

IHC Attribution & Customer Journey Analytics



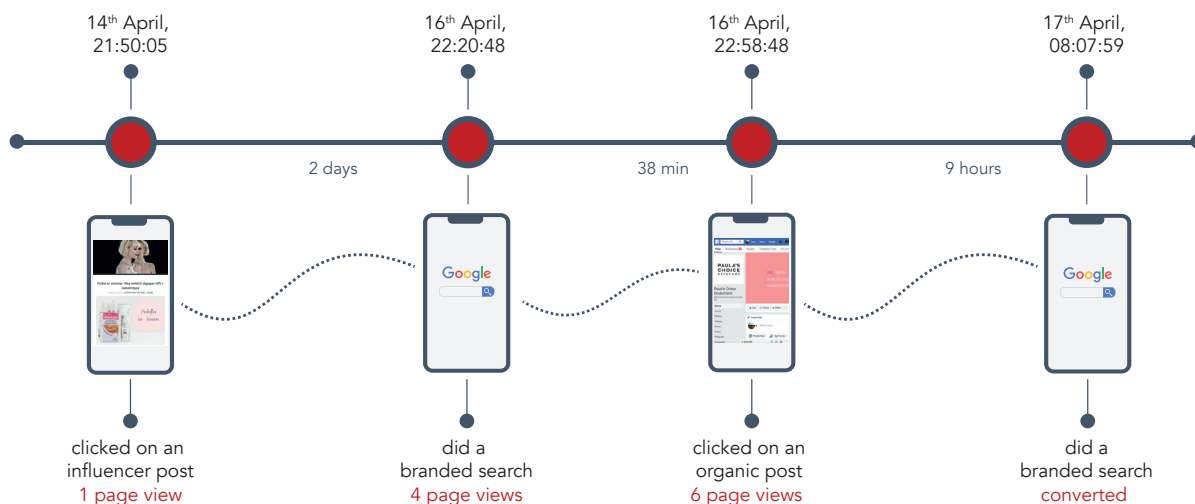
Hello!

Haensel AMS is here to provide tech and data analytics solutions that are tailor-made and exclusive to fulfill our clients' needs. Using smart analytics and outstanding machine learning tools, we focus on bringing advanced mathematical solutions to businesses.

The desire of every company is to understand its customer's behaviour and anticipate their needs. This super complex and time-consuming task requires a thorough understanding and analysis of each individual customer journey. And, this is the expertise Haensel AMS proudly brings to the table.

Let's take a look at Anna's Customer Journey...

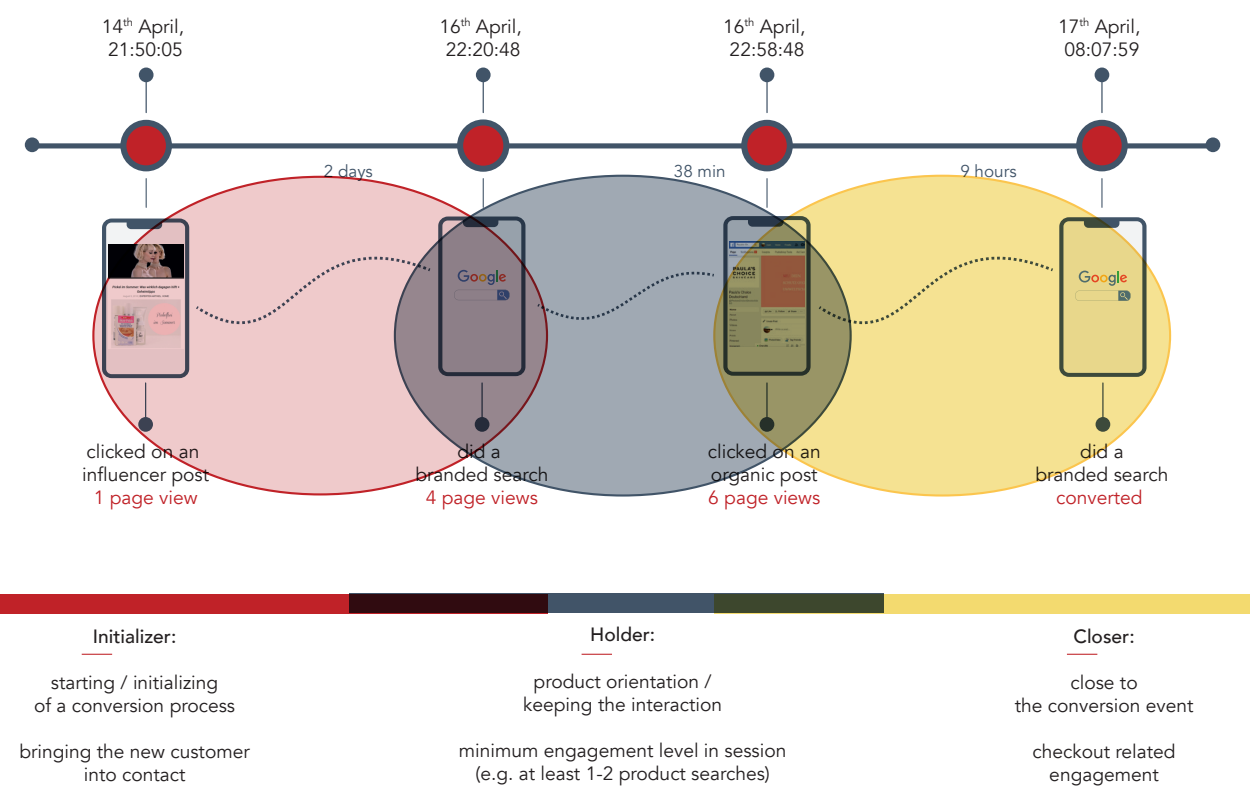
On 14th April Anna clicked on an influencer post and got introduced to the product. Two days later, she came back to a website after a branded search for more product orientation. After a short pause, Anna returned via an organic post to narrow her choices to a few items. Next morning, she did another branded search and made a purchase.



