

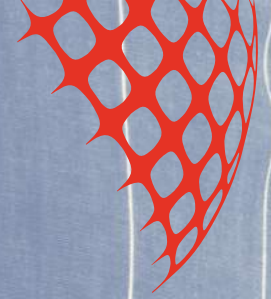
What you need to know for

**SUCCESSFUL
ATTRIBUTION**



What you need to know for successful attribution

All businesses want to get the most bang for their buck. The more money spent on marketing activities, the more crucial data analysis becomes. Are my marketing efforts attracting or repelling sales? Are my branding campaigns worth the budget? How should I steer my marketing strategy to grow the business? **By knowing how much influence each channel has on sales, businesses are empowered to make more effective decisions for the future investments.** That's where attribution comes into place.



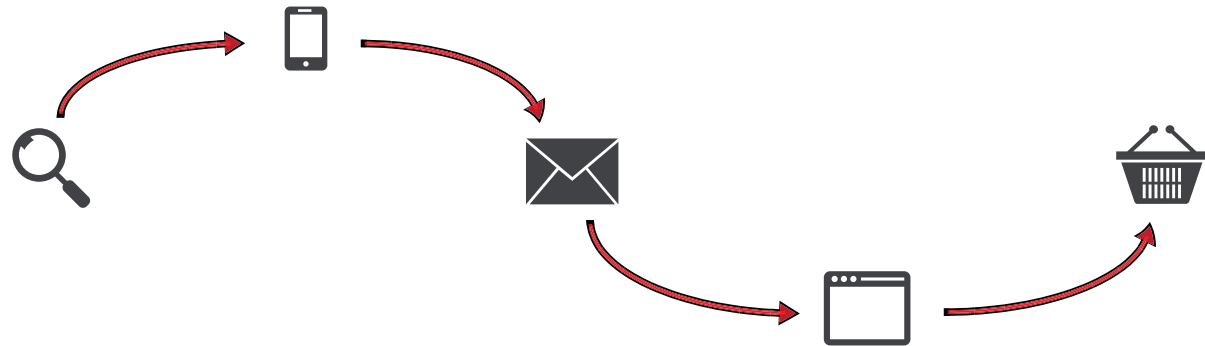
So what is
ATTRIBUTION
really

What you need to know for successful attribution

So what is attribution, really?

The perfect attribution model gives credit to each and every touch point along the customer journey that is proportional to their influence over the purchase.

Attribution is used to determine the effectiveness of each marketing channel involved in attracting sales. The perfect attribution model gives credit to each and every touch point along the customer journey that is proportional to their influence over the purchase.



While the perfect attribution model is a work in progress, standard attribution models arose to simplify things for marketers, with the most common one being the “last-click wins” model. This model assumes the last marketing touchpoint has the highest importance for the purchase decision.

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Today's informed customers often go through several phases, and their purchase can be influenced by all of the available phases of the funnel.

However, we know this deviates from reality. Today's informed customers often go through several phases, and their purchase can be influenced by all of the available phases of the funnel:



Their complex behaviour often brings about specific patterns, which occur over and over again. Marketers, who are able to identify these patterns, are therefore at an advantage, as they do not go in flying blind. The challenge is rather in revealing sufficient insights for their marketing strategy to accelerate the business.

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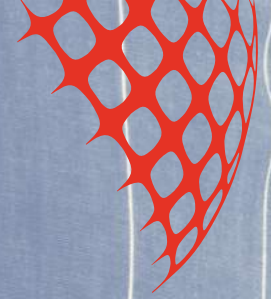
Instead of chasing customers around their purchase journeys, marketers today need to be omni-present, in order to understand their customers.

If you extrapolate these steps to the world of online marketing, the channels often correspond to this:

Process	Commonly used channels
1 Awareness	Content marketing, blogs, branding campaigns via display, video, social media
2 Information search	SEO, SEM, comparison sites, meta search engines, retargeting
3 Evaluating alternatives	Competitor sites and all in point 2
4 Purchase decision	Brand search via SEM or SEO, cashback and voucher websites, basket optimizers and all in points 2 and 3
5 Post-purchase	Emailing, retargeting, onsite recommendations

Many of the marketing channels can appear everywhere across the funnel. Instead of chasing customers around their purchase journeys, marketers today need to be omni-present, in order to understand their customers.





