

# Measuring Campaign Attribution

Where we are and what is next on the horizon



**Drake Direct** | Marketing Data Scientists



# Agenda

**1. What is Campaign Attribution**

**2. The Challenges We Face**

**3. The Types of Attribution Models**

**4. How Google and Adobe Handle Attribution**

**5. Offline Complexities**

**6. Offline Attribution Case Example**

**7. Forrester Wave Attribution Report Highlights**



# Today's Flawed Methodology

- ❖ Today our methodology of assigning campaign attribution is quite flawed
- ❖ We have typically focused on last touch
- ❖ According to two new studies by Forrester (to be shared with you later), agencies are getting more sophisticated and offering more services in this regard.
- ❖ Google and Adobe are also making it easier for us to apply proper campaign attribution as we will soon see.

# What is it?

## What is Attribution Modeling?



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Distributing credit where credit is due.



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# Two Attribution Models

## ❖ Two types of attribution

- Interactive Attribution – easier to handle as we are speaking only of digital communication channels
- Cross Channel Attribution – off line and on line communications. Hard to implement and fewer doing this



# Attribution Challenges

- ❖ The difficulty arises for several reasons
- ❖ Bringing off line and on line communications together is difficult:
  - *Technical difficulties caused by the siloed effect*
  - *The various sources do not necessarily have a common point of contact for matching*
  - *Cookie deletion – 1/3 of consumers delete their cookies on a monthly basis.*
  - *What is the proper weighting scheme?*



# Interactive Attribution, an Example

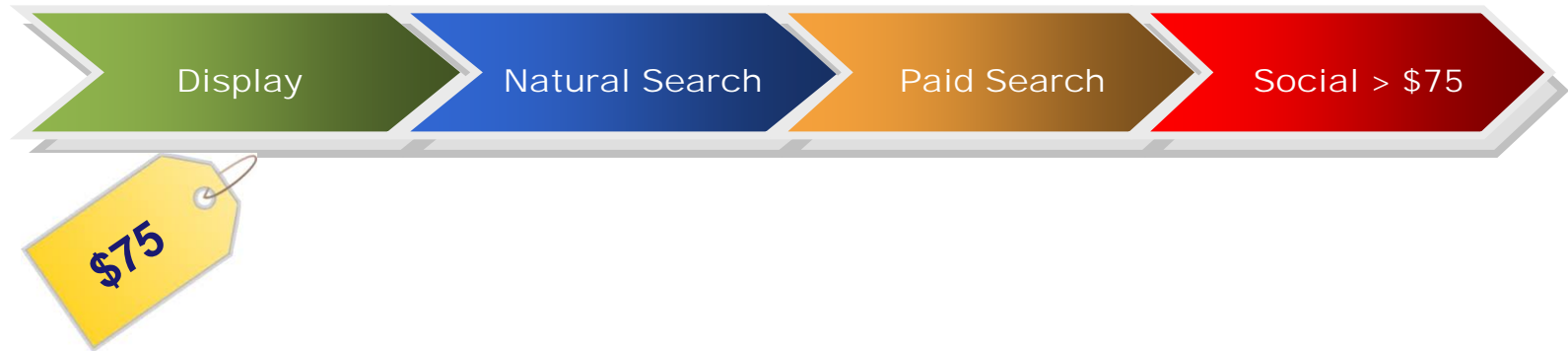
- ❖ Consider the following example
- ❖ All touches are in the digital interactive space
- ❖ Where should the credit lie for the final \$75 sale?



# First Touch

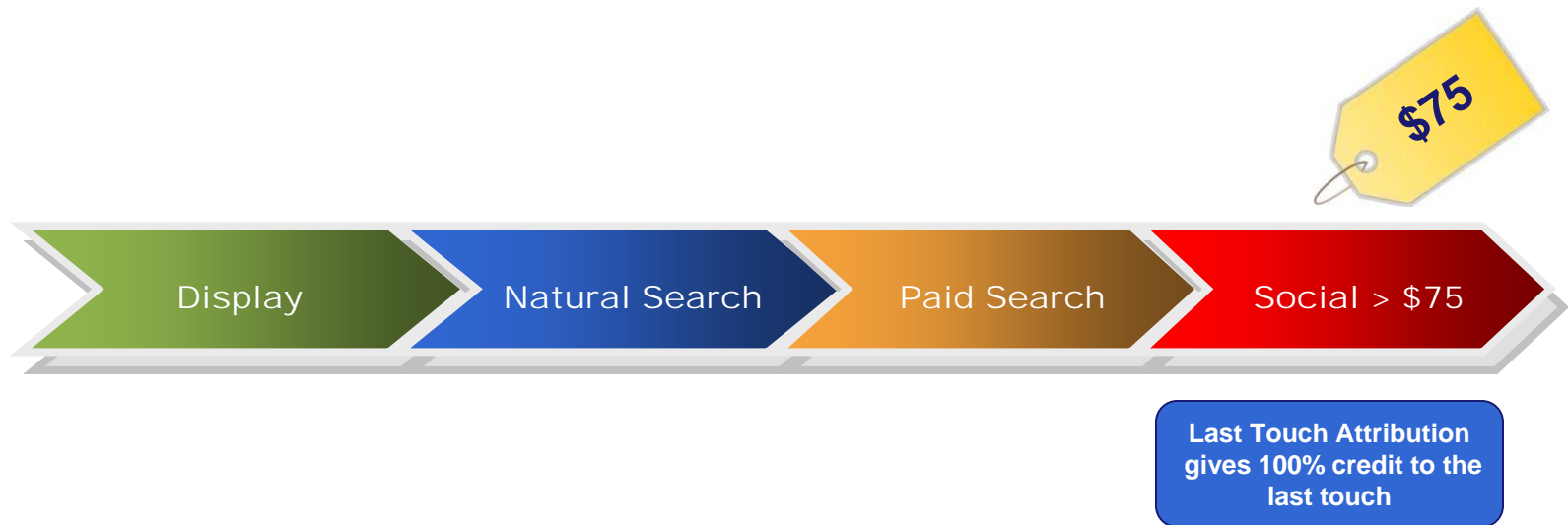
- ❖ First Touch – Easy to implement, the first marketing touch gets the credit

