How to choose your attribution approach

Fusion Analytics

www.fusion-analytics.co.uk

0203 287 5387

Press Ads
Reach & use of vouchers at point of sale

Social Media & Digital
Tracked response: impressions, visits & conversions

Every marketing channel has its own way of reporting success

Linear TV
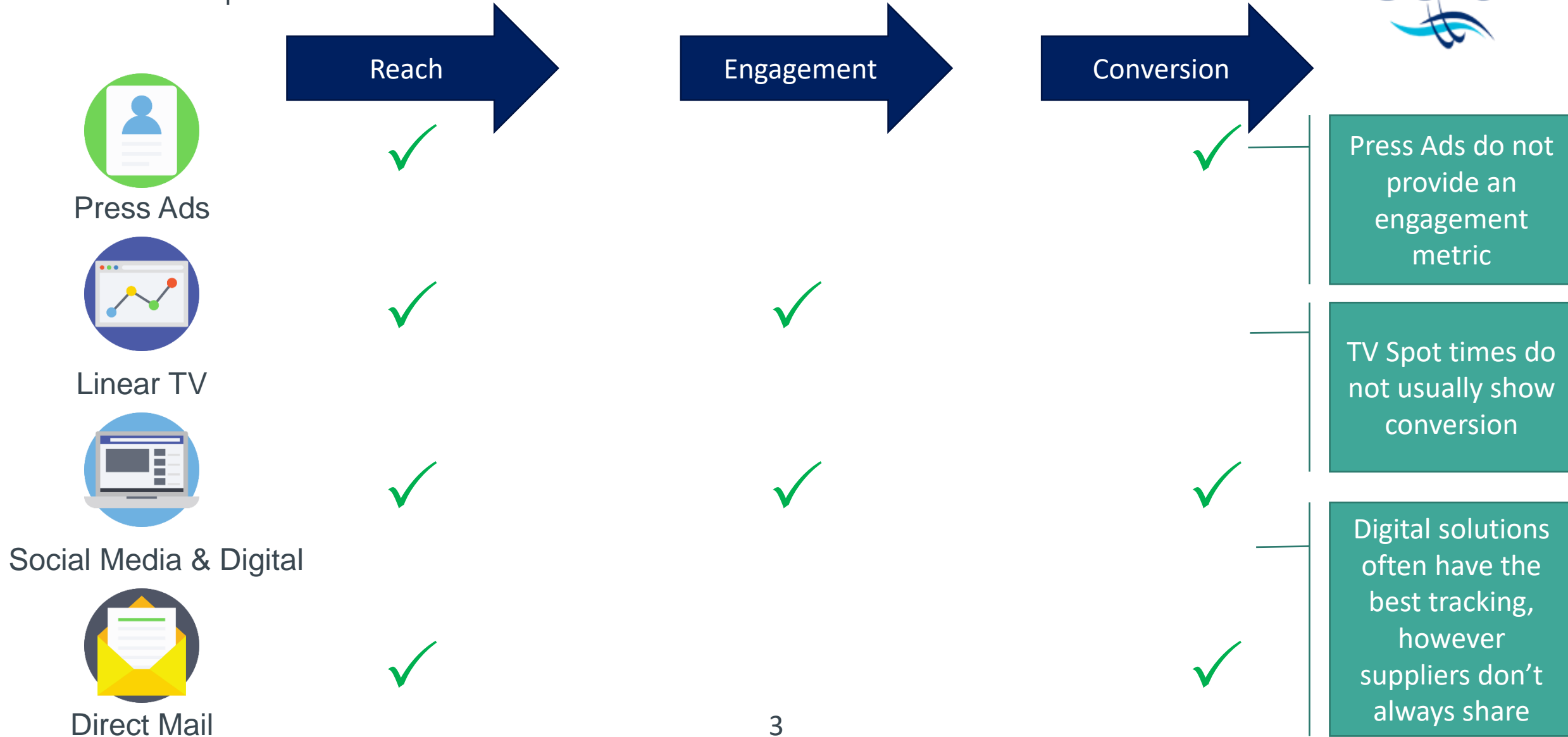**TV spot times:** how many more visits to the website when the ad shows

Direct Mail
Match back: how many buyers were mailed?

