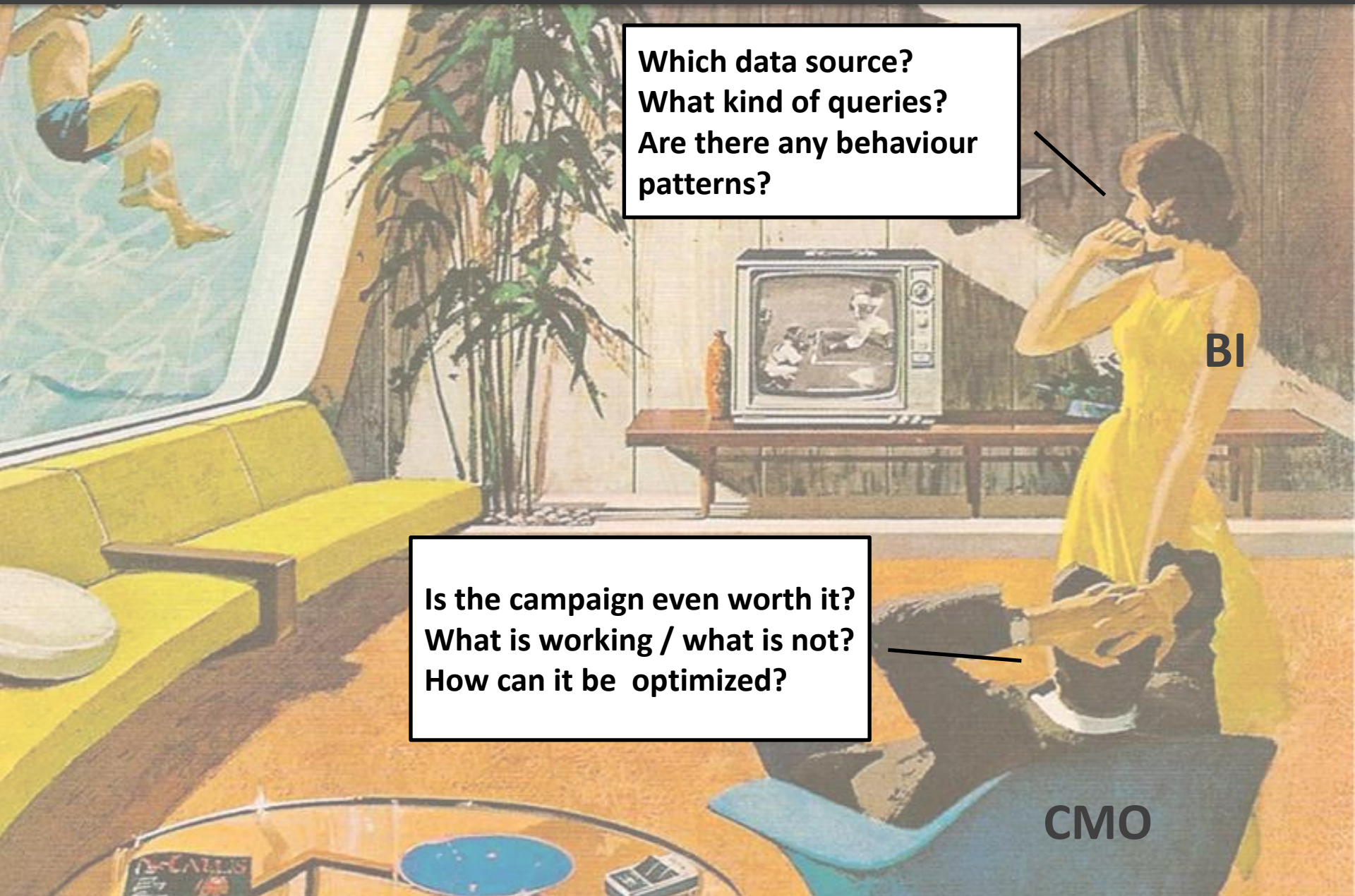


Calculate ROI on TV campaign



The left-over IKEA screw in channel attribution models

Introduction



Which data source?
What kind of queries?
Are there any behaviour patterns?