First Touch Attribution  
gives 100% credit to the  
first touch



# Last Touch

- ❖ Last Touch – also easy to implement, the last touch gets the credit



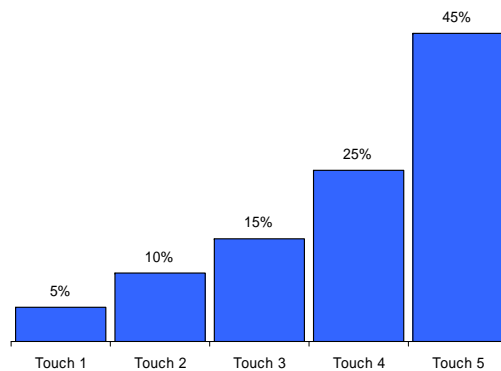
# Linear

- ❖ Linear – gives equal credit to all “known” touch points along the conversion path.
  - *Key here is “known.” What if I deleted my cookie somewhere along the way?*

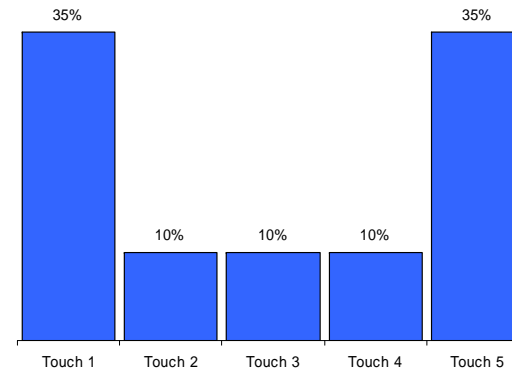


# Other Models

- ❖ Time Decay/ Latency Score - examines days between touch and conversion. The closer the more credit
- ❖ Customized - most credit to first and last and some for in between



**Time Decay**



**Customized**



# How Google Analytics is Helping

- ❖ Google Analytics is making attribution across the interactive digital channels easier
- ❖ They allow you to set up paths and model types
- ❖ Change the credit based on the touch

# Selecting Your Model in GA

- ❖ In GA, simply go to Conversions > Multi-Channel Funnels > Assisted Conversions

The screenshot shows the Attribution Modeling Tool interface. At the top, there are tabs for 'Home', 'Standard Reporting', and 'Custom Reporting'. Below this, the tool is titled 'Attribution Modeling Tool'. A dropdown menu is open, showing options for 'Last Interaction', 'First Interaction', 'Linear', 'Time Decay', and 'Position Based'. A callout box points to this menu with the text 'compare up to three models simultaneously'. Another callout box points to the 'Last Interaction' dropdown with the text 'select your model type'. A third callout box points to the table of results with the text 'handy metrics to quickly evaluate differences between models'. The table has columns for 'Conversions' and '% Change from Last Interaction'. The table data is as follows:

	Last Interaction	First Interaction	% Change from Last Interaction
1. Organic Search	25,374.00	26,086.00	2.85%
2. Direct	13,071.00	11,040.00	-15.54%
3. Referral	11,308.00	12,152.00	7.48%
4. Social Network	8,993.00	9,259.00	2.96%
5. Paid Search	3,831.00	4,036.00	5.35%
6. Other Advertising	22.00	18.00	-18.18%
7. Email	10.00	7.00	-30.00%

Callouts also point to the 'Basic Channel Grouping' list on the left, with the text 'see all your most important channels', and to the table columns, with the text 'values for each channel will change based on models chosen: instantly see value differences side by side'.



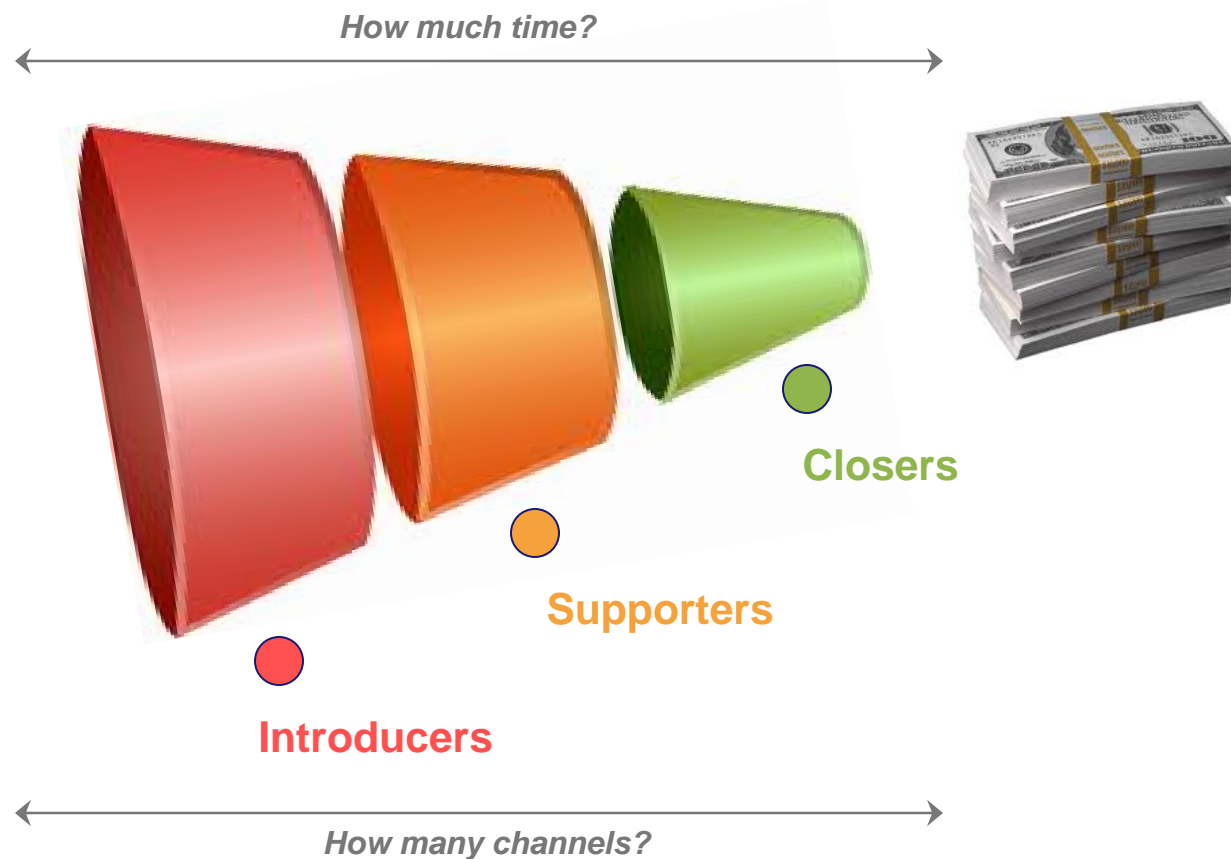
# Why One Model Vs. Another?

