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CASE STUDY: CONDÉ NAST

Condé Nast: Reducing Costs and Building Data Confidence Through Enterprise-Level Analytics Platform Migration

Condé Nast partnered with Analytics Pros, part of Adswerve, to navigate a complicated transition from Adobe Analytics to Google Analytics that led to substantial cost savings.

Switching to Save

Condé Nast needed to migrate its Adobe Analytics platform to Google Analytics 360 in order to reduce operational costs and increase its understanding of site users through deeper demographic data.

Already an extremely daunting undertaking at the enterprise level – with 21 brands – the Condé Nast team was also up against an aggressive four-month timeline. They needed a partner they could trust that could help them move platforms, ensure data accuracy, alleviate fears about the large-scale transition and set their experts up to efficiently manage and leverage all the analytics, marketing and user profiling tools moving forward. After carefully vetting several potential partners, they selected Analytics Pros.

Setting a Solid Foundation for the Future

Leveraging Analytics Pros' scalable service team ensured Condé Nast would be able to hit their deadlines with accuracy while receiving a high level of customer care. Racing against a looming deadline, the Analytics Pros team dove into the existing data collection processes. They developed a governed data model that provided consistency across all brands as well as a rollout plan that would cause the least amount of disruption for the Condé Nast team.

The team then created a gap analysis to translate the requirements to move from Adobe to Google. This initial documentation process was time intensive, but it was imperative that all critical data pieces were included in the analysis as they laid the foundation for the entire engagement.

To ensure that Condé Nast's team understood the intricacies of the new platform, Analytics Pros conducted three days of onsite, hands-on Google platform training. Additionally, the team provided individualized instruction for key users.

CONDÉ NAST

Condé Nast is a premier media company renowned for producing the highest quality content for the world's most influential audiences. Attracting more than 144 million consumers across its industry-leading print, digital and video brands, the company's portfolio includes some of the most iconic titles in media: Vogue, Vanity Fair, Glamour, Brides, Self, GQ, The New Yorker, Allure, Bon Appétit, Epicurious, Wired and more.

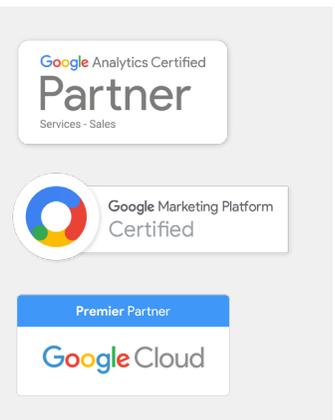
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Gaining Confidence through Accuracy

One of the perceived challenges of such a large-scale migration was a potential break in data continuity between the Adobe and Google platforms. Close collaboration between the Analytics Pros and Condé Nast teams limited discrepancies to 3% and gave internal stakeholders more confidence in Google Analytics and the new data set.

Exceeding Cost-Savings Goals

Analytics Pros helped the Condé Nast team become more efficient and reduce both platform and operational costs. These savings allowed the Condé Nast team to spend more time customizing Google Analytics and making their programs more robust.

Partnering for Success

The Condé Nast team found that Analytics Pros' honest assessment and high level of support – regular check-ins, daily alignment, gap analyses, research and nimble prioritization – were key to the migration's success. "What really made things work was Analytics Pros' initial assessment – the research and analysis, and defined structure and capabilities," said Ainul Huda, Vice President, Audience Development and Analytics at Condé Nast. "Second, having an established process and regular check-ins on what needed to be done helped keep the full team aligned on a day-to-day basis. And finally," he continued, "the practical and honest estimation about the level of work required from AP. Neither sandbagging nor over-estimating."

Condé Nast Associate Director, Measurement Strategy and Data Architecture, Vincent Yang added, "The foundation they set, along with their processes and knowledge was really important and made it a lot easier. Their engineering support helped us address the issues we couldn't figure out ourselves."

Working together, Condé Nast and Analytics Pros were able to migrate the 21 brands within four months, gain internal Condé Nast buy-in, dramatically lower costs, improve data confidence and foresight and set its analysts up for success.

"[Analytics Pros] are great partners and collaborators. They understand problems well and are realistic, with good problem-solving skills. They work with us closely, finding solutions. They look out for our best interests."

—**Ainul Huda**, Vice President, Audience Development and Analytics
Condé Nast