

Exactag

Collaborators - @Sabrina Betz @Johann Vogl @Samuel Allen @Sebastian Dominick

[Context:](#)

[Problem Statement:](#)

[Hypothesis:](#)

[About Exactag:](#)

[Solution:](#)

[Acceptance Criteria](#)

[Epics](#)

[Risks](#)

[Implementation Reference](#)

Context: [🔗](#)

Marketing initiatives are crucial for driving traffic to Joyn through top-of-the-funnel campaigns. The nature of these campaigns can vary based on devices and specific objectives. Various strategies are employed to ensure users have the opportunity to explore Joyn's offerings or directly access the platform.

Programmatic campaigns are executed on media platforms owned by key players such as Meta, Google, TikTok, Microsoft, and Amazon. Additionally, distribution partnerships with companies like Telekom, Sky, Philips, LG, and A1 are leveraged to expand reach.

Furthermore, SEO investments in platforms like [prosieben.de](https://www.prosieben.de) and [sixx.de](https://www.sixx.de) play a vital role in enhancing search engine visibility and driving organic traffic from Google. Marketing efforts are tailored to different objectives, including increasing brand awareness, watch time, or specific ad initiations. Revenue generation through subscription targeting is also a key focus.

Moreover, there are six distinct platforms, each with unique contributions to the overall customer lifecycle, potentially sharing a common user ID.

Problem Statement: [🔗](#)

1. The marketing team seeks a comprehensive understanding of the overall impact of marketing endeavors on:
 - a. Conversions (Video Views, Watchtime)
 - b. Revenue generation
2. Can we develop a holistic, multi-platform, multi-channel attribution model to analyze its influence on the customer lifecycle? Is it possible to enhance decision-making by giving due weightage to channels contributing to conversions, even if indirectly?

Historically, efforts have been made to attempt this via tableau dashboards but they consolidate a click based attribution point of view.

Hypothesis: [🔗](#)

Engaging a vendor like Exactag could provide a consolidated view of marketing data from a top-of-the-funnel perspective. This approach aims to improve the attribution of marketing activities to conversions by leveraging data from closed ecosystems like Google and Facebook.

About Exactag: [🔗](#)

Exactag is a vendor specializing in offering a unified data view crucial for comprehensive multi-channel, multi-platform attribution analysis. It accesses impression-level data from Google and Facebook, enhancing attribution capabilities. In this context, exactag is being touted as a solution for testing above hypothesis.

Let us try address some questions to have a high level understanding of what features it offers [here](#)

Solution:

Broadly this is a data ingestion effort with shared responsibilities within the data team (mostly data sourcing). We have to serve back conversion events

0. Legal Approval - Completed.

1. CMP changes - Adding exactag as a vendor.

2. Web

a. **Impressions** - Configuration done on a per vendor basis - Owner : Exactag.

b. **Implement Redirect Tracking** - - Owner : Marketing Team + Exactag.

c. **Conversion Level Tracking** – Implementing Web SDK + Conversion Events + User ID implementation

i. What will be the solution for video views and watch time ??

d. **Campaign Interpretation/Attribution Settings** - Marketing Team and Exactag.

3. Mobile Apps

a. **Impressions** - Configure Adjust as mentioned [here](#)

b. Implement Redirect Tracking - Owner : Marketing Team + Exactag.

c. **Conversion Level Tracking** – Configure Adjust as mentioned [here](#).

i. What will be the solution for video views and watch time ??

d. **Campaign Interpretation/Attribution Settings** - Marketing Team and Exactag.

4. TV

a. Impressions - To be defined

b. Redirect Tracking -To be defined

c. **Conversion Level Tracking** – To be defined, Figure out in coordination with the marketing team & exactag.

i. What will be the solution for video views and watch time ??

d. **Campaign Interpretation/Attribution Settings** - To be defined

Asks


Provide conversions [wishlist of metrics & dimensions provided.xlsx](#)


Acceptance Criteria

Raw Data sent to exactag should be broadly inline with data in snowflake otherwise attribution effort is at risk


Epics


@Sebastian Dominick @Johann Vogl

 **DSO-1946: Implement Exactag** TO DO ▾

 Updated on Feb 19, 2025

Context: Marketing initiatives are crucial for driving traffic to Joyn through top-of-the-funnel campaigns. The nature of these campaigns can vary based on devices and specific objectives. Various stra

 Medium

 Jira Open preview

Risks

1. Impressions Tracking not supported on TVs or TV ad environments. (except Amazon).

2. All server data submissions if on agenda requires great deal of refinement.