- ❖ First Interaction Models – Useful for ads or campaigns where you are creating an initial awareness. Your brand may not be well known and you want to place a premium on keywords or channels that first exposed customers to the brand
- ❖ Linear Models – If your campaigns are designed to maintain contact and awareness with the customer throughout the sales cycle. Therefore each touch is equally important
- ❖ Time Decay Models – Interactions closer to the time of the conversion are more important. In the case of a one-day or two-day promotion campaign.
- ❖ Custom Models – Valuing touchpoints that introduced your customers to your brand and final touchpoints that resulted in sales.



# Why One Model Vs. Another?

## Understanding Your Customers Journey

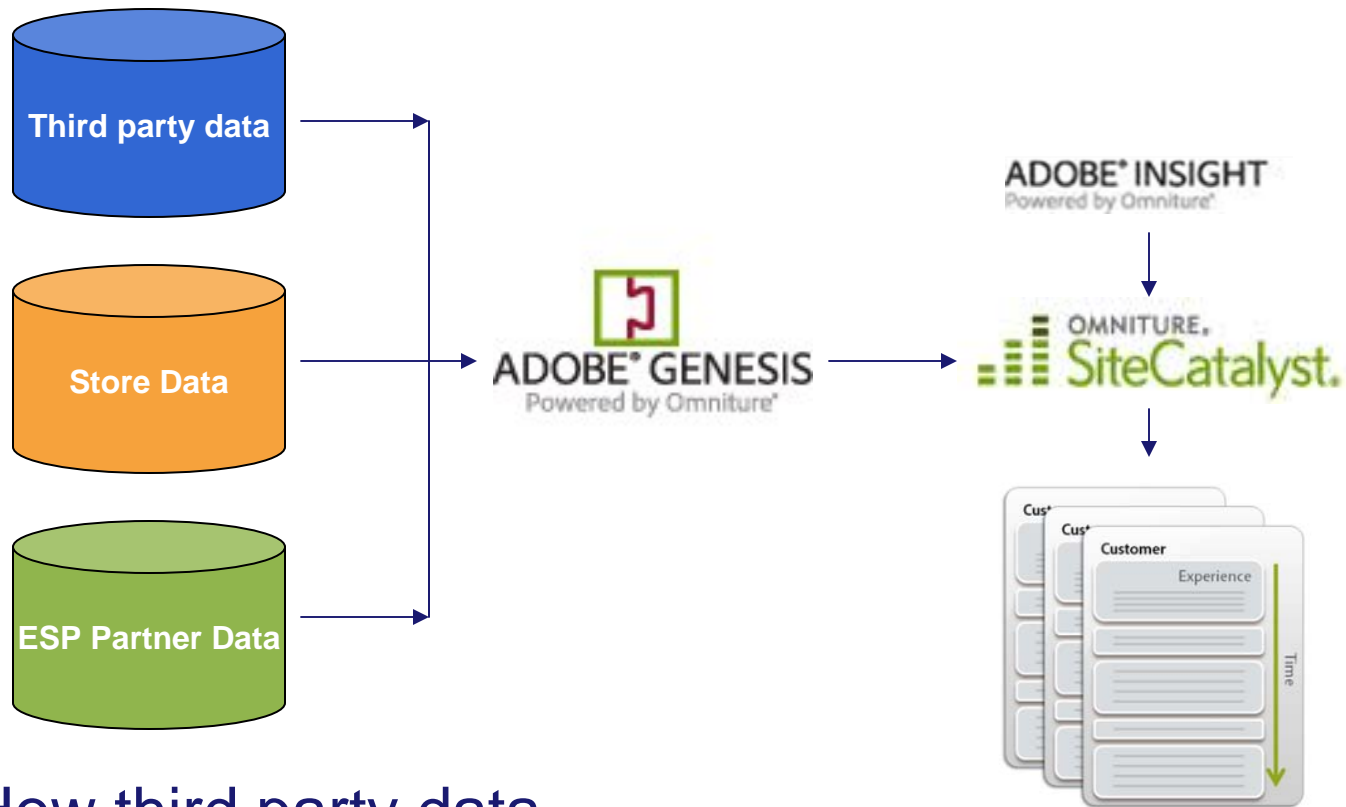




# How Adobe is Helping

- ❖ With Adobe Genesis and Insight (add-ons to SiteCatalyst) you can integrate data from your ESP or even store level data, aggregate at a customer level and report and correlate.
- ❖ Although in concept it is easy to envision, implementation is quite complex.

# Genesis & Insight Integration



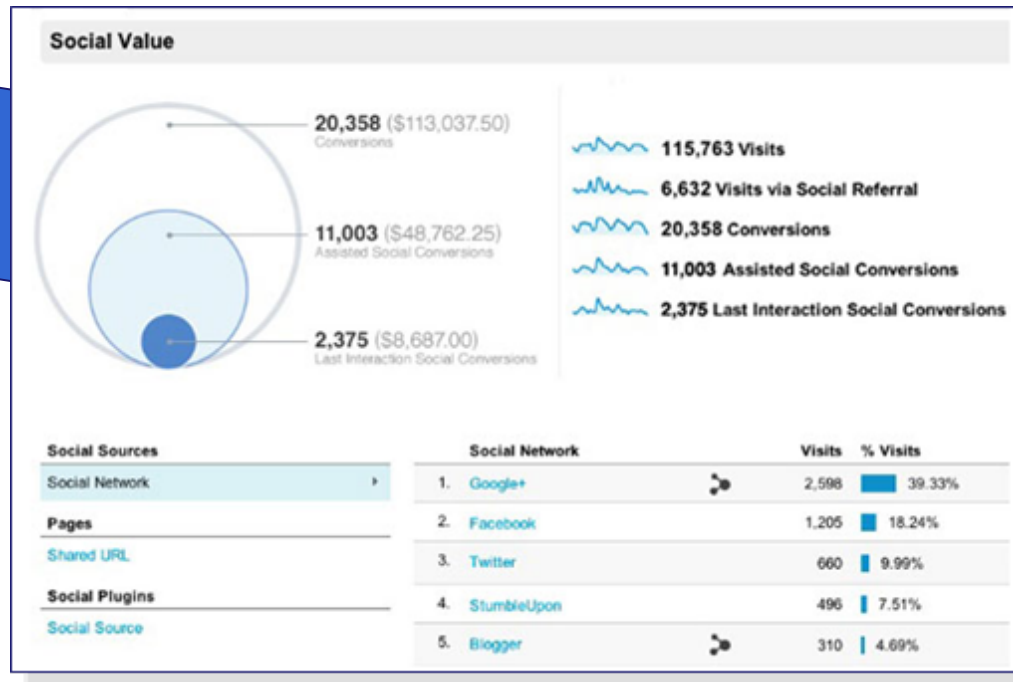
How third party data  
is integrated in SiteCatalyst



