MEDIA RELEASE 18 September, 2019

AustralianSuper partners with Google to lead the way for members with data science

AustralianSuper is undertaking an industry leading project to increase the efficiency and effectiveness of its marketing activities.

Fractribution uses a data science technique that assigns fractional values to each touch point in the path people take to become members of the Fund. AustralianSuper is the first superannuation fund to use fractribution and is also the first company to use it with Google Cloud Platform's Sydney Cloud Region, keeping data in-country.

'Fractribution provides the Fund with a deeper insight into how members are making decisions so that we can better serve their needs and work together towards providing a better outcome in retirement,' Head of Analytics, Insights and Measurement at AustralianSuper, Chris Cramond, said.

'AustralianSuper is using this technique so that we can allocate marketing investments towards the best performing channels which then results in enhanced return on investment.'

Mr Cramond said that along the pathway members may conduct multiple searches and interact with multiple adverts and touchpoints before ultimately joining AustralianSuper.

'The Fund uses an attribution model to determine how credit for members joining is assigned to touchpoints in the process,' Mr Cramond said. 'Attribution models provide a better understanding of marketing performance and helps to simplify the process across the different ways a member can join the fund.'

Fractribution is an open source marketing attribution package developed by Google Data Scientists and assigns partial credit to marketing touchpoints based on the impact of marketing efforts on the relevant success metrics.

Catherine Melville, Director of Financial Services at Google said marketing is a major investment for most organisations but it has become increasingly complex.

'Many of our customers are using multiple tools to manage this investment across digital and non-digital channels,' Ms Melville said.

'The result is often very siloed marketing performance data and this can make it difficult to really understand the overall return on that investment. We're seeing major efficiency improvements with new methodologies, like fractribution, that leverage both Google's web analytics and cloud computing capability.'

'It is fantastic to work with such an innovative and agile partner as AustralianSuper, particularly given their singular focus on achieving the best outcomes for their members.'

The project uses data from Google Analytics 360 and Google BigQuery which enables AustralianSuper to analyse large and diverse datasets interactively with sub-second query response time using Google's infrastructure.

AustralianSuper worked closely with Google Data Scientists and Product Specialists to categorise and score their media channels to understand their contribution to new member joins.

About AustralianSuper
AustralianSuper manages more than $165 billion of members' retirement savings on behalf of more than 2.3 million members from around 300,000 businesses. One in 10 working Australians are a member of AustralianSuper, the nation's largest superannuation fund.
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