



## U.S. CELLULAR EXPOSES TRUE IMPACT OF DIGITAL MEDIA IN DRIVING ONLINE AND OFFLINE SALES



U.S. Cellular serves over 10.6 million customers nationwide, driving mobile phone activations through multi-channel marketing efforts. When the organization discovered that sales originating from online media were being misattributed to offline sales channels, it turned to Cardinal Path for a custom analytics framework. The solution connected disparate reporting systems to analyze nearly 10 terabytes of historical customer data and reclassify incorrect sales attributions. Now, U.S. Cellular has a scalable, repeatable way to analyze customer behavior, understand digital's true impact against sales, and more precisely forecast sales by channel – all on a monthly basis.

### Top benefits

10 terabytes of data

Line of sight into digital's role in driving online and offline sales

Accurate sales forecasting

Precise view of customer journey

"We're now in the enviable position of having an accurate view at each stage of our customer journey. Cardinal Path has enabled a custom cloud analytics solution that not only gives us a business advantage, but helps us shape a great customer experience, and ultimately ties in to our values of industry-leading innovation and world-class customer service."



**Katie Birmingham,**  
Digital & E-commerce Analyst, U.S. Cellular Corporation

## Why U.S. Cellular needed to reclassify sales activations

U.S. Cellular uses multi-channel marketing efforts to drive mobile phone activations through three primary sales channels: online, in-store and telesales. When U.S. Cellular realized that sales originating from online media were being misattributed to offline channels (such as in-store and telesales), the company reached out to Cardinal Path.

**“Cardinal Path helped us gain access to the intelligence within our digital media platform. By establishing a streamlined process for driving offline conversions, we can now attribute sales credit to programs in real time so we know exactly what is working and why across our entire media plan.”**

The artificially-inflated offline numbers had clouded U.S. Cellular’s ability to accurately forecast sales by channel and misrepresented its customer value analyses. It also hampered proper media mix optimization as the true contribution of digital media was obscured. In response, Cardinal Path pioneered a new (and previously untested) cloud solution using Google’s Cloud Computing Engine and new BigQuery platform.

## How Cardinal Path built a custom analytics framework

Mining Google Analytics to surface historical data and cached web events from November 2012 to December 2013, Cardinal Path used reports from U.S. Cellular’s internal data warehouse and other outside agency data to map user paths and construct an end-to-end reporting analytics framework. The solution pieced together three separate systems, each with a unique owner, and tied each transaction back to individual customer behavior across the organization’s sales channels. It also ingested and analyzed nearly 288 million rows (10 terabytes) of customer data from multiple sources.

After building a scalable, automated analytics framework to more accurately reflect the true online/offline customer journey, supporting attribution, forecasting, segmentation and data aggregation, Cardinal Path reclassified roughly half of the activations in U.S. Cellular’s internal management report – activations which had been previously attributed to offline channels.

Cardinal Path established a repeatable process for reclassifying offline activations and laid the foundation for a new dashboard which could be used to forecast future sales and share data throughout the U.S. Cellular organization.. With a clearer picture of the true role of each media and sales channel, U.S. Cellular can also begin to more appropriately align compensation to real contribution.

Throughout this process, Cardinal Path investigated the role of each channel at different stages in the consumer’s purchase journey, further enhancing the future forecasting capabilities of U.S. Cellular online sales teams and properly credit digital media for its role in driving online AND offline sales.

## About U.S. Cellular

U.S. Cellular is the fifth largest telecommunications company in the United States, serving over 10.6 million customers through its online platforms and a decentralized network of retail stores in 426 markets across 49 U.S. states

**Start benefitting from your organization’s digital intelligence.  
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Cardinal Path is a premier digital data analytics firm that works with the world’s most prominent organizations to create, implement and action advanced analytics. Known for its industry leadership with tools such as the Online Analytics Maturity Model, a framework for assessing enterprise-wide analytics maturity, Cardinal Path comprises dedicated teams of award-winning analysts, statisticians, academics, developers, and many of the top minds in the digital marketing space. We help our clients unlock the value of their data, sharing all that we know and empowering people to make confident business decisions for sustainable growth.