

CASE STUDY: BRITISH GAS

# The Switch to Flashtalking Primary Ad Serving and Multi-Touch Attribution



**2** weeks  
transition period

**191%** increase in  
attributed conversions

**42%** more efficient  
cost per acquisition

## CHALLENGE

British Gas, the United Kingdom's largest energy supplier, relied on DoubleClick for ad serving, auditing and analytics and was seeking a solution to mitigate the loss of data needed for independent measurement and analysis of digital media campaigns.

Following Google's decision to remove User IDs from the DoubleClick Data Transfer files, British Gas faced the loss of independent auditing and analytics that relied on user-level data. Without the User IDs, critical functions could no longer be performed independently, including:

- Verification of delivery, reach and frequency
- Analysis of conversion paths to understand the customer journey
- Algorithmic multi-touch attribution
- Incorporation of third-party device graphs, location data or offline sales data
- Inclusion of verification data to remove fraudulent and non-viewable impressions from conversion paths
- Analysis of user-level engagement to understand customer interests, behavior and preferences

British Gas had a strategic decision to make: to accept the loss of data independence, transparency and interoperability, or to maintain control over their data and integrity by selecting an independent ad serving and measurement partner.

The search for an alternative led British Gas to select Flashtalking as their independent ad server and multi-touch attribution solution.



## SOLUTION

As the platform that aggregates and unifies data to connect audiences, media and creative, the ad server has become the source of truth in the pursuit to verify and to measure the delivery and performance of media and creative.

Flashtalking is the leading independent global ad server for advertisers who value control of their data and wish to separate media buying from delivery and measurement.

British Gas, with the support and partnership of their media agency MediaCom, decided to switch to Flashtalking primary ad serving. As the migration could be a risky and time-consuming task, two months were planned to transfer all the activity from Google to Flashtalking.

Thanks to British Gas' clear vision and MediaCom's efficient Technology team, the transition was made in just *two weeks* with *no loss of data* during the transition period.

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## BENEFITS

Flashtalking was selected as the primary ad-server of choice to allow British Gas to control their data and to separate media sales from delivery and measurement.

Flashtalking enabled British Gas to realize the promise of data-driven marketing while maintaining flexibility, independence and ownership of their data. British Gas can now:



Map the customer journey across cookies, cookie-less tracking, devices, and screens for a holistic view of user engagement



Measure and optimize media through independent analysis of reach, frequency and multi-touch attribution



Maintain visibility and control of their data and utilize it in the most effective way to drive value for the business

## RESULTS

British Gas realized substantial gains in performance across display and search campaigns for two products – Central Heating Covers (CHC) and Heating Installations (HI). Leveraging Flashtalking MTA, British Gas uncovered key findings that enabled them to attribute conversions accurately and to reallocate channel spend in the right direction. While the advertiser had previously been running two display campaigns through four DSPs, they soon realized that two of them were under-performing. Therefore, the budget was pulled from two under-performing DSPs and reallocated to the two top-performers with the lower cost-per-acquisition (CPA).

More specifically, for the CHC display campaign, the CPA was 42% more efficient after consolidating the budget into the two top DSPs. The attributed conversions from the two DSPs were 140% higher than what they would've been had British Gas continued with the original mix of the four vendors. The HI display campaign performed even better, yielding a 34% more efficient CPA and a sharp 191% rise in attributed conversions.

Search performance also followed a similar trend. Generic keyword search for CHC drove 20% more conversions as compared to a last-click attribution model. Likewise, HI also saw 17% more attributed conversions. As a result, British Gas shifted spend to undervalued keywords.

[READ DIGIDAY'S COVERAGE »](#)

### DISPLAY (CHC)



ATTRIBUTED  
CONVERSIONS  
INCREASED BY

140%

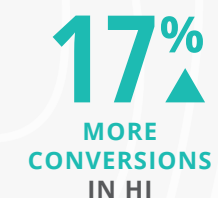
### DISPLAY (HI)



ATTRIBUTED  
CONVERSIONS  
INCREASED BY

191%

### SEARCH





“ Making the ad-server transition initially felt like a difficult decision, but after looking at the way we are planning to use our data in the future, and **the importance of ensuring we had full access to that data**, it quickly became clear it was the right strategic decision. The switch went smoothly, and all our activity was moved in two weeks, with everything tracking perfectly right from the start. The close collaboration of Flashtalking and MediaCom made the process simple and **we're happy we've made the right choice**.

— PATRICK SMITH

Digital Marketing Manager,  
British Gas

