



ATTRIBUTIONSMODELLERING

WHO GETS THE CREDIT?

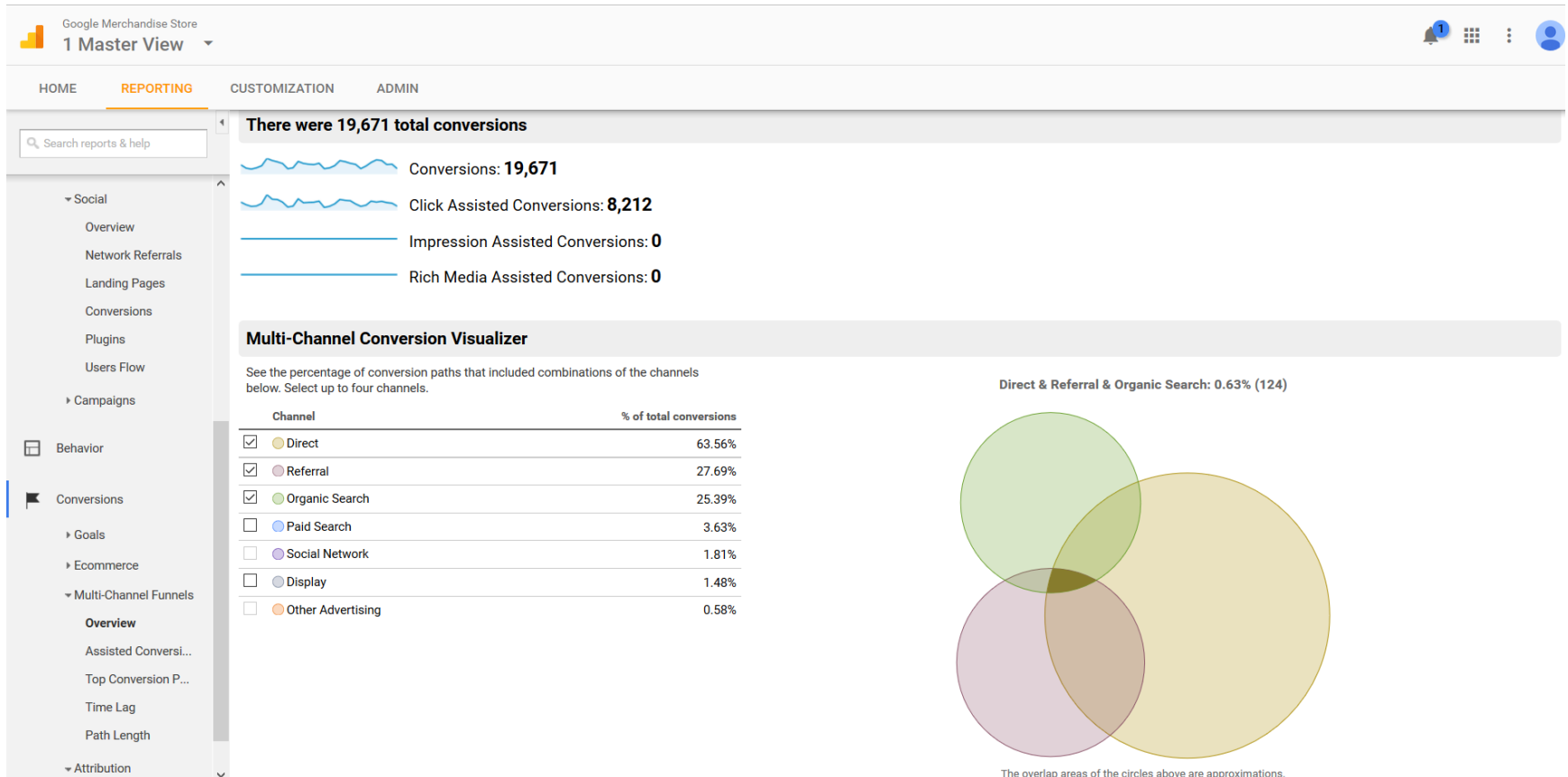


MULTI-CHANNEL FUNNELS

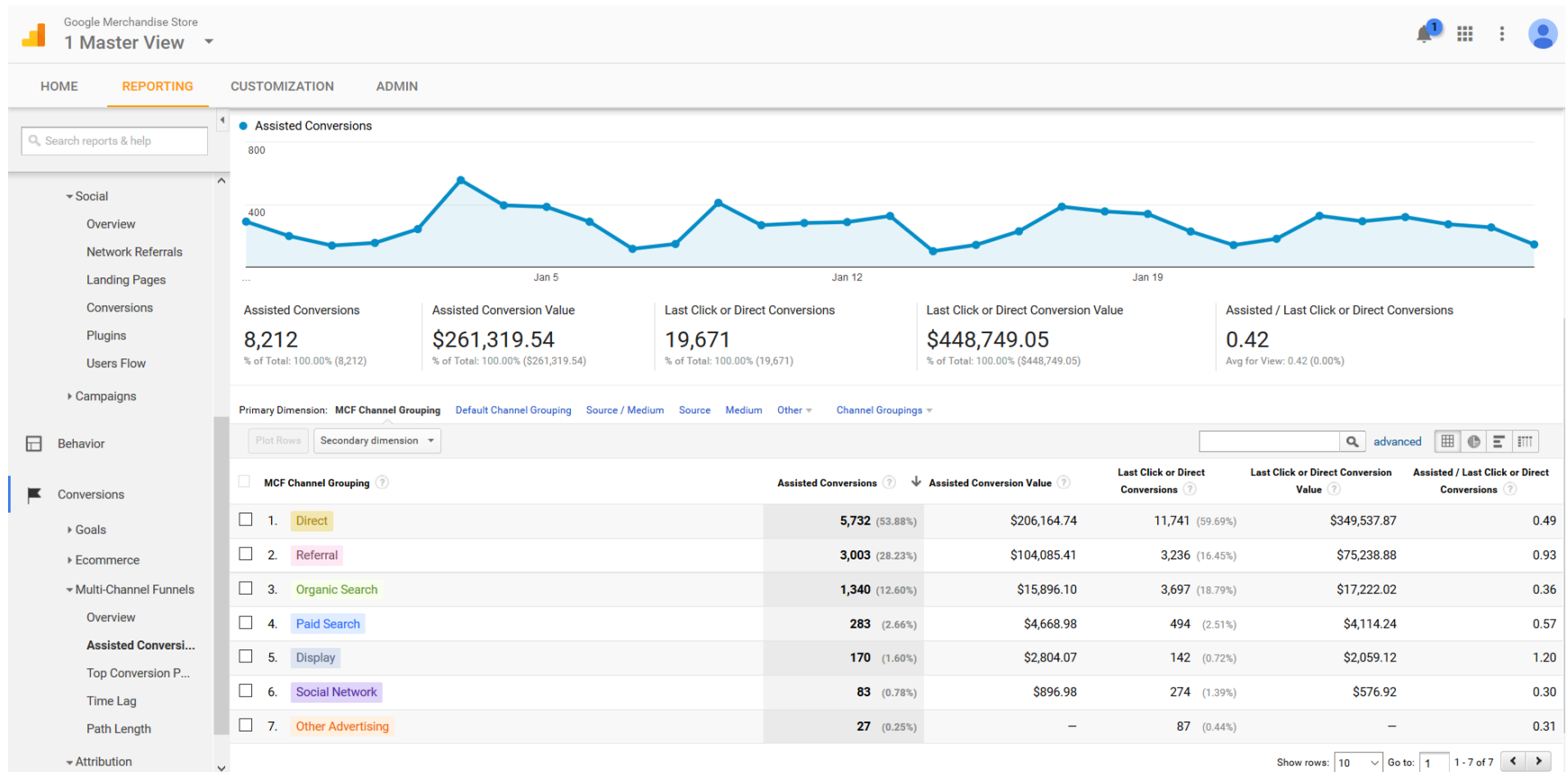
INTRODUKTION

- In Analytics, conversions and Ecommerce transactions are credited to the last campaign, search, or ad that referred the user when he or she converted. But what role did prior website referrals, searches, and ads play in that conversion? How much time passed between the user's initial interest and his or her purchase?
- The *Multi-Channel Funnels* reports answer these questions and others by showing how your marketing channels (i.e., sources of traffic to your website) work together to create sales and conversions.
- For example, many people may purchase on your site after searching for your brand on Google. However, they may have been introduced to your brand via a blog or while searching for specific products and services. The *Multi-Channel Funnels* reports show how previous referrals and searches contributed to your sales.