# The Social Assist

- ❖ In Google Analytics they also let you determine for every conversion if social played a role in assisting in the conversion or was as a direct result.
- ❖ This is totally done via the Cookie

# The Social Assist



"We are trying to bring together both the on and off-site social actions so marketers have a better idea of how the social web affects their product or brand," Mui explained. "The new social reports take into account the total number of conversions that happen to visitors that had touched a social media channel connected with the account."

<http://searchenginewatch.com/article/2161938/New-Google-Analytics-Social-Reports-Measure-SMM-Value-View-Streams>

# Adobe Also.....

Mashable

## Beyond Likes: How Google and Adobe Aim to Measure Your True Social ROI



4 days ago by Todd Wasserman

10



552 people like this. Be the first of your friends.

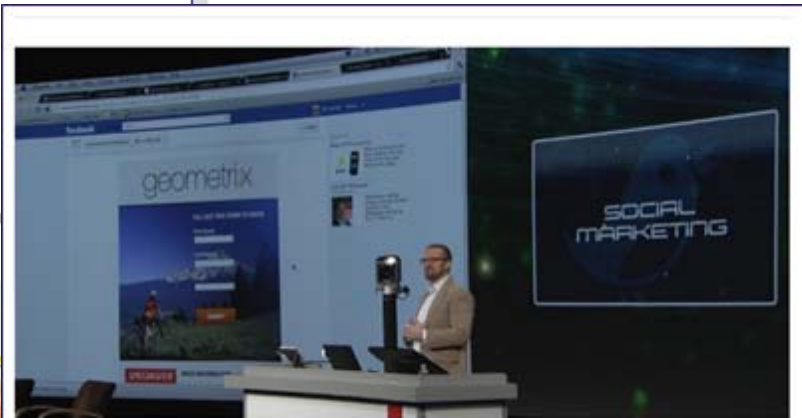
Ads by Google

[Do You Design Websites?](#) - Get Free Tools to Get SEM Clients. 3 Easy Steps. Join [www.google.com/ads/engage](http://www.google.com/ads/engage)

Measuring marketing spending used to be pretty easy, at least in theory: You'd run a big ad campaign and then see if your sales rose. If they did, great. If not, then you wasted your money.

Social media has muddied the waters. A campaign may not do much for sales, but it might add a million Facebook fans or garner an impressive number of retweets. Does that mean you spent your money effectively?

Over the past month, [Google](#) and [Adobe](#) have attempted to answer that question. Both companies released tools that let marketers track their marketing spending through social media. Such tools provide some concrete ROI behind the touchy-feely world of Likes, retweets and +1s — data that amounts to what Phil Mui, group product manager for Google Analytics, dubs “vanity metrics.”



Adobe, best known for design software such as [Photoshop](#), is attempting to boost its credibility as a marketing services provider with Adobe Social. The tool, which is part of the [Adobe Online Digital Suite](#), offers data from [Facebook](#), [Twitter](#), [Pinterest](#) and [Google+](#). The latest version of Social, which was introduced earlier this month at a conference in Salt Lake City (see picture above, featuring director Jeff Jordan, senior product manager for social media), is an update of Adobe SocialAnalytics, which was launched in March 2011. Since that time, Adobe has purchased Efficient Frontier, a firm best known as a buyer and seller of ads on Facebook. The company has tapped that expertise for the latest version.

Aseem Chandra, VP of marketing for the Adobe Digital Marketing Business, says SocialAnalytics lets you track activity on those social media platforms and then take note of users who wind up on your website. If you sell something on your site, it can connect that activity to sales. The product was just released to the public on March 9, but Adobe has been working with a handful of brands for the past few months in a pilot program.

Among those brands is Expedia, the online travel firm, which ran a promotion in April 2011 called [FriendTrips](#). The promo dangled \$1 million in prizes. Participants entered to win one of 13 luxury vacations. However, you were required to RSVP five friends for each entry. Chandra says the effort netted Expedia 1 million new Facebook fans. By calculating the money spent on the promotion, \$1 million, and the 750% increase in fans, SocialAnalytics reckoned that the cost-per-fan fell 4.5 times compared to previous campaigns. Users can also get data like fan demographics, likes and shares via SocialAnalytics.

<http://mashable.com/2012/03/28/google-adobe-social-media/>



# Never Perfect

- ❖ Regardless of the time and effort put forth we will never be perfect. Problems arise as a result of:
  - Cookie deletion
  - Accessing websites from multiple devices / computers
  - Surfing in stealth mode
  - Ghostery blocking
  - Opting out of ad retargeting

# Offline Complexities

## ❖ What about offline campaigns

Television



Catalogs



Direct Mail





## ❖ What if prior to Day 1 there was a major television campaign going on?



- ❖ *This is where the modeling becomes more difficult. One would need to assess the lift obtained via the advertising to the general masses and using this data determine the overall impact it had on the final conversion here.*



## ❖ What if prior to Day 1 there was a catalog drop



- ❖ *By matching up our conversions with the mailer file we could determine exactly how many of them had received the catalog and attribute a portion of the sale to the catalog. But what portion? And are you technically capable of doing this kind of analysis & have the budget?*



