and brands deliver winning commerce capabilities across all major digital commerce channels: marketplaces (including Amazon), online retailers, D2C and social commerce.

Our end-to-end offer includes strategy, people and technology enablement, plus channel execution. With over 1500 commerce experts, and key strategic partnerships with Adobe, SAP, Salesforce, HCL and IBM, we help global organizations deliver capability, platforms, and sales.

Wunderman Thompson Commerce is a WPP company. We are part of Wunderman Thompson, a creative, data and technology agency built to inspire growth for its clients. Wunderman Thompson brings together over 20,000 creatives, data scientists, strategists and technologists in 90 markets.

Clients include American Hotel Register Company, AkzoNobel, DFS, Halfords, Jumbo, RXBAR, Sainsbury's, Selfridges, Specialized, Ted Baker and Tempur.

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