

55 deployed an ML model to predict the likelihood of ASUS web users to purchase a product, and used scores to drive optimised search and display acquisition campaigns



ASUS is a Taiwanese multinational computer and phone hardware and electronics company headquartered in Beitou District, Taipei, Taiwan.

In recent years, ASUS has expanded its online e-commerce activities by using the company site as an online retail platform, alongside regular product updates and information.

THE CHALLENGE

With the substantial volume of daily users visiting the site, determining an effective online media strategy which is capable of distinguishing users at different stages of the purchase funnel has always been a challenge.

THE APPROACH

Using the wealth of user behavior data available in Google Analytics, 55 was able to produce a highly accurate machine learning model capable of scoring web users according to their propensity to convert.

Google Marketing Platform and Google Cloud Platform's native integrations ensured the model could be seamlessly deployed and automated, enabling user scores to be synced across Search and Display channels in real-time.

These scores informed a targeted media campaign tailored to the users' position within the purchase funnel.

THE RESULTS

Accurate user scoring has helped ASUS to better understand the profiles of their high-value visitors, as well as optimize budget planning, concentrate more resources on high-value users, and ultimately improving the investment efficiency of their media campaigns.

Huge performance uplifts have been seen across media channels and the programme is currently being rolled-out across new markets.

+70%

Remarketing ads ROAS improvement

+30%

Google Ads conversion rate