How do you compare approaches?
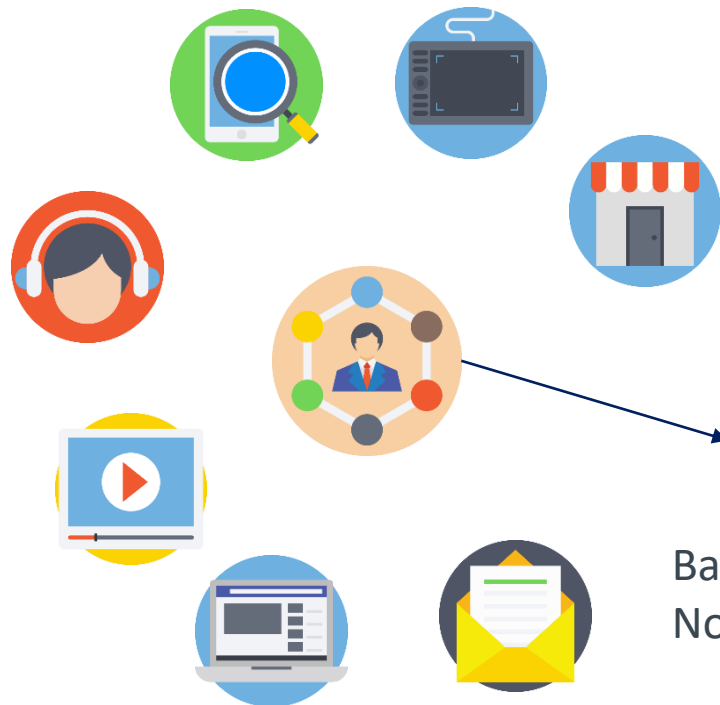
Not all channel reports have the same metrics

	Reach	Engagement	Conversion	
Press Ads	✓		✓	Press Ads do not provide an engagement metric
Linear TV	✓	✓		TV Spot times do not usually show conversion
Social Media & Digital	✓	✓	✓	Digital solutions often have the best tracking, however suppliers don't always share
Direct Mail	✓		✓	

3

Example: What's missing from Google Analytics?

Models need data to work: the more data gaps; the more assumptions in your model

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JANUARY

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24/31	25	26	27	28	29

Missing external factors like seasonality

Channel	Spend	Value	ROI
Direct	£	£	£
Organic Search	£	£	£
PAID Search	£	£	£
Email	£	£	£
Social	£	£	£
DM	**£**	**£**	**£**
TV	**£**	**£**	**£**
OOH	**£**	**£**	**£**

Based on last click
Not prior activity

Does not work across all fulfilment channels

Not all channels are tracked

The best approach depends on your channel mix
Traditionally there are two main approaches

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Top Down
Marketing Mix Model
Using weekly or monthly sales figures
Time series/econometric type modelling

Bottom up
Multi-Touch
Attribution Model
Using customer and clickstream level
purchase/ response data
rule-sets/ advanced statistical algorithms
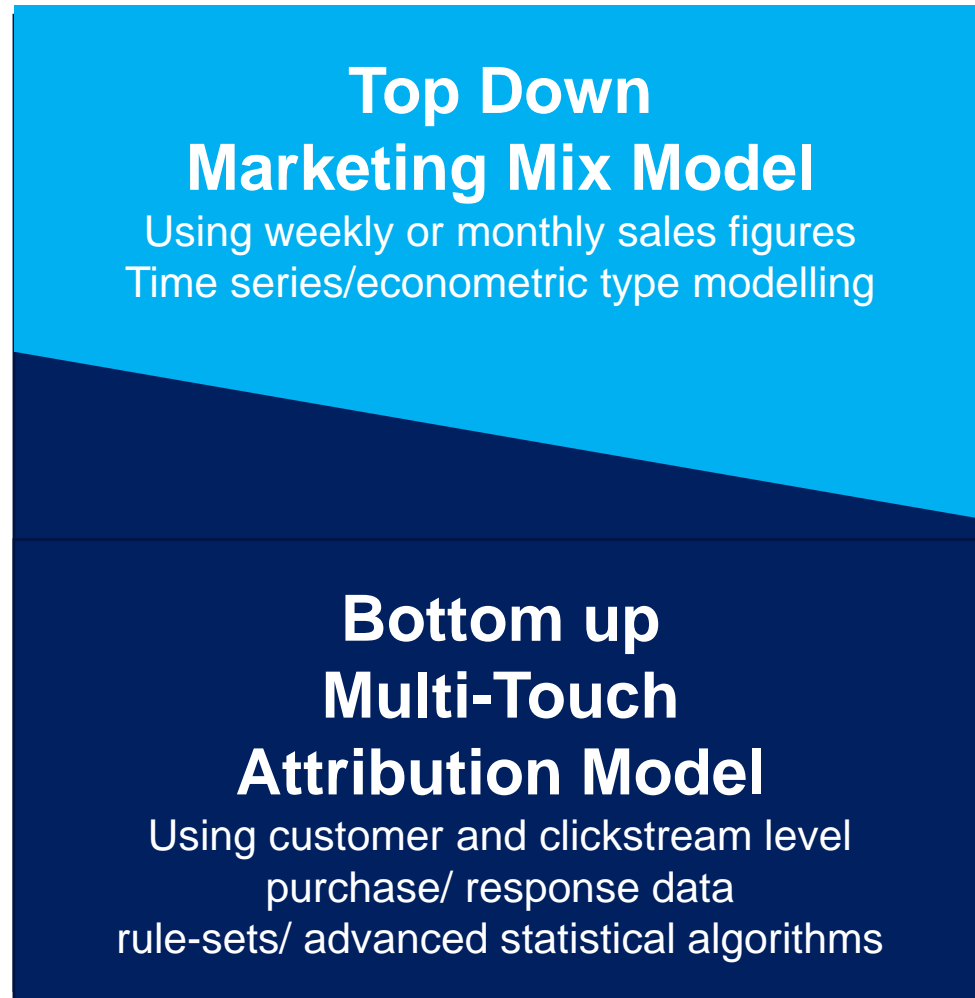
Mainly above the line marketing i.e. brand TV

