

MULTI – TOUCH ATTRIBUTION MODEL & MARKETING SPEND OPTIMIZATION

Business Objective:

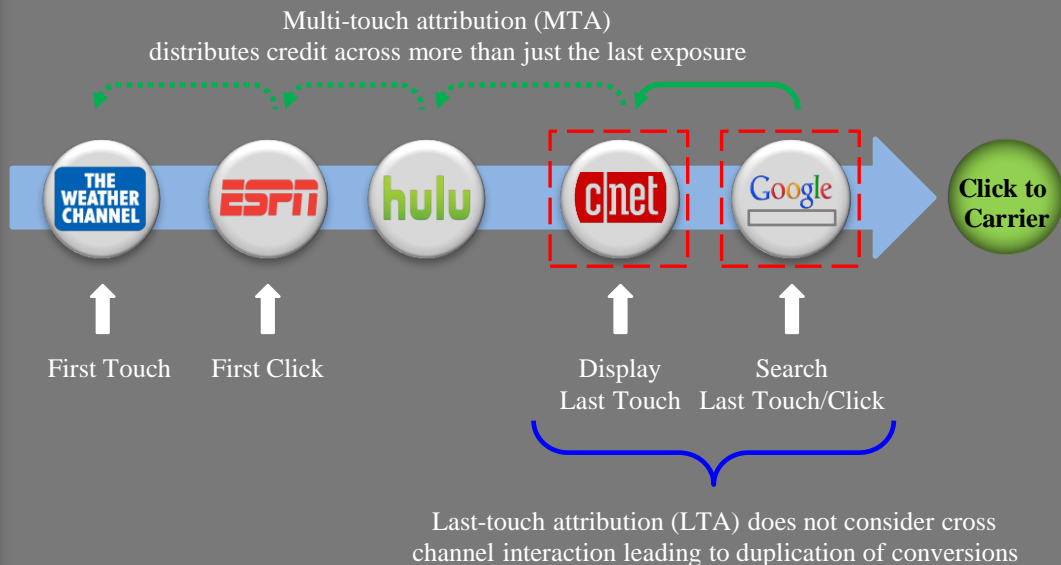
Improve the advertising ROI by quantifying the true value of the multi-faceted advertising campaigns

Enable business stakeholders to take decisions based on the millions of converting click paths by isolating impact of every touch point

The Value of Multi-Touch Attribution

Advanced Attribution Provides Advertisers With More Transparency Into The Contribution Of Each Media Asset

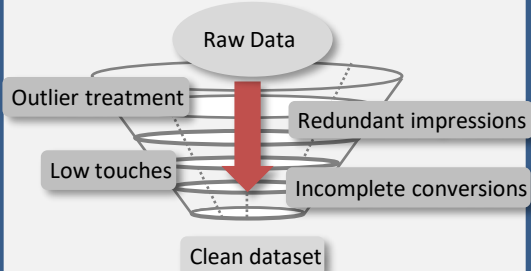
Example User Path to Conversion:



LTA	MTA
<ul style="list-style-type: none">➤➤ 100% credit to last view/click per channel➤➤ Aggregate performance behavior trends	<ul style="list-style-type: none">➤➤ Full funnel credit digital channels➤➤ User-level<ul style="list-style-type: none">➤➤ Deep-dive analytics<ul style="list-style-type: none">✓✓ Media sequencing✓✓ Frequency management✓✓ Viewability tracking✓✓ Precision testing✓✓ DSP bidding audits

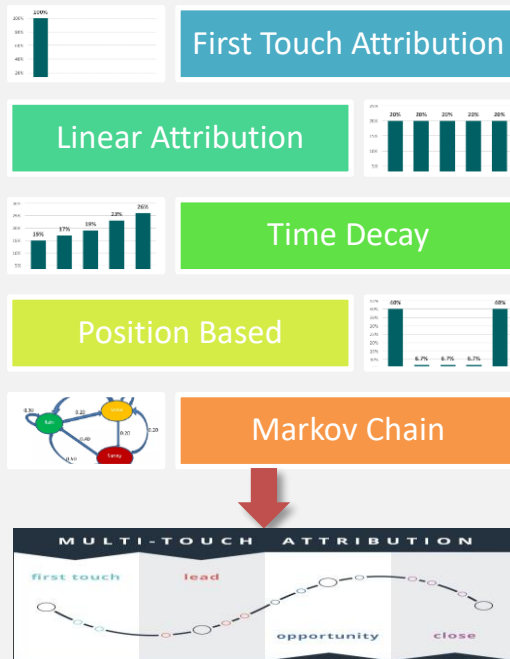
MTA Process Overview

Inputs



- Data from various sources is processed before inflowing into the model
- Tools used – Python/Spark

Data Modeling



Process

Create a model which incorporates the non-linear and dynamic advertising effects

Advantages

Measure Attributions

Measures the **real** impact of various brand marketing activities

Granular Analysis

New age models built at various levels of marketing activities- user, creative, campaign, path, frequency

Intuitive Visualization

Enables business to visualize relationships between entities

Overview of MTA Modeling Inputs

Data Sources



Ad Serving

- DoubleClick impressions, clicks (display & search), and activity (CTC) log files

Ad Verification

- Integral Ad Science (IAS) user level cookie enablement for viewability measurement

Media Buy



Channels

- Includes standard and high impact units across Desktop Display, Mobile Display, and Video
- Requires a 3rd party vendor for cross-device mapping

Deep – Dive Analysis



Precision Testing: Leverage the MTA results to run A/B and multivariate tests to reduce false positive conclusions and inflated partner rankings



Partner Bidding: Evaluating DSP delivery with attributed conversions helps analyze true partner performance, giving insight into bidding process to optimize spend



Frequency Management: Analyzing ad engagement and setting an exposure threshold to improve campaign performance and reduce over-spending



Viewability Tracking: Improved partner accountability and analysis by attributing only “Viewable” impressions



Media Sequencing: Identify top user paths to optimize sequencing along campaigns



Media Buying: Dayparting/Weekparting (timing campaigns) for key holidays and events to improve media efficiency by analyzing historical data