MULTI-CHANNEL FUNNELS - OVERVIEW



MULTI-CHANNEL FUNNELS – ASSISTED CONVERSIONS



FÖRKLARINGAR

- Last click or direct conversions – antalet konverteringar där den sista sessionen har startat från den aktuella kanalen
- Assisted conversions – antalet konverterat där den aktuella kanalen bidraget till användarens köpresa, men där den sista sessionen har startats från en annan kanal.
- Assisted / Last click or direct conversions – förhållandet mellan dessa
 - <1 betyder att kanalen främst driver konverteringar
 - >1 betyder att kanalen främst assisterar

MULTI-CHANNEL GROUPING

Channel	Description
Display	Interactions with a medium of "display" or "cpm". Also includes AdWords interactions with ad distribution network set to "content".
Paid Search	Traffic from the AdWords Search Network or other search engines, with a medium of "cpc" or "ppc" .
Other Advertising	Sessions that are tagged with a medium of "cpc", "ppc", "cpm", "cpv", "cpa", "cpp", "affiliate" (excluding Paid Search).
Organic Search	Traffic from unpaid search on any search engine (i.e., medium="organic").
Social Network	Traffic from any of approximately 400 social networks (that are not tagged as ads).
Referral	Traffic from websites that are not social networks.
Email	Sessions that are tagged with a medium of "email".
Direct	Sessions in which the user typed the name of your website URL into the browser or came to your site via a bookmark (i.e., source="(direct)" and medium="(not set)" or "(none)").

CUSTOM CHANNEL GROUPING

The screenshot shows the Google Merchandise Store reporting interface. A modal titled "Create or edit channel grouping" is open, allowing the user to define a new channel grouping. The modal lists existing groupings (Display, Paid Search, Other Advertising, Organic Search, Social Network, Referral) and a new one being created: "Email". The "Define rules" section shows a rule: "Medium exactly matches email". A "Display Color" preview shows a row of colored squares, with the "Email" rule highlighted in red. The modal has "Save" and "Cancel" buttons at the bottom.

The background interface shows the "1 Master View" for the "Assisted Conversions" report. The left sidebar contains navigation links for Social, Campaigns, Behavior, Conversions, Goals, Ecommerce, Multi-Channel Funnels, Assisted Conversions, Top Conversion P..., Time Lag, Path Length, and Attribution. The main content area displays a line chart for "Assisted Conversions" and a table for "Assisted / Last Click or Direct Conversions".

Assisted Conversions Data:

Assisted Conversions	% of Total
8,212	100.00% (8,212)

Assisted / Last Click or Direct Conversions Table:

Direct	Last Click or Direct Conversion Value	Assisted / Last Click or Direct Conversions
41 (59.69%)	\$349,537.87	0.49
36 (16.45%)	\$75,238.88	0.93
97 (18.79%)	\$17,222.02	0.36
94 (2.51%)	\$4,114.24	0.57
42 (0.72%)	\$2,059.12	1.20
74 (1.39%)	\$576.92	0.30
87 (0.44%)	—	0.31

SKILLNADER MOT ANDRA GA RAPPORTER

- Insamlingen av data från flerkanalstrattar är fördröjd med upp till två dagar. Det innebär att antalet konverteringar under de senaste två dagarna i Flerkanalstrattar-rapporterna inte överensstämmer med motsvarande värde i andra Analytics-rapporter.
- Konverteringar i Flerkanalstrattar-rapporterna är det totala antalet målkonverteringar och e-handelstransaktioner.
- I de övriga Analytics-rapporterna (utom Flerkanalstrattar) "ärvs" kampanjen i den föregående sessionen om sessionen inte är kopplad till någon kampanj. I Flerkanalstrattar-rapporterna tolkas sessionen däremot som "direkt"-trafik.
 - Om en person till exempel klickar sig fram till din webbplats från google.se och sedan återkommer som "direkt"-trafik för att utföra en konvertering registreras en konvertering för "google.se / organiskt" i All trafik i Analytics. Flerkanalstrattar-rapporterna visar en konvertering med vägen "google.se / organiskt > direkt / (none)" i Bästa konverteringsvägarna, och visar "direkt / (none)" med en Konvertering med sista klick och "google.se / organiskt" med en assisterad konvertering.
- Flerkanalstrattar-rapporterna har en tillbakablicksperiod på 30 dagar för konverteringar. Du kan ange en längre tidsperiod för tillbakablicksperioden (högst 90 dagar). För de övriga Analytics-rapporterna finns ingen tillbakablicksperiod.

