

Case Study: Gaining Sales Lift Through Attribution Modeling

Closing the Tracking Loop for GLOCK Drives Better Media Mix and Leads to Industry Firsts

The Client

GLOCK, Inc. is an international pistol manufacturer with their US contingency based in Smyrna, Georgia. Over 65% of US law enforcement agencies rely on GLOCK pistols.

Also highly respected by civilians, they reach a broad range of customers for personal defense, sport shooting and hunting needs.

GLOCK currently manufactures twenty-seven pistol models in various configurations. Media Two handles all media buying duties including digital, traditional and sponsorships.



The Challenge

In the firearms industry, the ability to track point-of-purchase is extremely difficult. The supply chain relies on a small number of distributors who sell to dealers. Pistol sales at the dealer level are also rarely tracked beyond federal background checks. The manufacturers' ability to collect customer data is limited – firewalled by both the dealers and the consumers.

GLOCK approached Media Two with the need to establish point-of-sale tracking across all of their various marketing strategies - aligning with the release of several new pistols. Their product development process was shifting from a model based on LEO and military demand to one of consumer-driven demand.

Our approach needed to allow GLOCK to track sales in real-time, optimize and then tailor specific product launch strategies around our findings. The goal was to effectively interrupt the supply chain by driving further demand, and then scaling our media efforts where appropriate.

The real-time aspect of sales tracking would be a first in the industry. While some third-party auction sites did track online transactions, they were only able to provide a small cross-section of data from the specific dealers using their portals. This was not an effective sample size.

Also factoring into the challenge was the mix of media across both digital and traditional sources. The brand's exposure included a broad range of digital display, print, TV spot buys, branded content and earned media. Actionable insight and analytics needed to span all of these.



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The Strategy

Obtaining sales data was the most difficult task we faced. As a way to circumvent gaps in the distribution chain, we identified warranty activations as a way for us to capture customer data after the point-of-sale. Using this as our conversion point, we set up an attribution model across digital, television, print, social, SEO and organic. Data feeds were established from all relevant media sources, and unique tracking was developed across all creative sets.

In order to close the loop on customer data, we worked with GLOCK’s marketing team to create an in-box promotion which would allow us to track lag time from the factory to the warranty completion. This would give us an accurate assessment of the average path length of product distribution. The warranty form would also capture invaluable information about the types of consumers we were reaching – gender, purchase needs, first-time-buyers, and transaction dates.

Using these data sets plus distributor sell-through data, we were able to create a dynamic extrapolation model which tracked the specific number of pistols sold as represented by each warranty activation. This extrapolation formula was then applied to campaign reporting.

For the first product launch, the timing of print media and television were aligned with content in endemic media – television shows featuring the new product and magazine articles reviewing it. Digital focused on both endemic media as well as programmatic media on mainstream websites. Remarketing was also a large part of our programmatic strategy.

Initial Findings

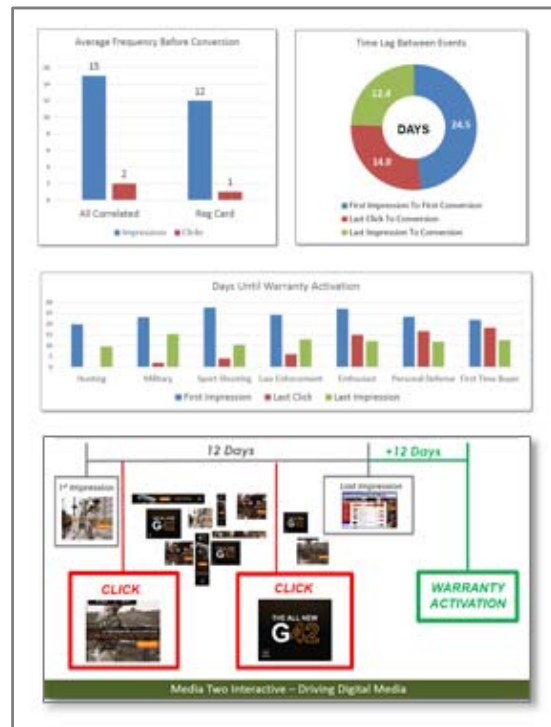
Frequency, lag-time and segment data provided the most influential information immediately after we launched.

By analyzing the warranty data, it was determined that customers needed to be exposed 15 times over 25 days.

More importantly, targeting first-time buyers and enthusiasts in non-endemic digital media was the most cost-efficient way to originate path-to-purchase.

