

Identifying and Implementing the Right Marketing Attribution Model



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Why Attribution Matters

1

Enables marketers to tie marketing efforts to business value

2

Understand the impact of each channel on the actual purchase & incrementally on each other – how did online media (search, display, web, etc.) drive activity through another channel?

3

Allocate budget for channel advancement driving the most positive impact example – “we will spend \$XX on social this quarter to drive YY incremental leads”

4

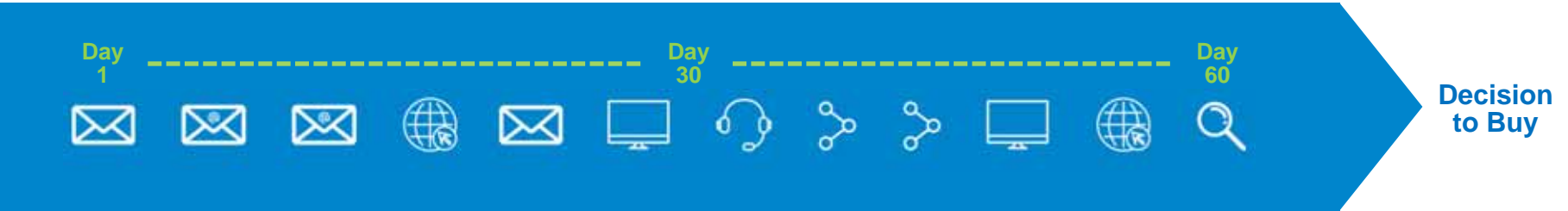
Enable “value-based” acquisition approach, some leads will be more expensive than others but they drive greater value in the long run

5

Utilize attribution data to work backwards when forecasting by predicting how each channel /lead will attribute to the overall MROI

Attribution across the Buyer's Journey

Let's look at an actual buyer journey!



Direct / Last-Touch Attribution



Attribution across the Buyer's Journey

Multi-Full Attribution



Credit for purchase attributed fully to multiple channels

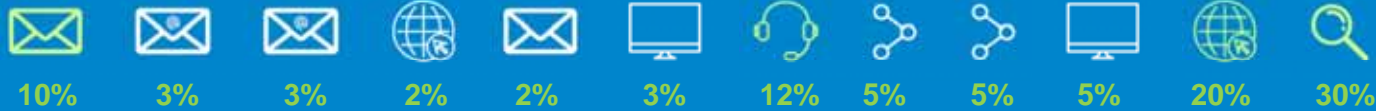
Rules-Based Attribution



Rules give credit to 1st touch at beginning of 60-day window and touches that occurred in most recent week