TOP CONVERSION PATH

Google Merchandise Store
1 Master View

HOME REPORTING CUSTOMIZATION ADMIN

Search reports & help

▼ Social

- Overview
- Network Referrals
- Landing Pages
- Conversions
- Plugins
- Users Flow

► Campaigns

Behavior

Conversions

- Goals
- Ecommerce

▼ Multi-Channel Funnels

- Overview
- Assisted Convers...
- Top Conversion P...**
- Time Lag
- Path Length

▼ Attribution

Conversions
8,212
% of Total: 41.75% (19,671)

Conversion Value
\$261,319.54
% of Total: 58.23% (\$448,749.05)

Primary Dimension: MCF Channel Grouping Path Default Channel Grouping Path Source/Medium Path Source Path Medium Path Other Channel Groupings

Secondary dimension

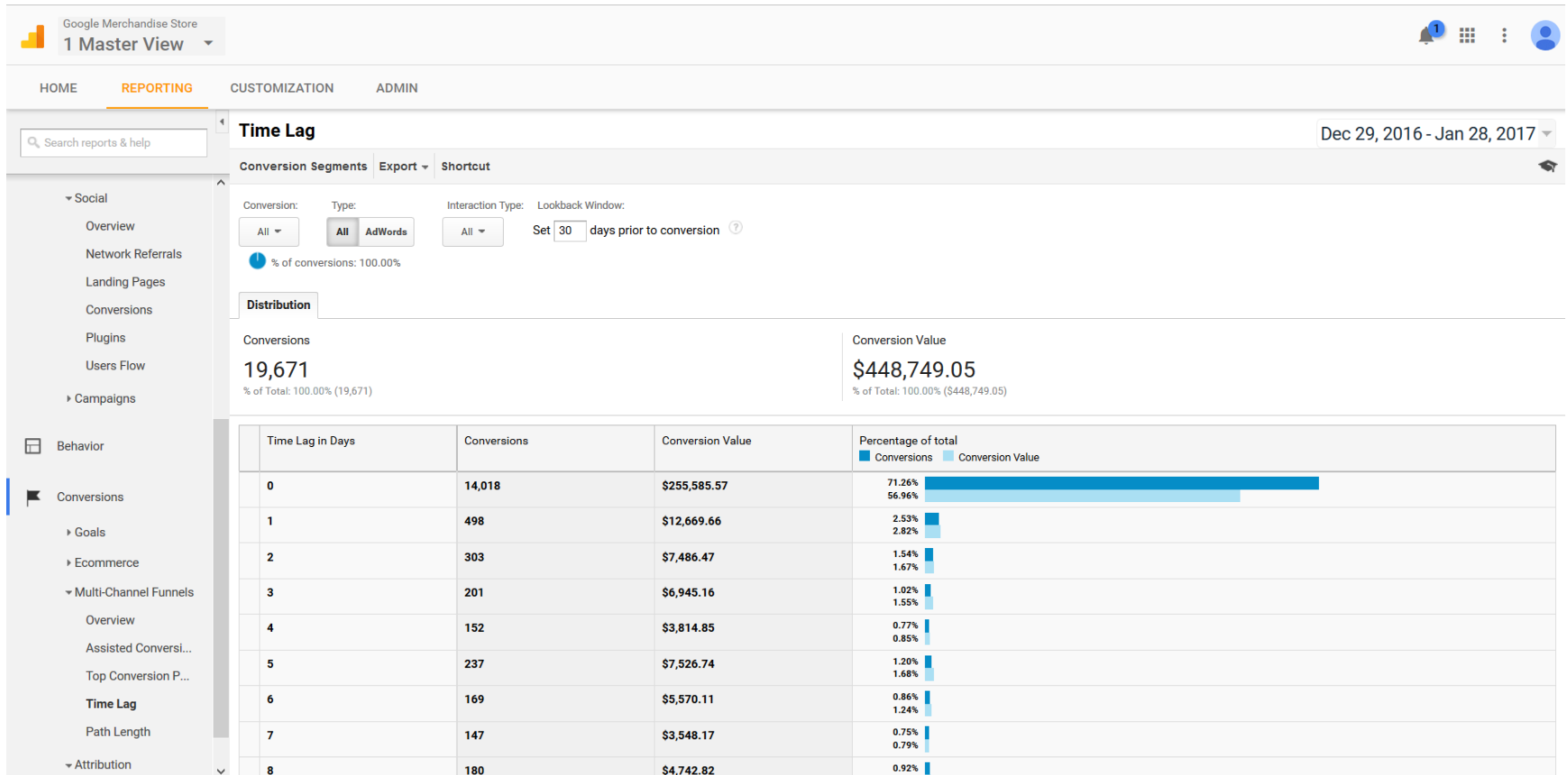
advanced

MCF Channel Grouping Path	Conversions	Conversion Value
1. Direct x 2	1,526 (18.58%)	\$52,020.74
2. Referral Direct	787 (9.58%)	\$21,436.65
3. Direct x 3	685 (8.34%)	\$31,256.84
4. Organic Search Direct	531 (6.47%)	\$3,775.09
5. Direct x 4	421 (5.13%)	\$19,579.19
6. Referral x 2	333 (4.06%)	\$10,554.50
7. Referral Direct x 2	306 (3.73%)	\$10,067.71
8. Direct x 5	245 (2.98%)	\$8,522.19
9. Direct Referral	202 (2.46%)	\$6,013.03
10. Organic Search Direct x 2	193 (2.35%)	\$1,368.76