BI

Is the campaign even worth it?
What is working / what is not?
How can it be optimized?

CMO

GoEuro use case

✓ Time

✓ Channel

✓ Country

User

Session 1

[**page view**] searches
[**event**] clickouts - booking

Session 2

Page view – Clickout - Booking

Session 3

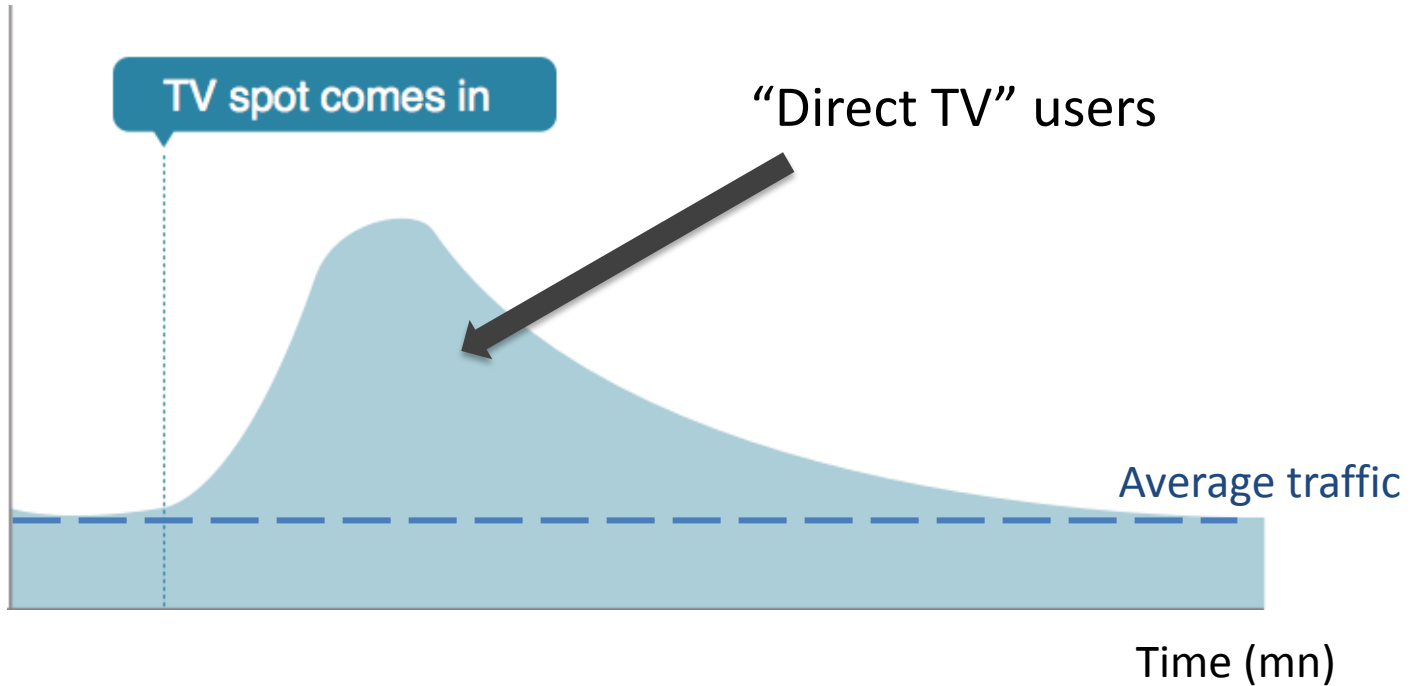
Page view – Clickout - Booking

Session 4

Page view – Clickout - Booking

The second screen effect

Traffic
(sessions)