Attribution across the Buyer's Journey

Multichannel Fractional Attribution Solution

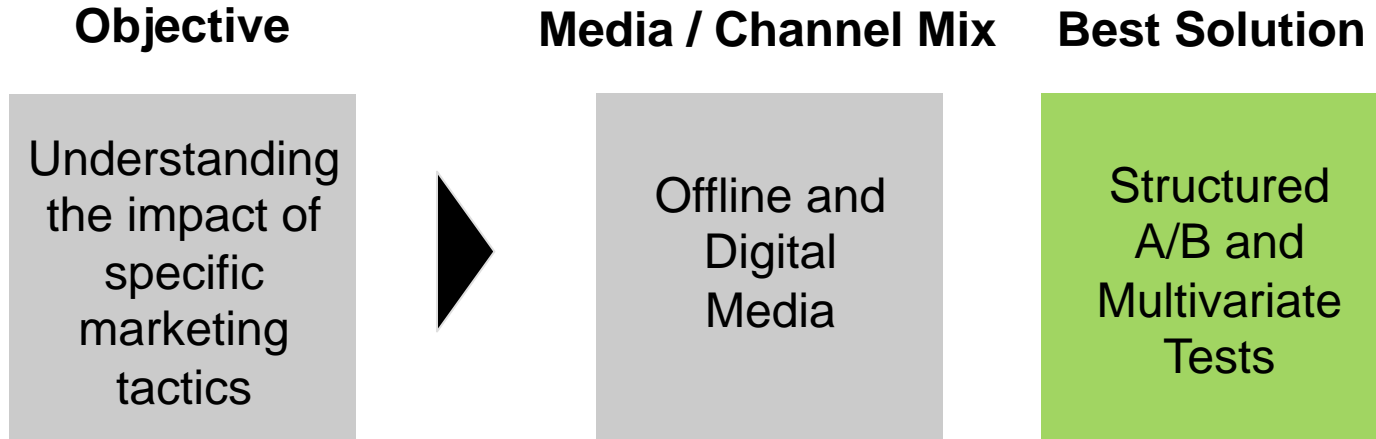


**Decision
to Buy**

Enables marketers to attribute a portion of that consumer's purchase to each of the marketing touches that impacted the consumer's decision to buy

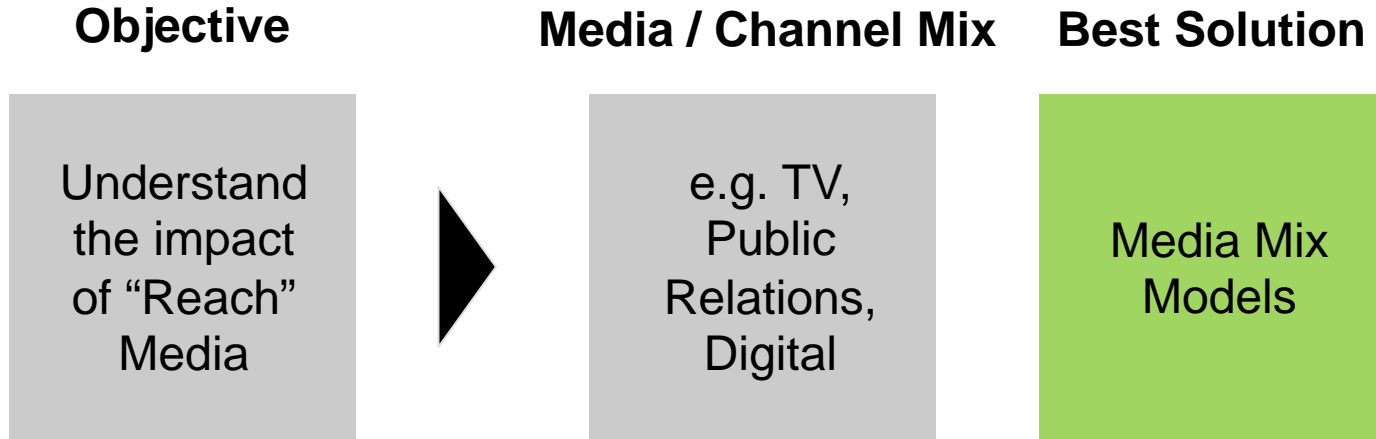
Identifying the Right Attribution Solution

Structured Test Designs



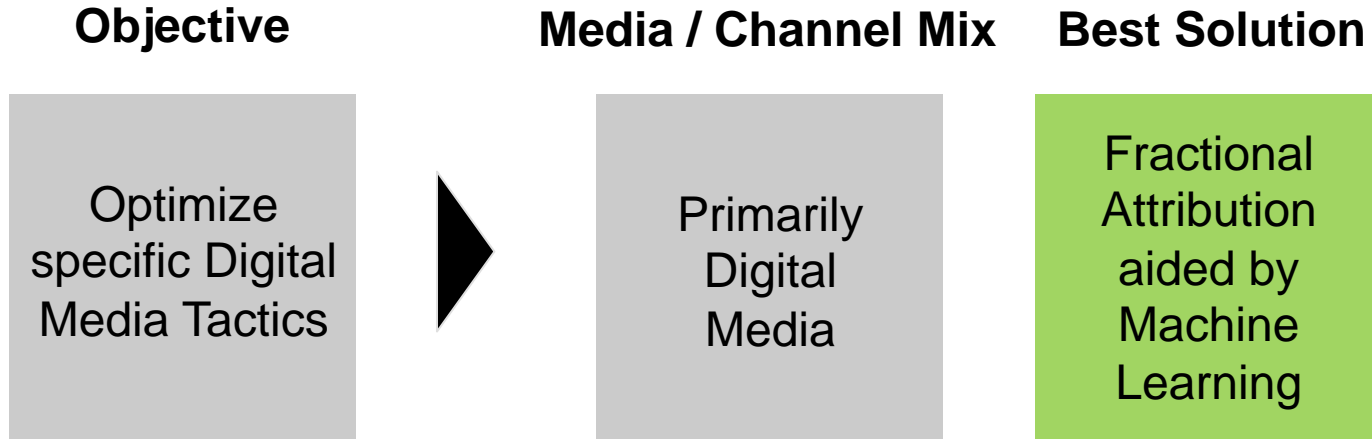
Identifying the Right Attribution Solution