Customer Interaction Phases

Taking a closer look at the customer journey analysis through the lens of the IHC Attribution model, we can see that the IHC model takes into account all customer journey touch points with their engagement, follow up times, etc. Using a state-of-the-art data driven approach, that is based on Fuzzy Logic, it can evaluate the impact and value of each touch point within the buying process.

I H C stands for the three crucial phases in each conversion path: Initializer, Holder and Closer.

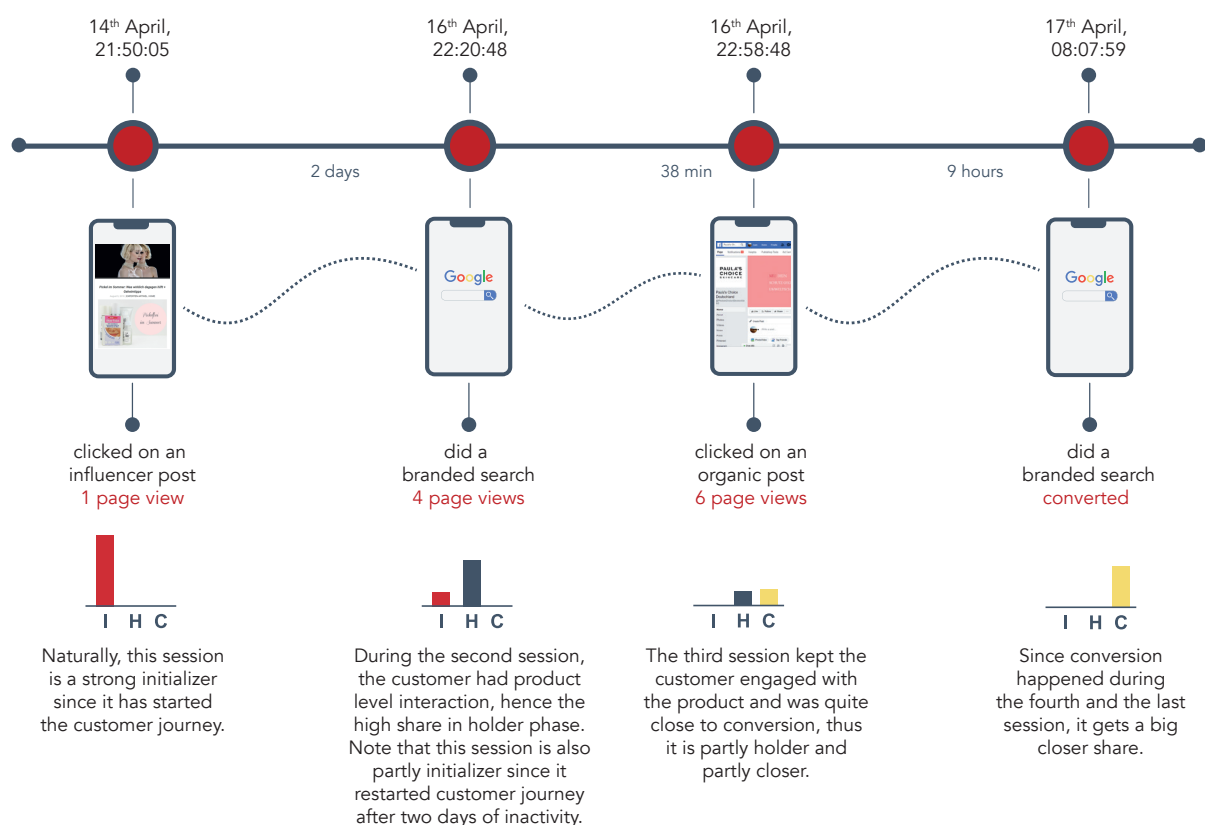


Initializer, Holder and Closer

As you can see, there is an overlap of phases with each engagement and hence, a session can be attributed to more than one phase alone. This way the IHC model focuses on the importance of each and every touch point within the I H C phases and customer journey as a whole.

I H C Phases

The customer journey touch points are shown below with the evaluation of the I H C phases of each session. The first session is Anna's initial interaction with the vendor. So, naturally it is a strong Initializer. The second session is part Initializer and part Holder, since it restarted Anna's engagement after 2 days of inactivity (Initializer) and also, she had some product orientation (Holder). The third session is part Holder and Closer. Holder, because a short while later, Anna interacts with the product for a longer duration. Closer, because she started the checkout process and is only hours away from the purchasing the product. Next morning, Anna buys the product hence, the fourth and final session gets the largest share in Closer phase.



Channel	Event Date	Hour	Days to Conversion	Browser Type	Pageviews	Checkout Pageviews	Base Initializer Fraction	Base Holder Fraction	Base Closer Fraction	Base IHC Attribution
INFLUENCER	2019-04-14	21:50:05	3	Browser (mobile)	1	0	0.690	0.000	0.000	0.230
SEA BRAND	2019-04-16	22:20:48	1	Browser	4	0	0.310	0.746	0.000	0.352
SOCIAL ORGANIC	2019-04-16	22:58:48	1	Browser	6	1	0.000	0.254	0.430	0.228
SEA BRAND	2019-04-17	08:07:59	0	Browser	3	2	0.000	0.000	0.570	0.190

Sum	1.000	1.000	1.000	1.000
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Attribution Model Comparison on Customer Journey