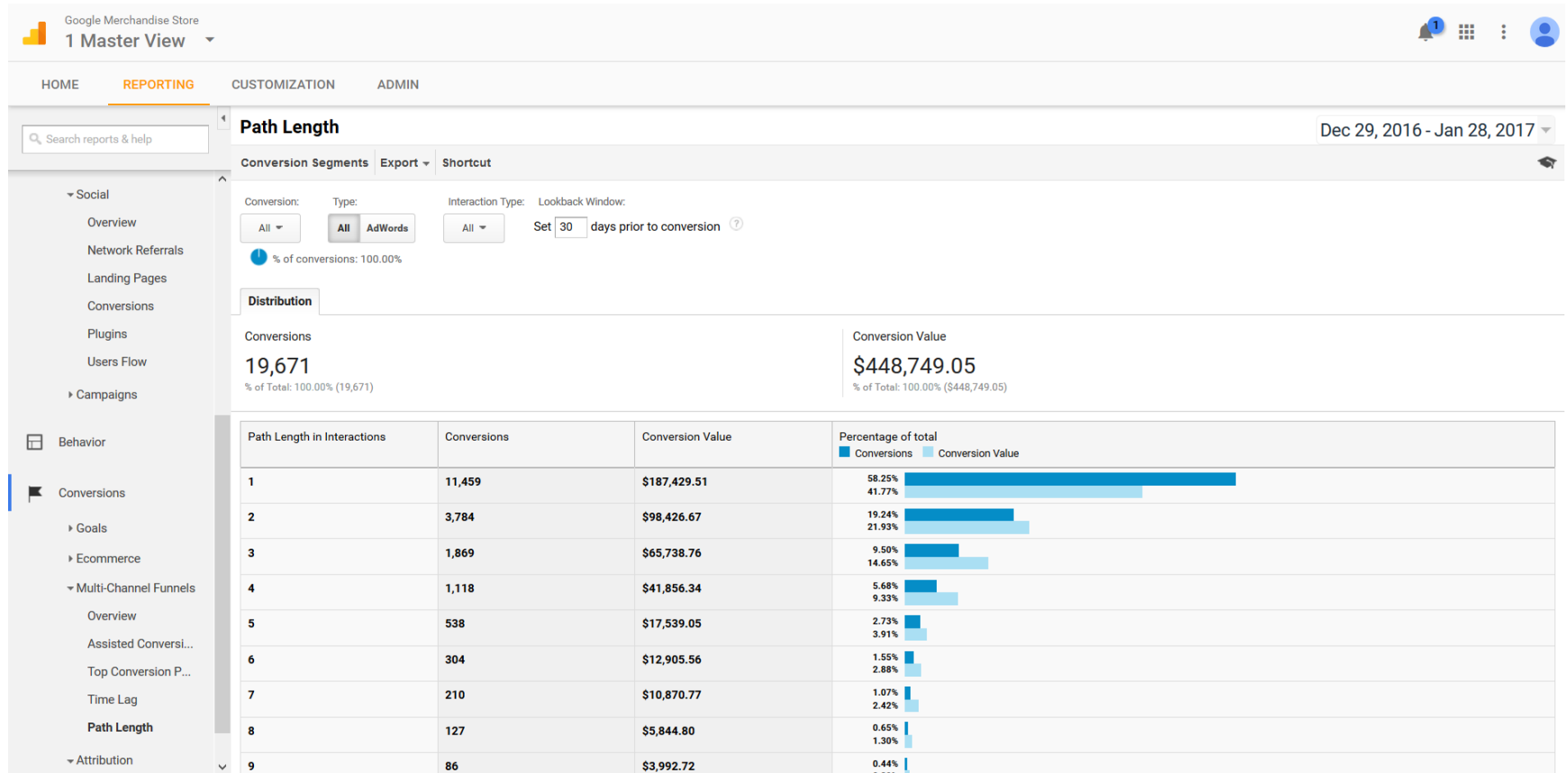
Show rows: 10 Go to: 1 1 - 10 of 386

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TIME LAG



PATH LENGTH



ATTRIBUTION MODELS

ATTRIBUTION – MODEL COMPARISON TOOL

Google Merchandise Store
1 Master View

HOME REPORTING CUSTOMIZATION ADMIN

Search reports & help

Overview
Network Referrals
Landing Pages
Conversions
Plugins
Users Flow
Campaigns
Behavior
Conversions
Goals
Ecommerce
Multi-Channel Funnels
Overview
Assisted Conversi...
Top Conversion P...
Time Lag
Path Length
Attribution
Model Compariso...

Model Comparison Tool

Dec 29, 2016 - Jan 28, 2017

Conversion Segments Export Shortcut

Conversion: All Type: All AdWords Lookback Window: Set 30 days prior to conversion
% of conversions: 100.00%