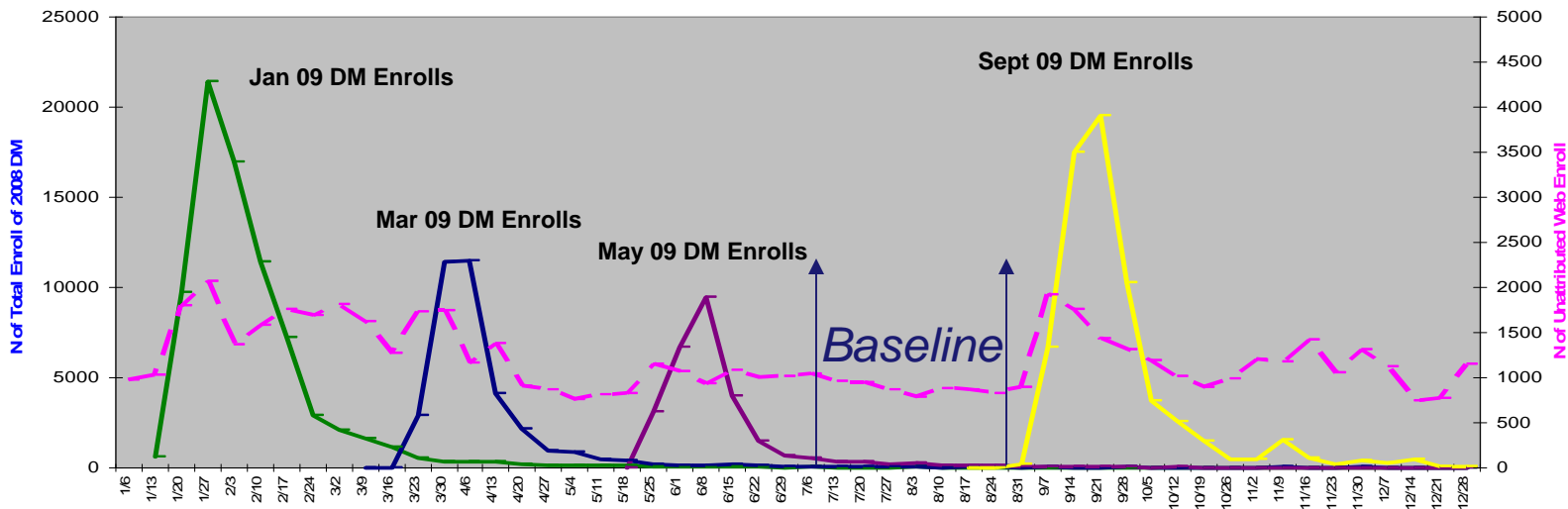
# Movie Club Direct Mail Attribution

- ❖ Here is one approach.
- ❖ The direct mail campaigns for a major movie club marketer were not showing true ROI.
- ❖ We knew the campaigns were driving to web but many were signing up later without promo codes
- ❖ To keep the analysis costs within check we determined a baseline for sales and attributed lifts in the sales beyond what would be expected of the direct mail campaigns themselves
- ❖ Lets take a look at a few charts.

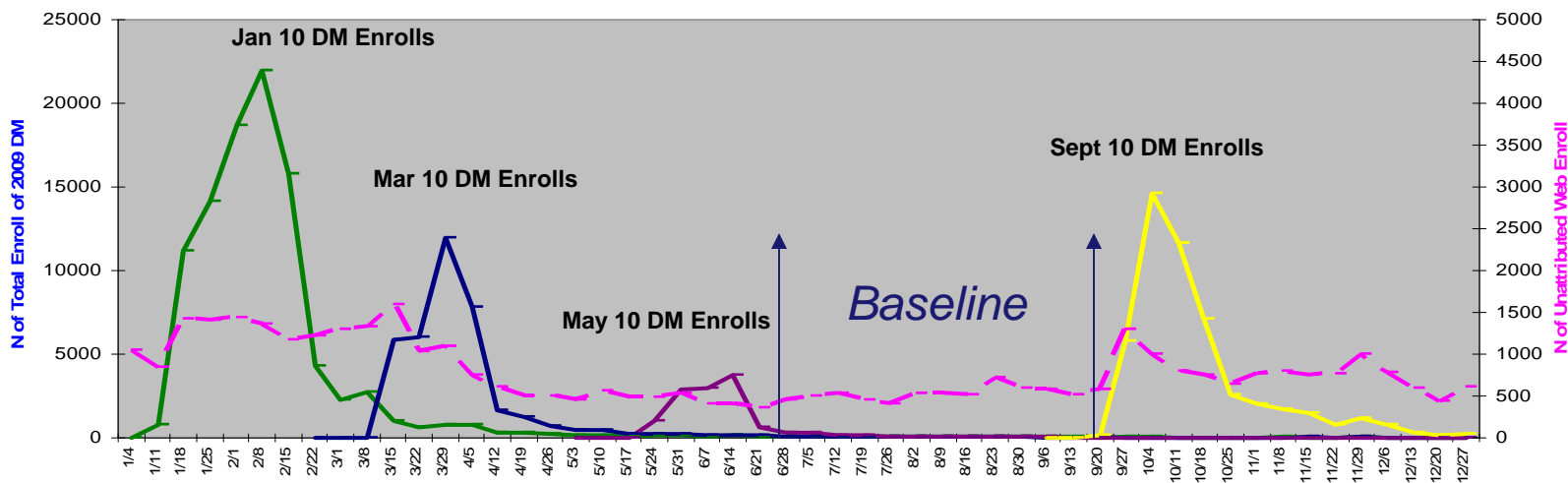


- The trends below show the intake of the 2009 and 2010 DM campaigns overlaid with the unattributed web enrolls in the same weeks for a major movie club marketer.
- The first week of July through the last week of August are a dormant time for direct mail.
- The web intake during these weeks could be considered a baseline, or the natural level at which enrolls come in through unattributed sources.