Media Mix Modeling



Identifying the Right Attribution Solution

Fractional Attribution



Multichannel Attribution Modeling

What should be included in the Best Solutions



Robust coverage of all online and offline channels



Bottom Up (fractional cookie level) and Top Down (marketing mix) methodologies



Ensemble of touch-based, rule-based and statistical techniques



Highly customizable and can be simplified or enhanced based on data availability



Derives the interrelationship of Owned and Earned social media and calculates actual Social Media ROI

The Power of Data

Raw Data

Consumer Touches

- CRM
- Dealer
- Web
- Call Center
- Online Behavior
- Events
- Cross-Platform
- Third-Party

Descriptive Signals

Historic Touches

- Purchase History
- Click throughs
- Page Views
- View Duration
- Mentions
- Transactions

Predictive Signals

Next Best Activity

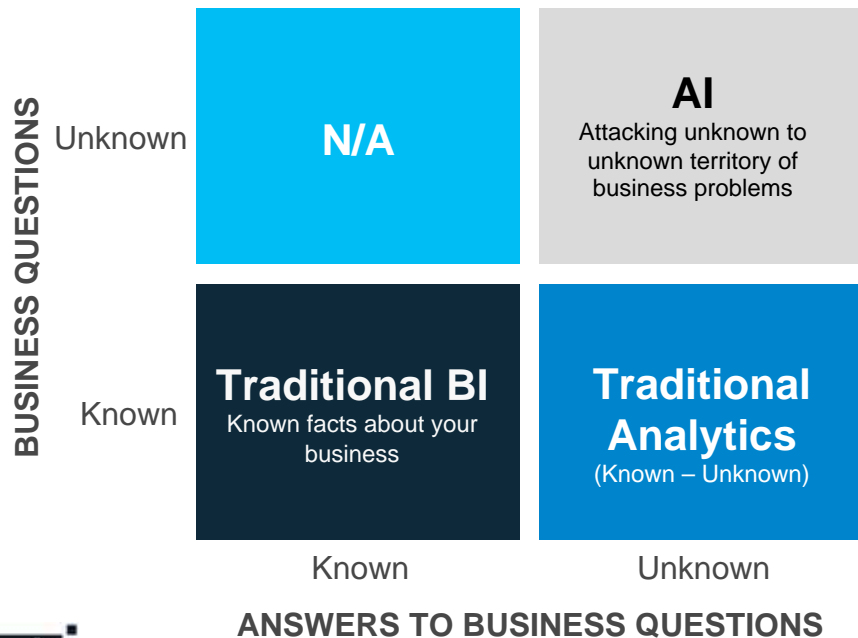
- Product Affinity
- Life Stage Indicator
- Propensity to Churn
- Sentiment Score
- Channel Affinity

Prescriptive Analytics

Strategy + Action

- Opportunity Identification
- Offer Selection
- Channel Strategy
- Client Care Strategy

Artificial Intelligence for Business Intelligence



- Machine-driven approach
 - Self-learning systems
 - Explores multitudes of data insights quickly
 - Unbiased – focused on true opportunities
 - Highly scalable
-
- Hypothesis-driven approach
 - Labor intensive
 - Time consuming
 - Non-scalable

What Is Machine Learning?