Last Interaction vs Select model

Primary Dimension: MCF Channel Grouping Default Channel Grouping Source / Medium Source Medium Other Channel Groupings

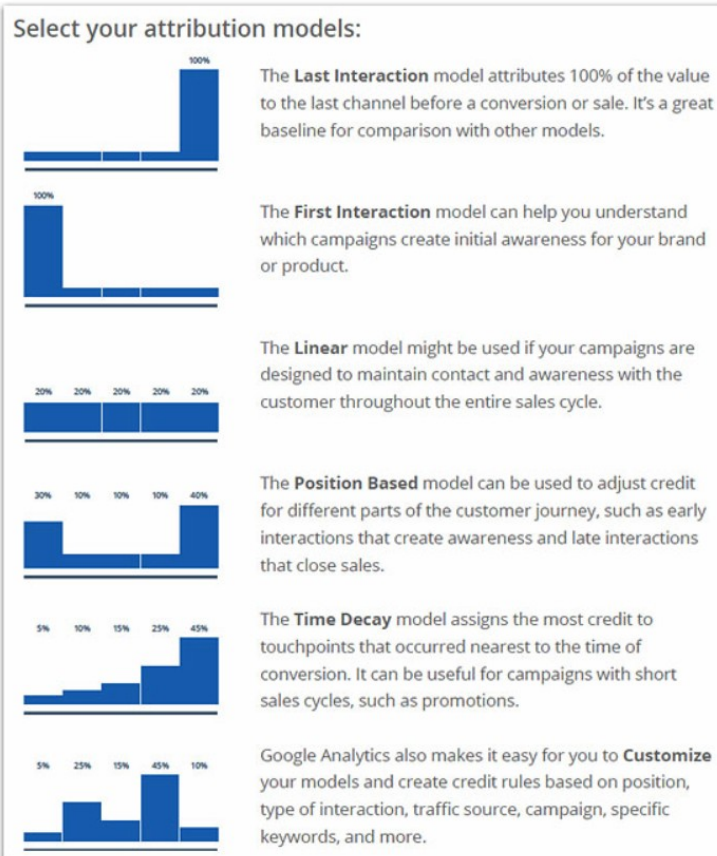
Secondary dimension

advanced

MCF Channel Grouping	Spend (for selected time range)	Last Interaction Conversions	Last Interaction CPA	Last Interaction Conversion Value	Last Interaction ROAS
1. Direct	—	11,741.00 (59.69%)	—	\$349,537.87	—
2. Organic Search	—	3,697.00 (18.79%)	—	\$17,222.02	—
3. Referral	—	3,236.00 (16.45%)	—	\$75,238.88	—
4. Paid Search	\$508.22	494.00 (2.51%)	\$1.03	\$4,114.24	809.54%
5. Social Network	—	274.00 (1.39%)	—	\$576.92	—
6. Display	—	142.00 (0.72%)	—	\$2,059.12	—
7. Other Advertising	—	87.00 (0.44%)	—	—	—