Unattributed Web Enroll vs. Total Enroll of 2009 DM

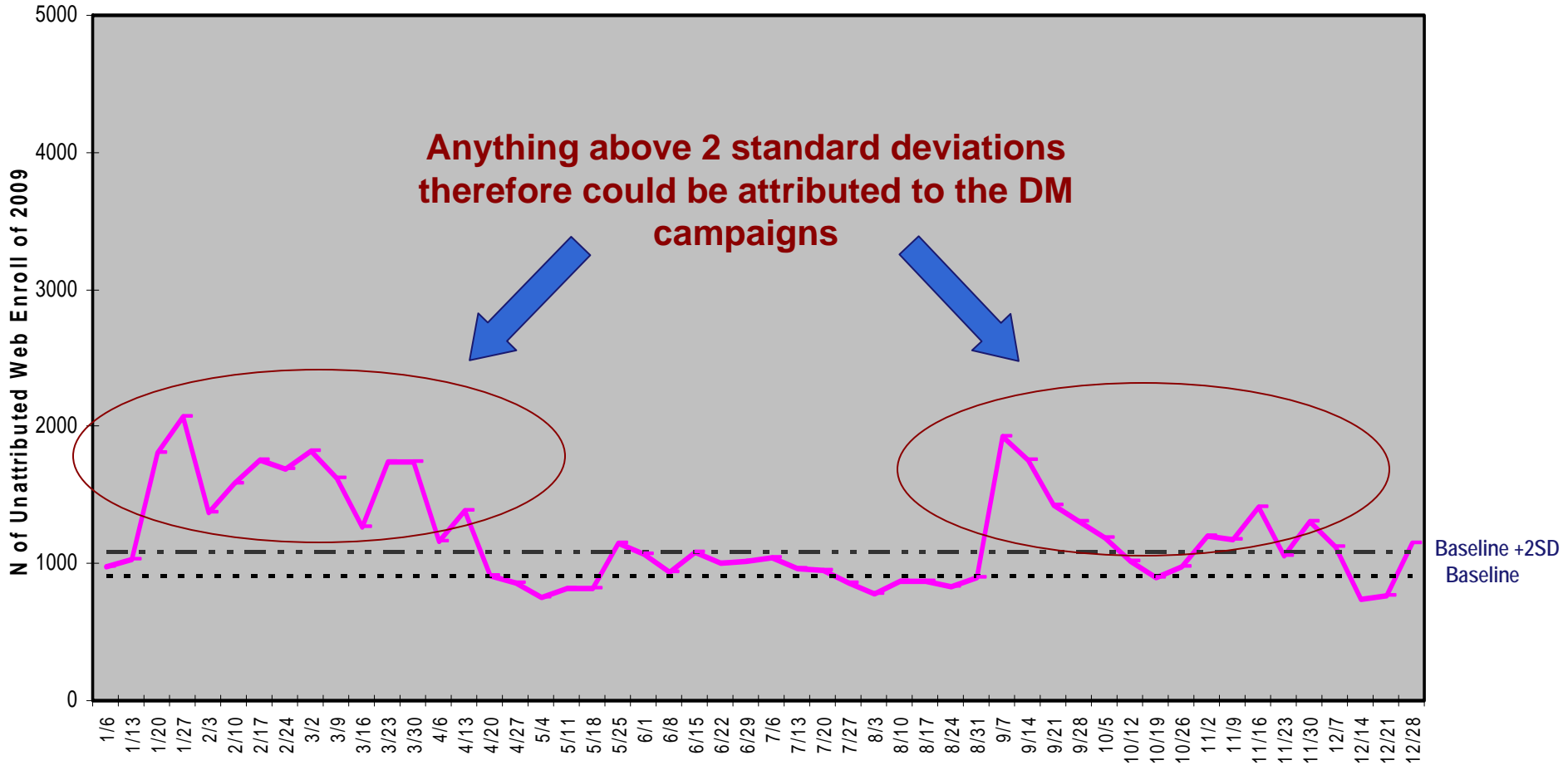


Unattributed Web Enroll vs. Total Enroll of 2010 DM



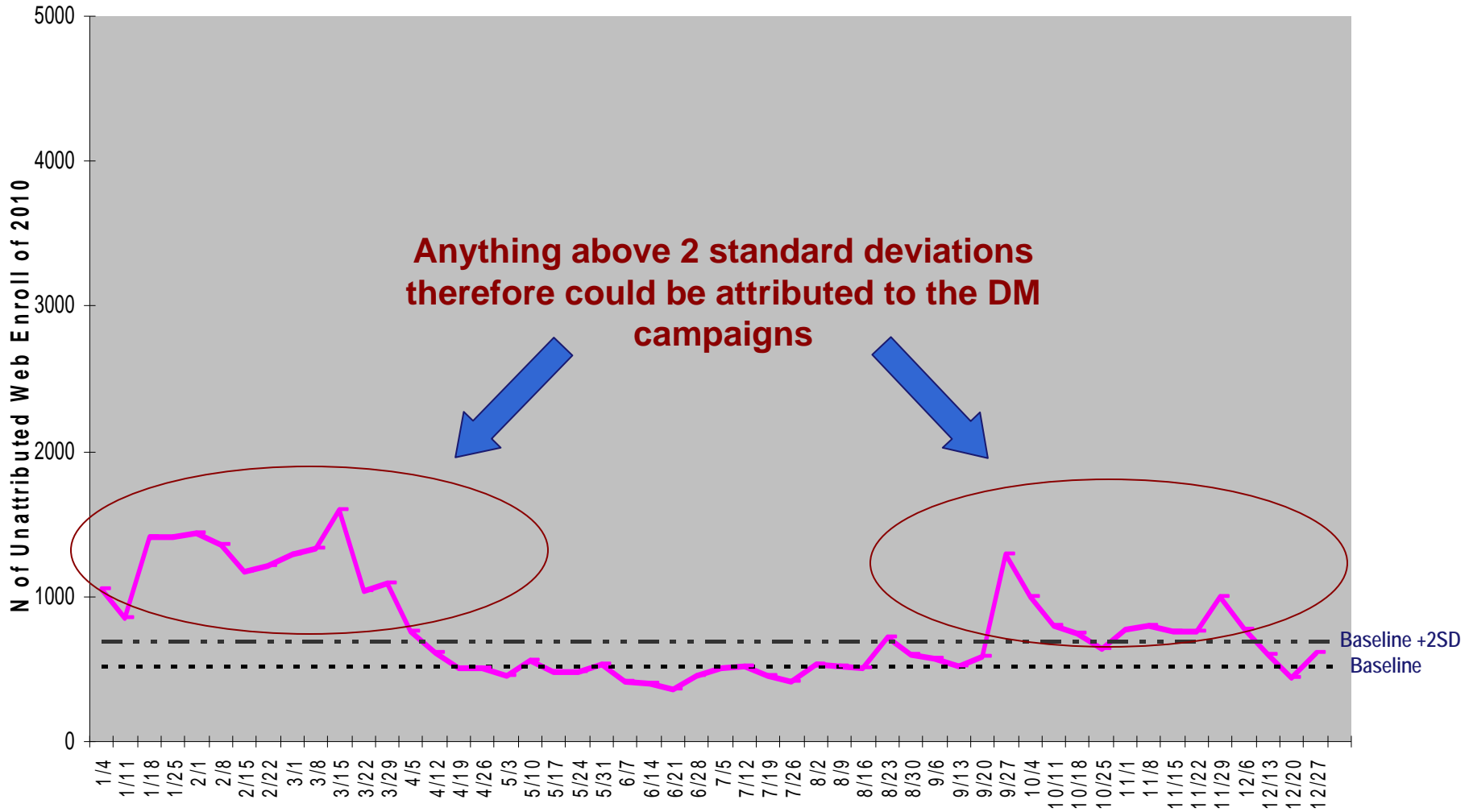
- *Enlarging the scale of the unattributed web enrolls to shows the fluctuation in unattributed web enroll levels more clearly.*
- *The lines below denote baseline enrollment levels during DM dormant periods and a two standard deviation increase in baseline enrollment levels.*

### Unattributed Web Enroll 2009



- This is the isolated trend of unattributed Web enrolls for 2010
- The lines below denote baseline enrollment levels during DM dormant periods and a two standard deviation increase in baseline enrollment levels.