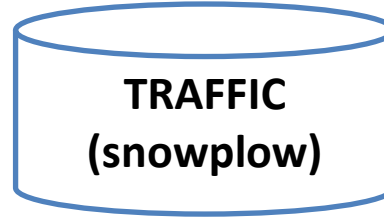


Classic channel
Cost per **click**

TV
Cost per **spot**

Project

- Data sets



- Resources



Data engineer

+



Business Analyst

- Softwares



TV cohorts

The cohorts approach:

- ✓ Cohort definition
- ✓ Metric Definition
- ✓ Combine the results



SQL schema

SESSION DETAILS

User ID

Session ID

Device

Searches

Clickouts

Channel

Route

CLV

Retention

bounce

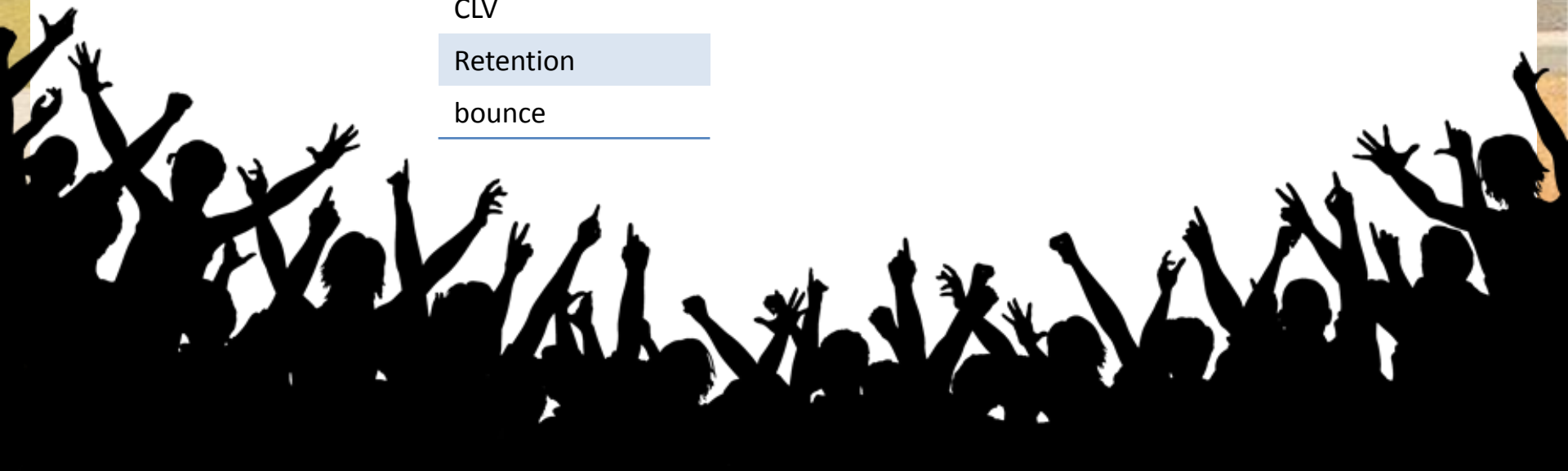
JOIN

COHORT INDEX

User ID

Session ID

Cohort Label



How do we optimize and automatized the TV plan?

Direct analysis with



Calculate metrics per

- Spot
- TV Channel
- Marketing channel
- Time of day / Day of week
- Program (genre, viewers categories, etc)
- GRP