A Hybrid approach uses the best of both worlds
- Maximise the data we can capture
- Align metrics for a consistent view
- Use time series modelling to fill in the gaps
- Work at an order level so that we can "deep dive into reports"

Mainly below the line marketing i.e. digital

How do you choose YOUR attribution approach

Answer the next few questions to get the right fit for you

How much do you spend on marketing each year?

Click on the box that matches your business

Under £1m

£1-30m

£30m+

Click the circle with your marketing spend

Do you have a complicated sales process?

Click on the box that matches your business

YES

NO

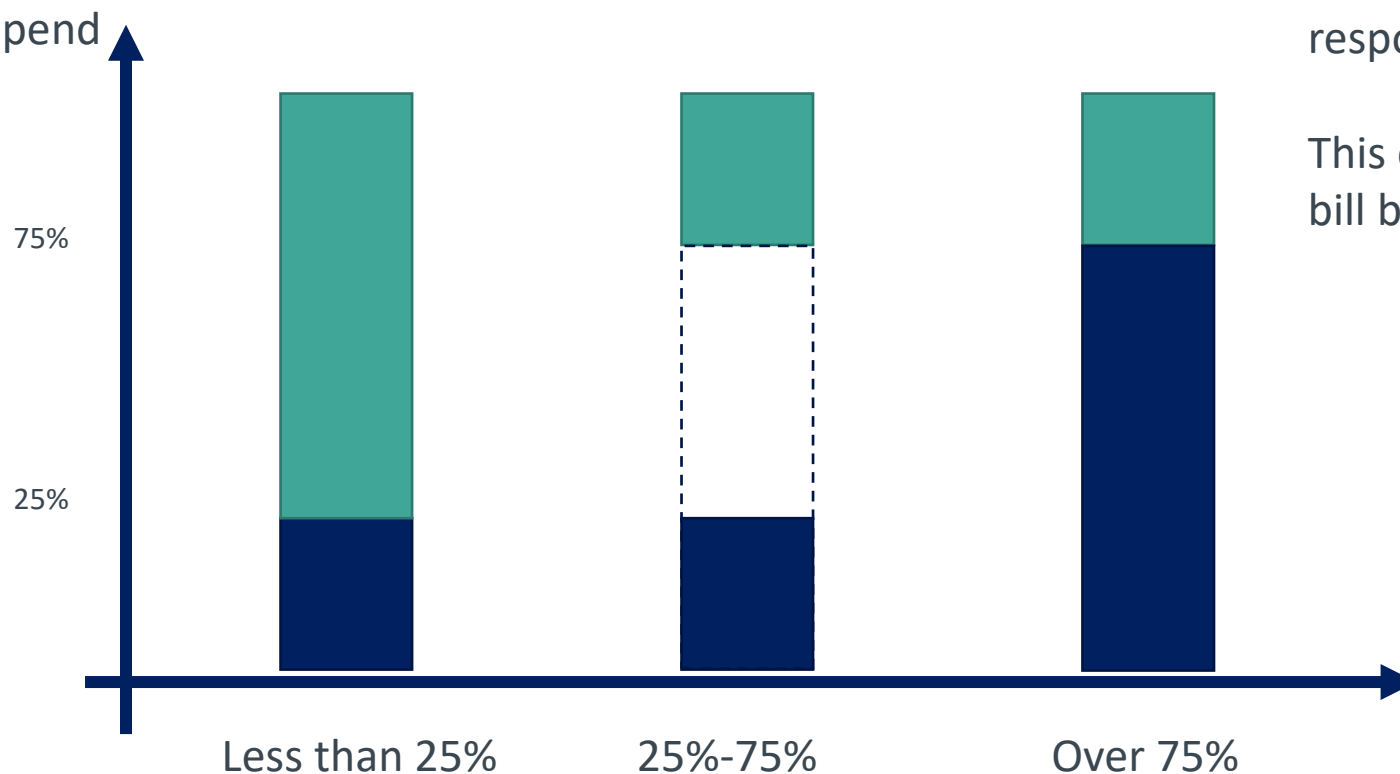Click "YES" if you have a delayed approach, require call backs or have a large sales value