### Unattributed Web Enroll 2010



# Avinash Kaushik

- ❖ In a recent blog post by Avinash titled “Multi-Channel Attribution: Definitions, Models and a Reality Check” he discusses two main issues:
  - attribution across multiple screens – arguing that this makes determining correct attribution very hard and will remain an unsolvable challenge for now.
  - attribution across digital channels – arguing that this does not capture what the impact of this behavior is on your offline existence. Stating “we stink” at that.





# Forrester Wave Attribution Reports

- ❖ Forrester earlier this year published two major white papers on how we are dealing with:
  - Interactive Attribution
  - Cross-Channel Attribution
- ❖ In these papers they reveal top vendors and their strengths and weaknesses as well
- ❖ Highlights of each follow.





# Interactive Attribution Report Highlights

- ❖ The market has gained momentum since their last report in 2009
- ❖ Algorithmic attribution approaches are now offered by half of the vendors they reviewed
- ❖ Most all digital channels are covered.
- ❖ Eight vendors studied: Adobe, Adometry, C3 Metrics, ClearSaleing, Convertro, IBM, Google and Visual IQ
- ❖ Visual IQ, Adometry and Clearsaleing were the leaders
- ❖ The web analytics providers (Adobe, IBM and Google) had slightly less comprehensive attribution solutions.
- ❖ In addition, Google suffers in its inability to transfer data to and from external sources.

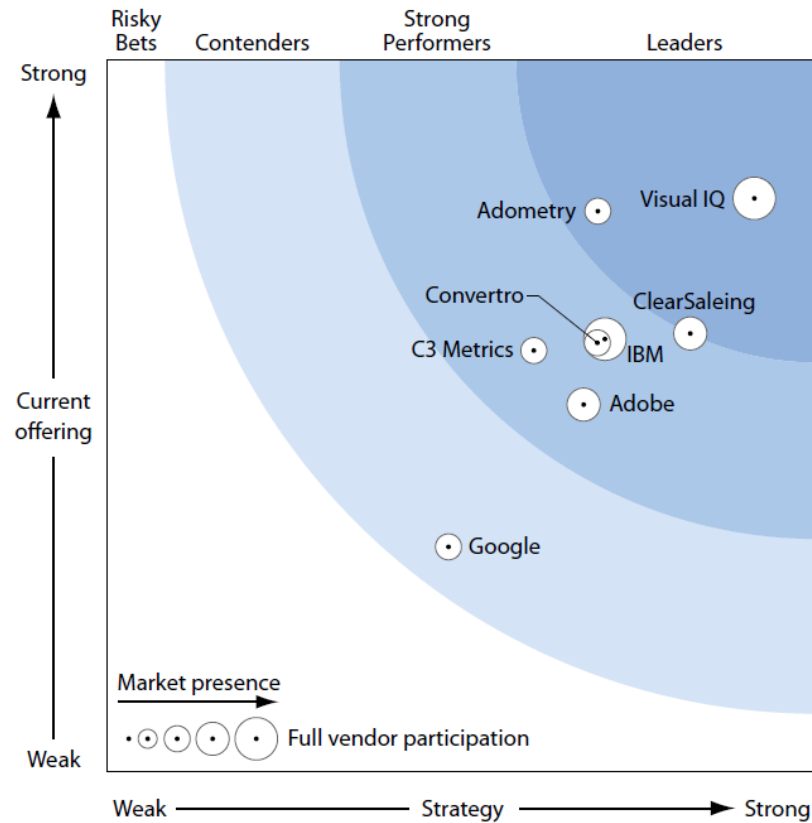


# Interactive Attribution Report Highlights

## ❖ Main highlights include:

- *A more defined and established list of attribution providers compared to three years ago.*
- *Greater interest in attribution among marketing and finance leadership*
- *Wider use of algorithmic attribution by the vendors as previously mentioned*
- *Broader and more efficient input from the online display, search, email affiliate and comparison shopping engine channels is now mainstream compared to three years ago.*
- *Improved media buying and search marketing execution being informed by attribution is no longer a pipe dream*

# Interactive Attribution Report Highlights



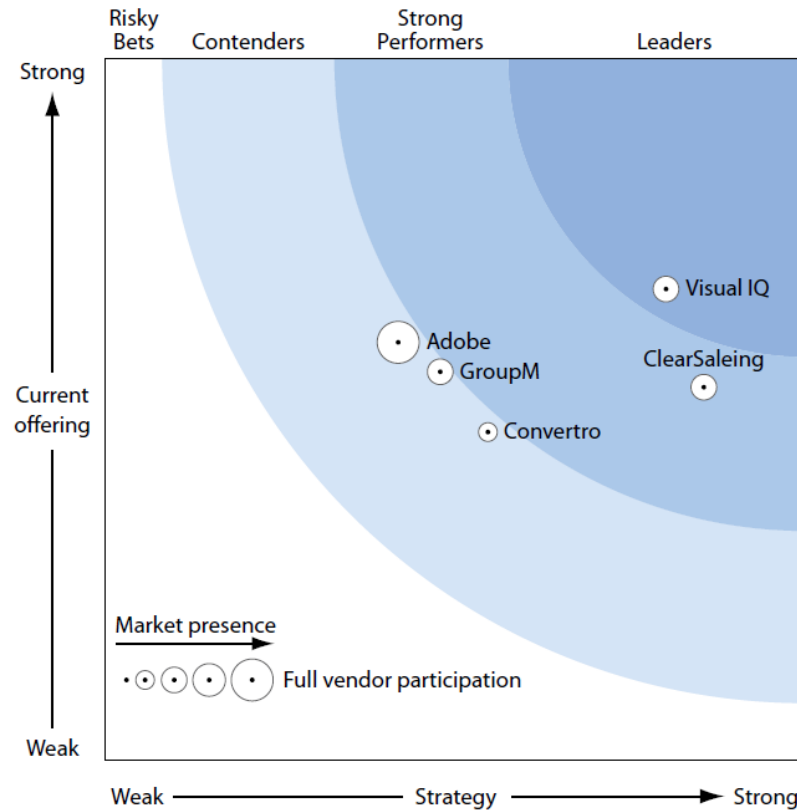
Forrester Wave™: Interactive Attribution Vendors, Q2 2012