A form of Artificial Intelligence (AI) that provides computers with the ability to “learn and improve” without explicitly being told to do so.



What is the Problem We Need to Solve?

The Problem: Today's marketing campaigns generate millions of data points:

- Clicks
- Impressions
- Interactions
- Responses
- Conversions
- Content Preferences
- Product Preferences
- Revenue
- Psychographics
- Demographics

Far too much data to make sense of using traditional analytic techniques

Machine Learning Applied to Attribution

#1: Sort and Classify the Marketing Automatically

For example, when a targeting display ad is clicked by a consumer, machine learning can associate that specific action with the appropriate marketing strategy used in the development of that ad.

Machine Learning Applied to Attribution

#2: Better insights without
sacrificing the speed

Machine learning allows massive
of amounts of digital data to
“speak” in order to weigh the
results of the targeted display ad
vs. everything else – social
medial, organic search, paid
search, clicks on a website, print,
PR, etc.

Putting It Into Action! – Case #1

SCENARIO:

A company relying on last click attribution was using faulty insights to drive their budget allocation across 11 channels (including direct mail, paid search, SEO, display, social, television, billboards and print) that they used to target consumers & prospects.

APPROACH / SOLUTION

- Architected a bottom-up and top-down modeled attribution solution to understand the impact of each channel and form of media on sales.
- From there created a scenario planning tool to quickly assess the impact of reallocation of marketing spend across the various channels/forms of media.

THE RESULTS

- 23% increase in sales while keeping marketing budget flat
- Specifically reduced spend in TV (26% reduction) and direct mail (15% reduction) and reallocated those dollars across various digital channels



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Putting It Into Action! – Case #2

SCENARIO:

Client was unable to attribute sales to the different offline channels (TV, radio, Print, PR etc.) as they were miscalculating the impact of online signups.

APPROACH / SOLUTION

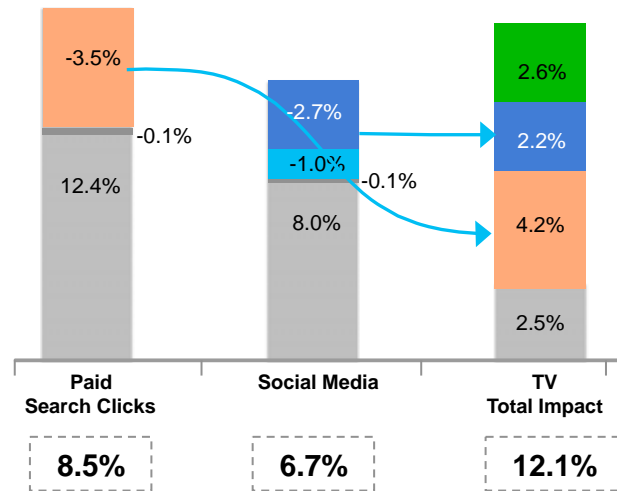
- Applying an advanced multichannel attribution solution, quickly realized that they were duplicating counts for online signups.
- Started investigating the correlation between various touchpoints, were able to capture the ROI more accurately.

THE RESULTS

- 14% increase in revenue through correct optimization of marketing budget across channels



Actual TV Attribution taking into account indirect contribution of Search



More
accurate
attribution

14% increase in revenue through
correct optimization of marketing
budget across channels

Let's Get Started!

1

Highlight the need for change and use good math to prove the point

2

Make it clear why it matters to the end consumer

3

Perform an audit to determine what is needed to make the shift to a more consumer-centric focus

4

Be tenacious!

5 KEY TAKEAWAYS



1

Long gone are the days of "last-touch" attribution

2

Multi-channel attribution is proven science

3

It's ok to start slow - crawl, walk, then run!

4

AI and Machine Learning are more critical than ever

5

Be the champion of your organization

THANK YOU!

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