The buzzword:
MULTI-ATTRIBUTION

What you need to know for successful attribution

The buzzword: Multi-attribution

Every marketer today wants to do multi-attribution and many technologies claim they can. Unlike single attribution which takes only the one winning touchpoint into account and ignores all others, multi-attribution considers the influence of all touchpoints of the customer journey on the sale. The general rule is: The more data you use, the more accurate. Yet there are many pros and cons to the concept of multi-attribution.

Pros of multi-attribution:

Closer to reality

Unlike single attribution, multi-attribution models identify multiple touchpoints in the customer journey as influencers for the sale, thereby being closer to portraying reality.

Better customer analysis

Marketers gain more information about customers' purchase behaviour, enabling them to optimise their marketing strategies to target customers better at specific phases of the decision-making.

Better budget allocation

With multi-attribution, marketers can better identify synergies among various activities, analyse winning strategies and allocate the marketing budget more effectively.

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The buzzword: Multi-attribution

Cons of multi-attribution:

Complex to implement

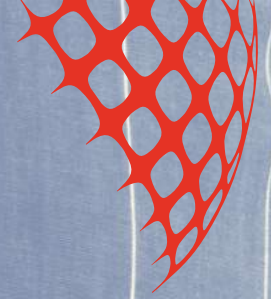
Getting the right model is complex. Are all touchpoints in the customer journey equally important like in a linear model? If not, which channel at which phase of the customer journey has more influence over others?

Complex to analyse

With the immense amount of data, marketers need to filter out the right information. Which are the real conversion-driving channels?

Resource-intensive

As multi-attribution models reflect a marketing state that is subject to change frequently, dedicated resources for constant optimisation of the attribution model are needed.



What do I need
ATTRIBUTION
for



What you need to know for successful attribution

What do I need attribution for?

Naturally, attribution only makes sense when you have a sizeable number of customer journeys that comprise more than one channel. When you have determined that this is true, you should ask yourselves the following questions to determine whether single or multi-attribution makes most sense for you.



What you need to know for successful attribution

What do I need attribution for?

Bear in mind that PPC campaigns make up a sizeable proportion of every marketing budget, and they have fixed costs regardless of their influence.

1. Do I need attribution for analytical or real-time commercial purposes?

There is a difference in using attribution for analytical and payout purposes. Analytical attribution offers a retrospective view on historical data and lets you model it according to different attribution paradigms like last-click or bath tub. In contrast to this, commercial attribution is executed in real-time to either assign or even split costs according to your pre-defined attribution model.

Bear in mind that pay-per-click (PPC) campaigns make up a sizeable proportion of every marketing budget, and they usually have fixed costs regardless of their influence. Therefore, click prices can only be adjusted based on historical data and not in real-time. In other words, PPC optimisation according to your multi-attribution model can only be done retrospectively.

What we have discovered regarding real-time commercial attribution is: there is often no technical limitation to, for example, have a bidding algorithm based on customer journey data. The restriction is a commercial one because the PPC platforms do not want themselves to be compared in the customer journey – this applies to all common PPC channels like Google, Facebook, etc. These channels simply want to get their money based on their single attribution model.

What you need to know for successful attribution

What do I need attribution for?

If you don't have the relevant experience, it is better to start out with a good single attribution model.

2. Do I have relevant experience with single attribution in order to apply multi-attribution in the future?

If you do, you could be on your way to determining a better attribution model that fits your business model, as you have already identified the constraints of your current attribution model.

If you don't, it is better to start out with a good single attribution model. For example, you can attribute brand activities with a lower priority and give preference to marketing channels which offer unique value, e.g. content websites, price comparison portals. You can also select a shorter attribution window for display campaigns to acknowledge the possible impact that seeing a banner (but not clicking on it) can really have on the purchase decision.

In general, you should differentiate between paid, owned and earned activities, where paid beat owned beats earned.

