OWOX

Hoff and OWOX BI: How to Discover 2.4 Times More Keywords Assisting in Conversions and Increase PPC Advertising ROI by 17%

Get a complete overview of your marketing performance

About Hoff

About OWOX

Goals

Challenge

Solution

Step 1. Collect data in Google BigQuery

Step 2. Process the data

Example 1

Example 2

Example 3

Step 3. Implement the attribution model

Step 4. Sending the data to Alytics and using it

Results

OWOX BI PIPELINE