What % of marketing is spent on above the line?
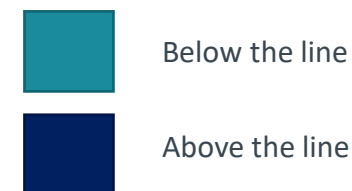
Click on the box that matches your business

% marketing spend

Above the line is typically brand advertising, where there is not a direct response.
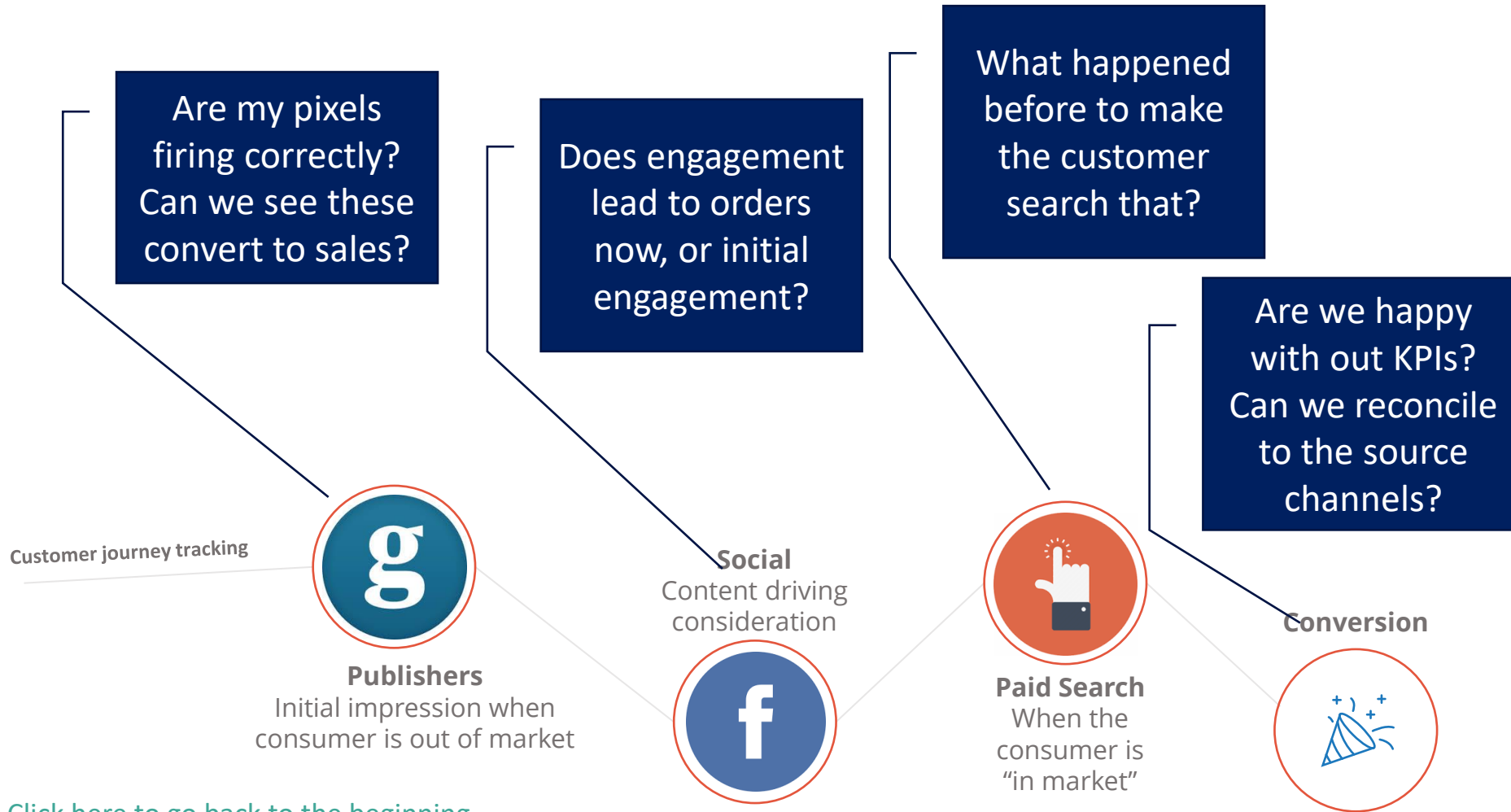
This can include: TV, radio , press ads, bill boards.