Over one-third of all purchases originated from non-endemic media sources – and the optimal creative mix was 60% brand to 40% product messaging.

Using this information, specific creative was developed around the various non-endemic audiences, and optimization strategies shifted focus to scalable media opportunities.



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Furthermore, qualitative assessment confirmed that the extended reach into mainstream was creating additional brand engagement and established that we were reaching the intended audiences – endemics, first-time buyers and women.

Most importantly, both the creative and the specific media placements placements were very well received by the intended audiences. It was generally recognized and acknowledged that our tactics were groundbreaking – specifically calling out the fact that the competition was lacking.

Even in an industry as politically polarizing as firearms, not one negative comment was received, but hundreds of positive comments including those below were observed:

Guardian Defender/CW Creative (G42 - Mainstream)	Replies
Breaking the lamestream media barrier against gun ads certainly gives GLOCK another leg up on the rest of the gun industry.	14
I saw the Glock ad during a normal TV show on a normal channel. THAT is something completely different... just the visual presence on a show of that type is pretty amazing. Glock is certainly not "playing it safe" like other gun makers, or not playing at all as in the case of Walther.	
Flat out love this! Was so very pleased to see it running on the FX channel last night. I saw it on NatGeo Sunday night. Glock is certainly making some inroads in gun advertising.	11
Seeing this commercial makes me rethink my condemnation of Glock for not paying attention to what the market wanted. I suspect they saw data showing record numbers of women getting their CCW, and designed this pistol for specifically that market. Smart move. I showed this to my wife last night, she thought the same, and particularly liked that the woman was RUNNING the business meeting , not just in it, showing a fully empowered woman.	
So I'm sitting here watching a show on H2 (History Channel) and the commercials come on. The wife and and I start to discuss something (irrelevant), when I noticed this commercial! I had to rewind it to believe what I was seeing, and check what channel it was on again! Hope to see more like it on more channels!	11
I just saw a Glock commercial on the AMC channel! That's awesome ... It showed a young professional woman conceal carrying a compact Glock in her purse throughout the day, then going to the range and briefly talking to a young man, who was also fiing a... wait for it... Glock. I forgot that it was AMC and not something like the Outdoor Channel.	8
The glock commercial on cable means that the pro gun control buffoons aren't winning the fight. The theme was not one of "we are winning." In fact, it had nothing to do with men either. It was aimed at women and featured a female shooter. Nice to know that people will see guns are actually FOR both sexes.	134
Last night, Saturday 5/17) saw a Glock television commercial on the FX channel. And the main character was a woman! A competent woman taking measures to protect herself! Let's hear it for Glock!	2
I recognize that they were trying to reach out to an audience that may not frequent the outdoors networks. Particularly they were advertising to women taking control of their own self defense. I liked the pro 2A message it represents.	45
This video is tastefully done, product shown without drama, just facts. In my opinion, this ad should be shown on as many outlets as possible. I would like to think other firearms companies will pick up on your lead, follow through and present firearms in the best possible light.	Fan email to GLOCK



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Application of Data

Based on the data and customer feedback, print was reduced further, and television was increased significantly overall – particularly programmatic television.

In digital, our negotiation strategy focused on endemic media placements that would create cost efficiency during the lower parts of our attribution funnel – product review sites, enthusiast blogs, forums and comparison shopping sites.

Our digital prospecting strategies were revised around content reaching women and enthusiasts in mainstream media – primarily news, gaming, retail and web portals. Remarketing budgets were also maximized and frequency capped in order to optimize spend closer to the point of conversion.

In effect, the media mix began to mirror the conversion funnel established by the initial attribution data, and budgets were scaled accordingly within each stage of consideration – Origination, Frequency and Conversion.

Results

Of all sources tracked via attribution, paid media was credited with 45% of total sales. Most importantly, optimizations led to impressive lifts in our primary KPIs.

- **17% Lift In Brand Engagements**
- **31% Lift in Attributed Sales**
- **42% Improvement in Cost Per Unit Sold**

We found that digital display drove origination, TV created frequency and remarketing gained conversion.

As we increased our prospecting strategies, we also saw a lift in the percentage of conversions coming from SEO and Organic sources – earned and owned media rather than paid media.

The dynamic nature of our sales tracking coupled with ongoing attribution analysis has exceeded GLOCK’s needs and expectations. They continue to use this information to plan, execute and analyze all aspects of their marketing strategies.

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