



3D Scanner Company Tracks Diverse Marketing Goals Using Google Analytics and Google Tag Manager

Background

Luxembourg-based Artec 3D is a leading manufacturer of handheld 3D Scanners, which can scan over 1 million points/second and are used to create models of real-world items in a variety of applications. The scanners do not only recreate the size and shape of the object being scanned; they are capable of reproducing textures. The software, Artec Studio, creates a 3D model from the information sent by the scanner, and can then map photos onto the surface of the model; a scan of a human arm with a tattoo for instance will have the tattoo reproduced on it.

The high level of accuracy and integration with CAD programs supports a wide variety of applications. Industrial designers use them for prototyping and reverse engineering; Hollywood effects people have used them for scanning Arnold Schwarzenegger; Archaeologists use them for preserving artifacts; Criminologists preserve crime scenes with them; and they were even used to create Barack Obama's official 3D Presidential portrait.

Challenge

Artec 3D provides 3D scanners and software via a network of resellers throughout the world, and must balance the need to obtain leads for resellers with the need to educate "early funnel" users on its own website. Understanding behavior of these early funnel visitors was challenging since visitors could take a variety of actions - spec sheet downloads, reseller locator searches, contact form submissions, and so forth. Artec 3D's web team, although highly effective in creating an exquisite and inviting website, did not have extensive experience in website analytics.

Ted Ives Consulting was engaged to assist with these analytics challenges, as well as to create search campaigns for the US market and remarketing campaigns for the worldwide market, to drive demand and increase leads for resellers.

Solution

Google Tag Manager and Google Analytics were installed, Tag Manager's "data layer" was used to track different types of events on the website, using Tag Manager's "trigger" feature. This approach had the advantage that once Artec 3D's very busy web developers installed the Google Tag Manager tag, all the triggers could be configured without any further assistance from them - freeing up the web team to focus on more important things, and enabling the marketing team to make changes without any latency.

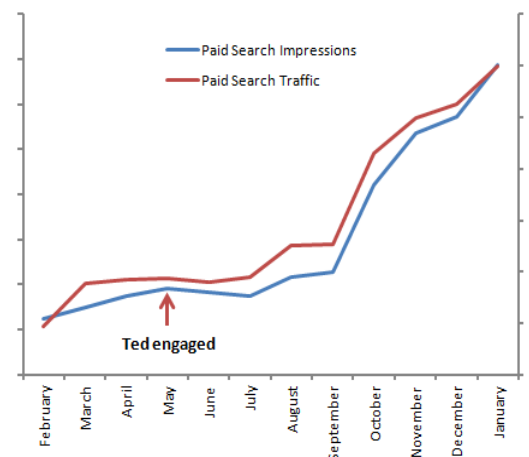
Google Analytics events and goals were configured for the following activities:

- Live Demo
- Buy Now
- Download Brochure
- Info Sheet
- 30-Day Trial
- Form Submit
- Download
- Where to Buy
- Show More

Additionally, Paid Search campaigns for the US market were created from scratch and launched, as well as remarketing campaigns targeted worldwide.

Results

Artec 3D was better able to understand its website users behavior, and could tie paid search results to actions on the web site. This made it possible to increase the number of qualified leads at a lower cost per lead, and to further optimize the site to satisfy its users needs.



"Ted's expertise with Google Tag Manager allowed us to deal with some complex tracking challenges without burning a lot of our web development team's time." - Tagir Zainilov, Artec 3D