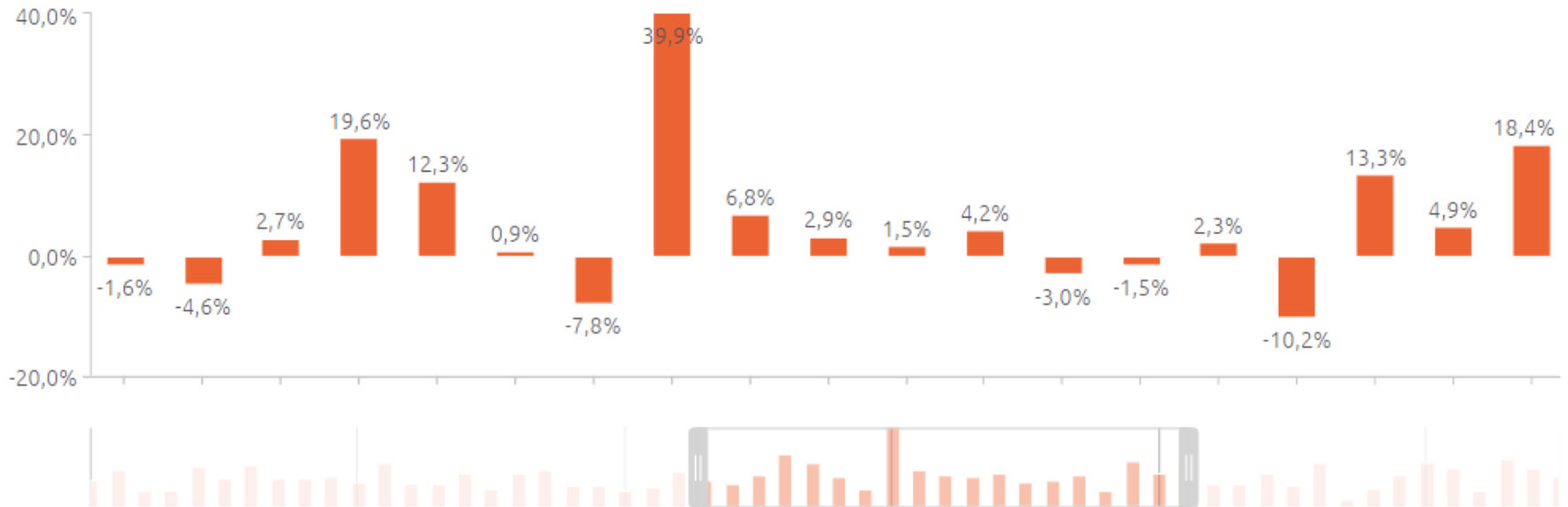
Rank attributes

- Evaluate attributes
- Evaluate **combination of attributes!**

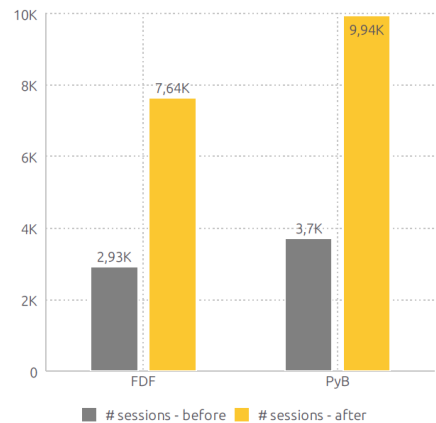
PCA, FCA,
data mining ...