# Cross-Channel Attribution Report Highlights

- ❖ Marketers are seeking expert advice for the best ways to measure their channels with more precision
- ❖ Vendors have fairly immature cross-channel attribution offerings. Most still emphasizing digital attribution
- ❖ Visual IQ and ClearSaleing have the strongest core-attribution methodologies and capabilities. Followed by GroupM, Adobe and Converto

# Cross-Channel Attribution Report Highlights



Forrester Wave™: Cross-Channel Attribution Vendors, Q2 2012

# Download Forrester Wave Reports



FOR: Interactive Marketing Professionals

## The Forrester Wave™: Interactive Attribution Vendors, Q2 2012

by Ari Oost, April 30, 2012

**KEY TAKEAWAYS**

**Interactive Attribution Products Have Matured Since 2009**  
Since Forrester's first evaluation of interactive attribution vendors in 2009, the market has gained momentum, and vendors' offerings have become more sophisticated. Algorithmic attribution approaches are now offered by half of the vendors we reviewed and input management has expanded to cover the most commonly used digital channels.


**Leading Vendors Offer Self-Service Products With The Ability To Optimize, Predict, And Plan**  
We evaluated eight vendors: Adobe, Adometry, C3 Metrics, ClearSaleIQ, Conversions, IBM, Google, and Visual IQ. Our selection criteria focused on attribution revenues and client base, an interface to help view and modify the value of display media, search, email, social, mobile, and other channels, and prevalence in Forrester client discussions.

**The Pure Plays — Visual IQ, Adometry, ClearSaleIQ, C3 Metrics, And Conversions**  
The pure play vendors all were classified as Leaders or Strong Performers. They commonly offer strong data management, reliable account services, and user-friendly interfaces. Visual IQ stands out for its top-notch reporting and forward-looking planning tools. All pure plays except for C3 Metrics offer an algorithmic methodology.

**The Web Analytics Providers — IBM, Adobe, And Google**  
These vendors offer attribution as a feature within their web analytics suites. Their attribution solutions are less comprehensive and typically rules based but are capable with strong reporting. Due to their inherent data collection and measurement capabilities, they are worth a serious look by marketers with existing relationships.

**Customize Our Weightings To Find Your Best Attribution Partner**  
Forrester recommends customizing the Wave to your needs by adjusting how our criteria — such as available methodologies, breadth of channels, and integration — are weighted. For example, one vendor stands out for score-to-planning, while another can identify and incorporate viewable impressions. Adjust the weightings to reflect your priorities.

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FOR: Customer Intelligence Professionals

## The Forrester Wave™: Cross-Channel Attribution Providers, Q2 2012

by Tina Moffatt, April 30, 2012

**KEY TAKEAWAYS**

**Companies Are Investing In Attribution**  
Marketers are seeking expert advice for the best ways to measure their channels with more precision. In general, they need help developing attribution models and making sense of all their data.

**The Vendor Landscape Is Immature**  
Vendors have fairly immature cross-channel attribution offerings. Most continue to emphasize digital attribution but are equally expanding to include additional channels while also developing future marketing scenario-planning capabilities.

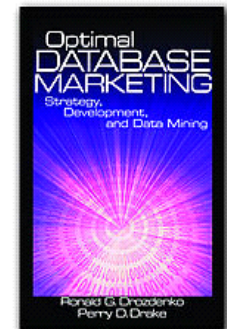
**Visual IQ And ClearSaleIQ Lead The Pack**  
Forrester evaluated five out of the more than 60 vendors we screened. Visual IQ and ClearSaleIQ have strong, core attribution methodologies and capabilities. They are followed by Google, Adobe, and Conversions.

Forrester Research, Inc., 80 Acorn Park Drive, Cambridge, MA 02140 USA  
Tel: +1 877 810 0000 | Fax: +1 877 810 0000 | www.forrester.com

<http://www.visualiq.com/wave-report-download-form>

# About Professor Drake

- ❖ Perry D. Drake has been involved in the integrated marketing industry for over 24 years.
- ❖ He is currently an **Assistant Professor at NYU** in the Integrated Marketing Master's Degree Program and the Digital Marketing Certification Program focusing on data, web analytics and Integrated Marketing courses.
  - *Perry was the recipient of the **"Award for Outstanding Service"** on February 9, 2011 from NYU in appreciation for effective and continuing contributions to the goals and purposes of the School and University.*
  - *Perry has led many student teams to victory in the **Google Challenge and the Adobe Web Analytics Competition**.*
  - *Perry's "Web Analytics" class taught within NYU's Digital Marketing Certification program was listed in August of 2011 by **Time Out Magazine** as one of the top four classes to take in the "online learning space."*
- ❖ Perry is also a **published author** of the book "Optimal Database Marketing" by Sage Publications.
- ❖ Perry is a regular speaker at industry events and has appeared on various news shows



# About Professor Drake

❖ In addition, Perry is a partner and **General Manager at Drake Direct**, a boutique integrated marketing consultancy located in the heart of Manhattan and founded by his wife Rhonda Drake in 1996. Her agency has been providing support to corporate enterprises and agencies alike including:

- Assisting in business pitches
- Providing POV's on various web and data issues
- Corporate training
- Designing and creation of dashboards
- Email campaign management
- Test design and analysis support including full ROI analysis
- Analytics including segmentation, response and target modeling and data audits
- Data management best practices including database consulting

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❖ You can follow Perry via his various digital footprints:

- twitter (pddrake)
- delicious (pddrake)
- facebook (perry.drake)
- foursquare (pddrake)
- YouTube channel ([www.youtube.com/user/profpddrake](http://www.youtube.com/user/profpddrake))
- LinkedIn Profile: <http://www.linkedin.com/pub/perry-drake/40/47/936>
- blog ([www.drakedirect.blogspot.com](http://www.drakedirect.blogspot.com))
- book website ([www.optimaldm.com](http://www.optimaldm.com))
- consulting company website ([www.drakedirect.com](http://www.drakedirect.com)).

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**MOVIE**  
**REWARDS**



Thank You!

Thank You!



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