Key

Below the line

Above the line

75%

25%

Less than 25%   25%-75%   Over 75%

Select the bar chart of your option

You need to spend your money on reporting

For companies spending less than £1m a year on marketing

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Are my pixels firing correctly? Can we see these convert to sales?

Does engagement lead to orders now, or initial engagement?

What happened before to make the customer search that?

Are we happy with out KPIs? Can we reconcile to the source channels?

Customer journey tracking

Publishers
Initial impression when consumer is out of market

Social
Content driving consideration

Paid Search
When the consumer is "in market"

Conversion

Attribution is a costly exercise

An attribution approach is only as good as the data it is built on

Invest your budget on getting the best reports possible.

Notes
1. Ensure reports are aligned
2. Get summary data & KPIs into a single system
3. Understand typical customer journeys and channel usage

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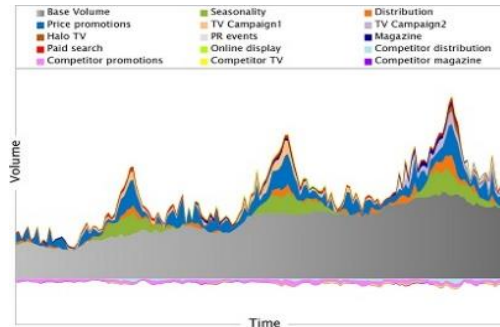Click here to continue
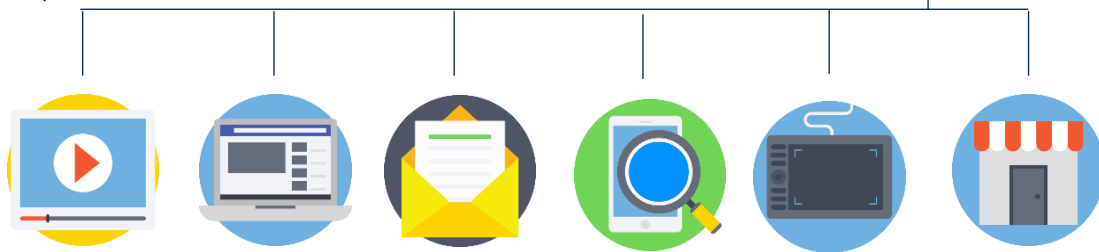
You need layers of solutions that fit together

For companies spending over £30m a year on marketing

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Larger organisations need to have layers of solutions

These are just as much about process & organisation as the modelling approaches themselves

Strategy teams need to be able to set the overall marketing mix

Base Volume	Seasonality	Distribution
Price promotions	TV Campaign1	TV Campaign2
Halo TV	PR events	Magazine
Paid search	Online display	Competitor distribution
Competitor promotions	Competitor TV	Competitor magazine

Volume

Time

Assumptions and channel interaction/dependencies need to be passed down to evaluate each channel

Significant changes to channels need to be pushed back up into the modelling

Channel owners need to combine their data with impacts from other channels

Notes
1. All solutions have assumptions, it is important that these are noted and shared
2. Optimisation becomes harder as channels saturate, all parties need to agree on results
3. Consider the engagement across channels and how those owners need to work together

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You need Multi-Touch Attribution

For companies spending £1 - £30m a year, with less than 25% on above the line marketing

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Multi Touch Attribution

First Click

Last Click

Customer journey tracking

Publishers
Initial impression when consumer is out of market

Social
Content driving consideration

Paid Search
When the consumer is "in market"

Conversion

Direct channels can be tracked against an individual.

