Multiple data sources

Data Source 1 (Dart)

Keys	Clicks
(Bing, Ad Campaign 1)	100
(Bing, Ad Campaign 2)	100
(AdWords, Ad Campaign 1)	40
(AdWords, Ad Campaign 2)	10

A 1-to-1 mapping for both DSes results in simply collecting values for each key (row)

Data Source 2 (Marchex)

Keys	Calls
(Bing, Ad Campaign 1)	5
(Bing, Ad Campaign 2)	5
(AdWords, Ad Campaign 1)	8
(AdWords, Ad Campaign 2)	2

Key 2 Clicks Calls Key 1 5 Ad Campaign 1 100 Bing Ad Campaign 2 5 Bing 100 AdWords Ad Campaign 1 40 8 2 10 AdWords Ad Campaign 2



Final Report

Target	Clicks	Calls
Ad Campaign 1	140	13
Ad Campaign 2	110	7

Multiple data sources 2

Data Source 1 (Dart)

Keys	Clicks
(Bing, Ad Campaign 1)	100
(Bing, Ad Campaign 2)	100

Each DS contributes different keys to the output

Data Source 2 (Dart)

Keys		cks
(AdWords, Ad Campaign 1)	4	0
(AdWords, Ad Campaign 2)	1	0

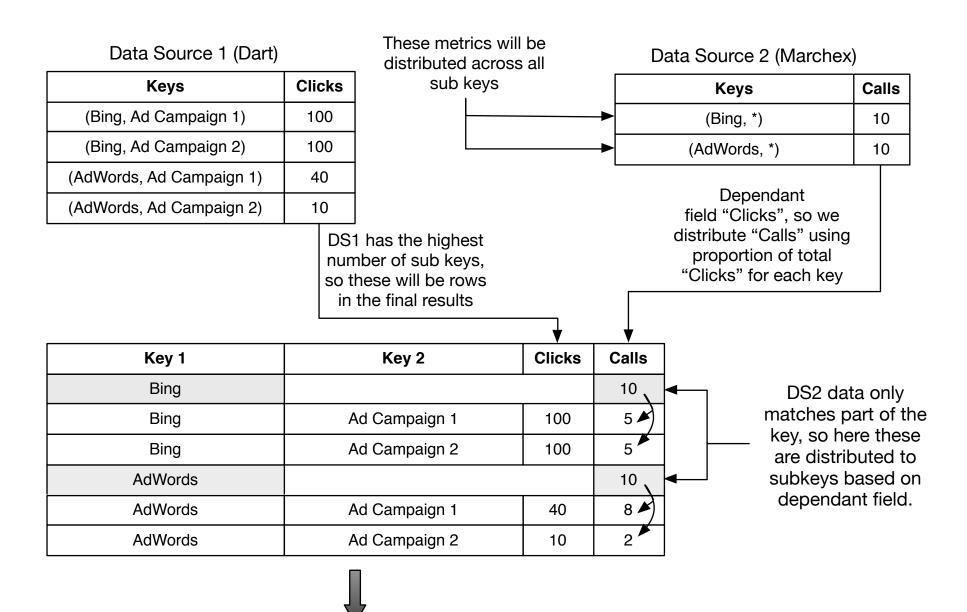
		V
Key 1	Key 2	Clicks
Bing	Ad Campaign 1	100
Bing	Ad Campaign 2	100
AdWords	Ad Campaign 1	40
AdWords	Ad Campaign 2	10



Final Report

Target	Clicks
Ad Campaign 1	140
Ad Campaign 2	110

Parent key values distributed across subkeys



Final Report

Target	Clicks	Calls
Ad Campaign 1	140	13
Ad Campaign 2	110	7

Multiple values for a single row

Data Source 1 (Dart)

Keys
Clicks

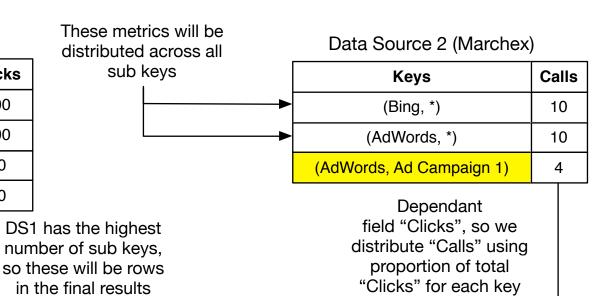
(Bing, Ad Campaign 1) 100

(Bing, Ad Campaign 2) 100

(AdWords, Ad Campaign 1) 40

(AdWords, Ad Campaign 2) 10

DSnum
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in



Key 2 Clicks Calls Key 1 Bing 10 5 Bing Ad Campaign 1 100 5 Ad Campaign 2 100 Bing AdWords 10 $^{4}8 + 4$ AdWords Ad Campaign 1 40 Ad Campaign 2 2 AdWords 10

DS2 provides call metrics for 2 different keys that both match this row; as a result, the more general key ("AdWords") inflates this rows metrics for calls.

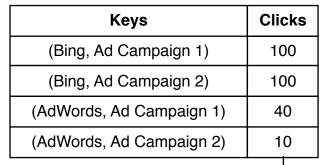


Final Report

Target	Clicks	Calls
Ad Campaign 1	140	17
Ad Campaign 2	110	7

Multiple matches for a subkey across 1+ parent keys

Data Source 1 (Dart)



These metrics will be distributed across all sub keys

Data Source 2 (Marchex)

Keys	Calls
(Bing, *)	10
(AdWords, *)	10
(*, Ad Campaign 1)	4

DS1 has the highest number of sub keys, so these will be rows in the final results Dependant field "Clicks", so we distribute "Calls" using proportion of total "Clicks" for each key

		V	
Key 1	Key 2	Clicks	Calls
Bing			10
Bing	Ad Campaign 1	100	5 + 3
Bing	Ad Campaign 2	100	5
AdWords			10
AdWords	Ad Campaign 1	40	8 + 1
AdWords	Ad Campaign 2	10	2



Final Report

Target	Clicks	Calls
Ad Campaign 1	140	17
Ad Campaign 2	110	7

DS2 provides call metrics for "Ad Campaign 1", regardless of the parent key (in this case "AdWords" or "Bing"), so "Calls" must be split across proportionally all matches for this sub key

Multipart-keys that only partially match