Paid

search engine ads, social media ads, retargeting

Owned

e.g. CRM, own corporate blog, social media activities

Earned

e.g. organic traffic from other websites

What you need to know for successful attribution

What do I need attribution for?

The right technology will play a crucial role in binding all activities.

3. Do I have the right technology?

In most organisations, marketing consists of many teams (e.g. content, search marketing, affiliate marketing) that work simultaneously on campaigns across multiple channels and devices. For a comprehensive and accurate attribution, you need one technology to rule them all. The right technology will play a crucial role in binding all activities. Therefore, when speaking to a technology provider, it is important to check these following factors regarding their technology:

Outstanding tracking accuracy

All interactions and conversions as a result of your marketing efforts across all channels and devices need to be uniformly and accurately tracked. Only so will your customer journey be comprehensive enough for an accurate analysis of your marketing performance.

Clean deduplication

From a top-down point of view, double costs or paying several marketing channels for one customer acquisition should be avoided, so you need deduplication to a) understand where you're overspending on PPC and b) pay only one CPA partner.

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What do I need attribution for?

Only by customizing attribution model to a high level of granularity are you able to truly analyse your marketing activities.

For PPC campaigns, the results of deduplication need to be applied to your return on ad spend (ROAS) analysis. After you have paid your PPC price upfront, you need to analyse how much revenue you've made calculated on the click costs you've already spent.

Customisable analytical attribution

Marketers need the flexibility of setting up attribution rules based not only on the highest channel level but broken down into activities, e.g. ad brand vs non-brand, view-through sales vs click sales. Only by customizing attribution model to a high level of granularity are you able to truly analyse your marketing activities to harmonize areas where you are strong at with those where you lack presence.

Real-time analytical attribution & ability to forward results to your partners

In the dynamic online marketing world, timeliness is crucial. You need real-time reports and attribution to analyse the effectiveness of your marketing activities in real-time, so you can react to the market in time. Additionally, being able to forward these results to your partners in real-time gives you a competitive advantage, as your partners are able to analyse their performance in real-time too.

Does multi-attribution really help my business?

What do I need attribution for?

Upon identifying trends in the decision-making process, you can replicate success cases for new markets and products.


Attribution modelling

Not only is the ideal model for your business hard to create at one go, the state of your campaigns are also changing. This means marketers need to be able to simulate the effects of any changes via attribution modelling, in order to fine-tune the attribution model.

Other factors/data

As customers' decision-making process varies with other factors (e.g. whether they are new or existing customers, the device they are on), it would be good to have such information at hand. Upon identifying trends in the decision-making process, you can replicate success cases for new markets and products, as well as better target your customers in the future.

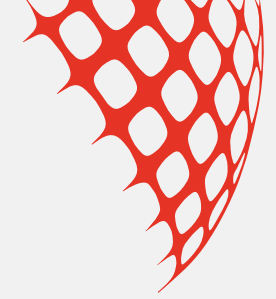




Does multi-attribution really help my business?

As a marketer, your key goal is in finding the perfect mix and the exact percentage of investment in the upper funnel to harvest in the lower funnel. This is where attribution comes in. It is not as simple as choosing between single and multi-attribution, but rather differentiating between your analytical and payout needs, and evaluating the needs and resources of your organisation at this present state.

With the help of the right technology, your organisation will benefit from the deep insights gained from attribution matched on your customer journeys, as you continue to tweak your marketing strategy to improve and create greater new opportunities of reaching out to potential customers.



About Ingenious Technologies

Ingenious Technologies AG is an independent technology provider for Business Analytics and Marketing Automation, with its headquarters in Berlin. Launched in 2012 by experienced online marketing experts from Technology, Marketing and Sales, the company focuses on the development and marketing of innovative, scalable technology for performance-based, branding-oriented online marketing and e-commerce. The SaaS Solution enables advertisers, agencies and affiliates to monitor, analyze, optimize and process all their online

marketing activities and partnerships across all channels and devices via a single platform. The solution meets all requirements of multi-channel tracking, affiliate software, private network and platform rating, billing, accounting and payment. With its dedicated support team, Ingenious Technologies also looks after its renowned customers from the retail, financial, as well as travel and telecommunications sector.

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