With the right tracking solution, we can see all parts of the customer journey.

Multi-Touch Attribution (MTA), is an approach that weighs each touch point to assign a part of the conversion to each engagement.

Added benefits
This approach allows for very detailed reporting and measurements of combinations of channels

Notes
Looking this closely at the customer journey can overlook external impacts like seasonality or competitor spend

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You need a hybrid or custom approach

For companies spending £1 - £30m a year, with 25% - 75% on above the line marketing

OR those with complicated sales processes

One size doesn't fit all

You need to design a solution around your business model that captures as much data, consistently, as possible.

Channel specific reporting
Each channel with have its own method of reporting. This will typically include:
➢ Spend
➢ Impressions
➢ Visits
➢ (Tracked) Conversions & value
This needs to be centralized where possible!

Marketing Mix Modelling
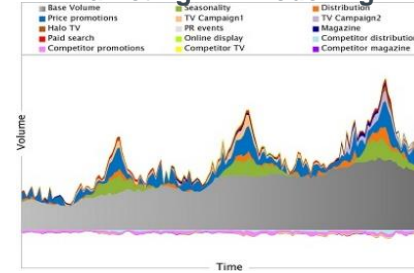
Conversion reporting
You need a source of reporting that can see a conversion in the context of the source channels, this can include:
➢ Pixel tracking
➢ Source of visit
➢ Questionnaire

Data capture

Customer journey tracking

Publishers
Initial impression when consumer is out of market

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Conversion
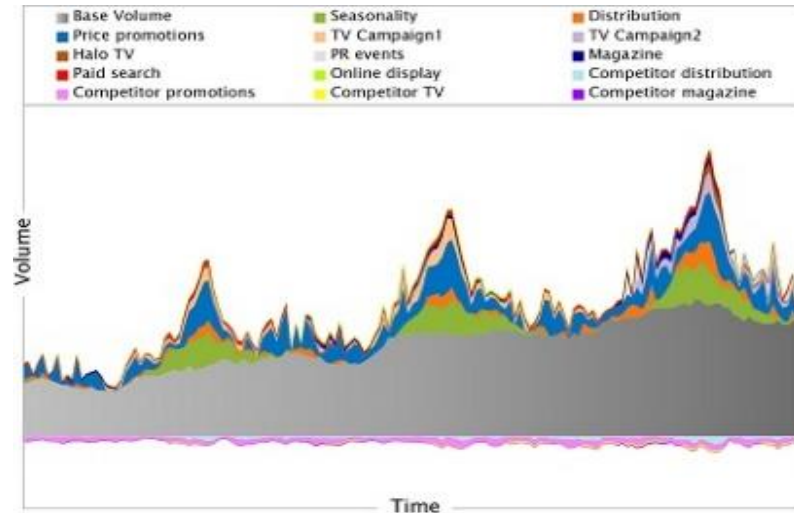
You need Marketing Mix Modelling
For companies spending £1 - £30m a year, with over 75% on above the line marketing

Marketing Mix Modelling, looks at how changes in spend influences revenue:

As more money is spent on a channel we can see the uplift in revenue

Above the line spend is difficult to attribute to an individual, therefore we typically have to look at trends

By using an advanced tracking solution, we can measure and include more detailed customer journeys. This can overcome some existing challenges.

Added benefits
This approach can include lots of types of non-spend data including: competitor spend, seasonality, and brand tracking metrics.

Notes
1. These models demonstrate uplift, they find it hard to account for ongoing continuous spend; therefore often CRM is under-valued
2. There is usually a level of unattributed "base spend", this can be re-worked into the model
3. Channels saturate, be advised on how to translate this into a channel level budget

A model is no good unless it is used
We can help in the following ways…

1. Understand the overall needs of the business and design a solution to fit you, including what technology, people and processes are needed.

2. Support the collection & integration of your customer journey data – combining data you may have not thought possible across the on and off-line customer journey.

3. Build an attribution model that fits your business.

4. Support the application of results, including how to interpret results and turn them into actions.

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Thank you
Please get in touch with any questions

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