Reporting

Traffic variation per spot

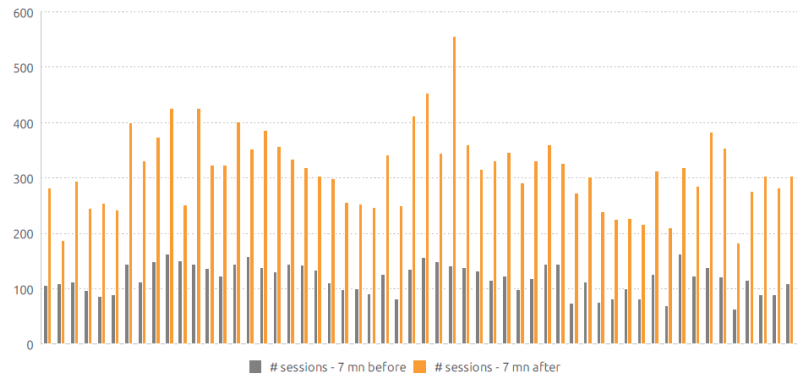


Traffic jump per TV channel

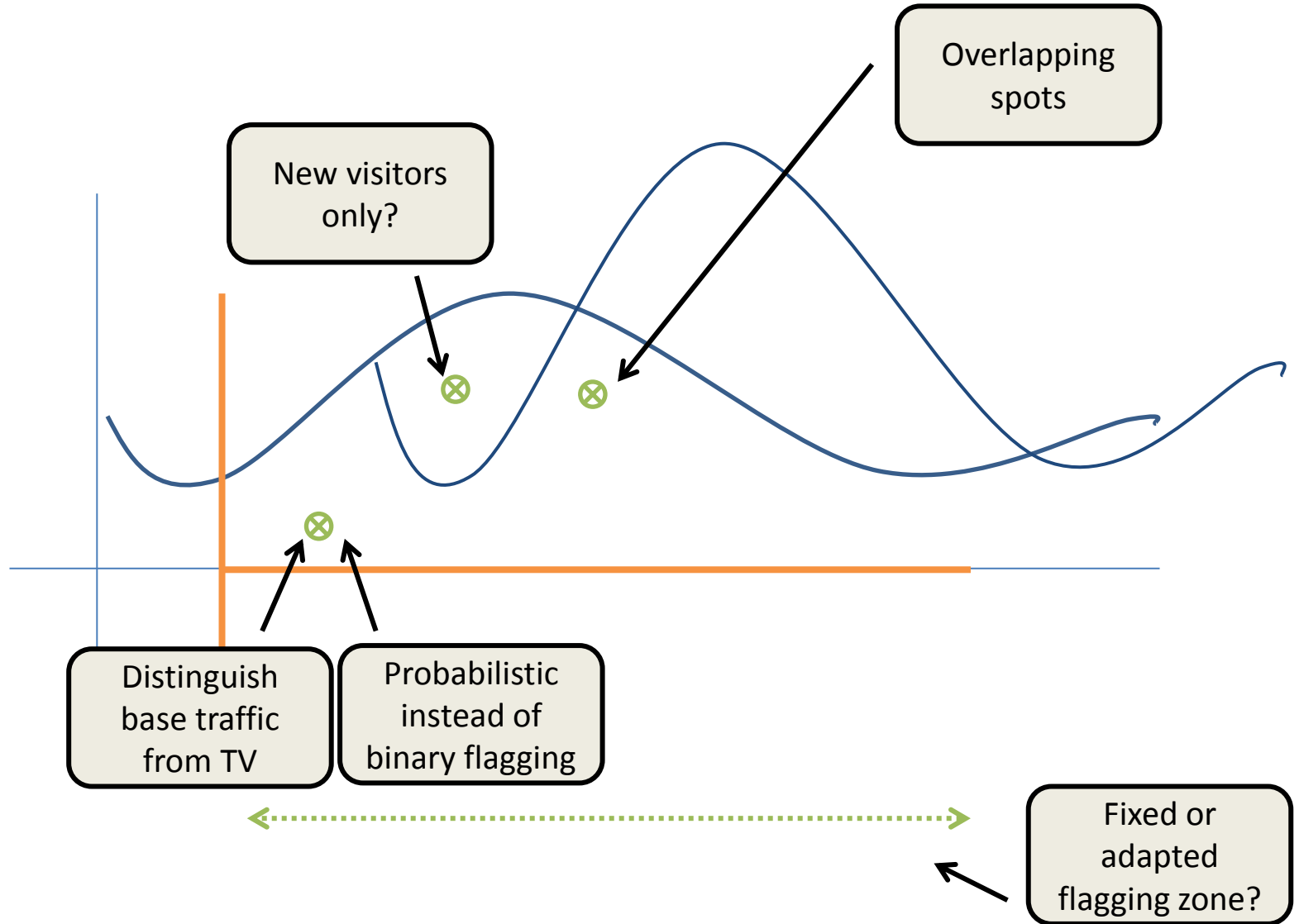


[] Traffic variation

Traffic before / after spot



One step further



Thanks to



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7 PLANS

Sajagan & Jan

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