Show rows: 10 Go to: 1 1 - 7 of 7

ATTRIBUTION MODELS OCH AVINASH KAUSHIKS KOMMENTARER OM DESSA



- Last Interaction model – This is the standard attribution model. The only use for last click attribution now is to get you fired. Avoid it.
- First Interaction/First Click Attribution Model - This is a gigante mistake.
- Linear model - This is less wrong. That's it. Just less wrong. Use it if you are shooting for that.
- Position based model – not great, but won't completely kill you
- Time Decay - Ohh much better! You only have to think about it for five seconds to realize it passes the ultimate test for everything: Common sense.
- Customized model – I've said this twice already but let me say it again, don't go into this until you play with the Time Decay model and have spent a good few weeks learning the implications and trying to take some action. It is a very good learning experience.

AVINASH'S MARKET MOTIVE MINDBLOWING MODEL


The screenshot displays the Google Analytics interface for 'Google Merchandise Store'. The left sidebar shows navigation options: HOME, REPORTING, CUSTOMIZATION, and ADMIN. The 'REPORTING' tab is active, showing a search bar and a list of reports including Overview, Network Referrals, Landing Pages, Conversions, Plugins, Users Flow, Campaigns, Behavior, Conversions, Goals, Ecommerce, Multi-Channel Funnels, Assisted Conversion, Top Conversion P..., Time Lag, Path Length, Attribution, and Model Comparison.

The main content area shows the 'CUSTOMIZATION' section with a search bar and a list of models. The 'Last Interaction' model is selected, showing a bar chart and a table of conversion data. The table has columns for 'Last Interaction Conversion Value' and 'Last Interaction ROAS'. The data rows show various conversion values and ROAS percentages.

A modal window titled 'Avinash's Market Motive Mindblowing Model' is open, displaying the model's details. It includes a search bar, a 'Sort by' dropdown (Most popular, Latest, Highest rating), a 'Filter by ranking' slider, and a 'Filter by category' section with checkboxes for various categories. The description states: 'Avinash Kaushik wrote an article last year about Attribution Modelling using Google Analytics: http://www.kaushik.net/avinash/multi-channel-attribution-modeling-good-bad-ugly-models/'. It also mentions that the model was recreated for easier use and that full credit goes to Avinash for designing the model.

The footer of the interface shows the copyright notice: © 2017 Google | Analytics Home | Terms of Service | Privacy Policy | Send Feedback.

CUSTOM ATTRIBUTION MODEL

 Google Merchandise Store
1 Master View

HOMEREPORTINGCUSTOMIZATIONADMIN

Administration > Attribution Models > Edit Attribution Model

Demo Account (Beta) / Google Merchandise Store / 1 Master View

VIEW

1 Master View

View Settings

Goals

Filters

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Annotations

Attribution Models

Custom Channel Groupings BETA


Custom Alerts

Scheduled Emails

Model Name

Market Motive Mindblowing Model

Baseline Model

 Position Based

Specify the amount of conversion credit based on the position.

First interaction: 10 %


Middle interactions: 50 % This will be distributed evenly to all middle interactions.

Last interaction: 40 %

Total: 100 % Must be 100%

Lookback Window

Set 75 days prior to conversion

 90 75 60 45 30 15 0 day(s)

Adjust credit for impressions

Specify the relationship between general impression weighting and relative time weighting.

Adjust credit based on user engagement

CUSTOM ATTRIBUTION MODEL

Google Merchandise Store

1 Master View

HOME

REPORTING

CUSTOMIZATION

ADMIN

BETA

Custom Alerts

Scheduled Emails

Shortcuts

Share Assets

Adjust credit for impressions

Specify the relationship between general impression weighting and relative time weighting.

Off

Adjust credit based on user engagement

Distribute credit proportionally based on

page depth

On

Apply custom credit rules

Include

Interaction Type

Exactly matching

Click

or

Add 'OR' statement

and

Add 'AND' statement

credit

1.4

times other interactions in the conversion path

+ Apply another custom credit

Save

Cancel

Delete Model

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JÄMFÖRA ATTRIBUTIONSMODELLER