Comparing various attribution models on actual customer journeys, it becomes clear that the single touchpoint approach (e.g. Last Click, First Click) does not acknowledge the existence of multiple sessions. Using simple multi-touch models is a step forward, but they do not consider the importance of different individual sessions.

IHC on the contrary is a data-driven multi-touch model that evaluates each session's respective impacts within the individual customer journey.

Attribution model	Session 1	Session 2	Session 3	Session 4
Last Click	0%	0%	0%	100%
First Click	100%	0%	0%	0%
Position Based	50%	0%	0%	50%
Linear	25%	25%	25%	25%
Time Decay	10%	20%	30%	40%
IHC	23%	35%	23%	19%

Summary & Usage Points

Customer Journeys differ in length and in the number of sessions due to product, price, weather, season, etc. Therefore, applying a one-size-fits-all model does not accurately represent the complexity of customer journeys.

The optimum way to go forward for the analysis of each individual customer journey is by:

- Taking into account every single touch point
- Evaluation of the the total duration of the journey
- The correlation (time) between sessions and the engagement (on-site) within a session

This leads to the so-called "attributed" conversions that gives the touch points a share of the conversion/sale. The IHC model considers the importance of every touch point within the customer journey

The IHC attribution system provides you with

- Fully data-driven model evaluating every customer journey
- Cutting edge interaction type attribution model
- Live attribution dashboard, that is insightful for top-level management as well as channel specialists
- The dashboard is easy to share across teams, with an available direct connection to the source database over an API
- The dashboard contains information from various sources: website events tracking, API connections, IHC attribution, backend data, etc.
- The IHC system is able to link the marketing costs with the attributed revenue on any available breakdown level providing realistic cost effectiveness of campaigns (CPO, ROI, ROAS)

Haensel AMS
Advanced Mathematical Solutions

We are a technology and data analytics boutique providing solutions that are tailor-made and exclusive to fulfill our client's needs. Using cutting edge mathematics, outstanding machine learning and big data solutions, we focus on bringing smart data analytics to your business.

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