

DATA-DRIVEN ATTRIBUTION MODELING

INFOGRAPHIC

PROBLEM

1. Current attribution models in Google Analytics, Facebook, or Snapchat fail to capture the added value of marketing **cross channel**.

2. Google Analytics only attributes value to sessions. **Not impressions**. As a result, a banner that has been viewed +200k times is not reported as an effective channel. => but, if people see an ad, our gut tells us it should at least add SOME value. The question is: how much?



SOLUTION

Entering the arena: data-driven attribution modelling. **An unbiased way of objectifying all data across all platforms**. By using this type of attribution model, we can see how the success of a campaign was influenced by each channel, ad.



HOW

We used DV360 attribution modelling for our client BetFIRST. This model takes both **impressions & clicks** into account **across every channel**. Above that, it gives individual weight to each channel per user. For example, an individual who is more prone to make his decision based on what he saw on Instagram gets more value attributed to this channel than someone who bases his decision more on Googling.

This way, DV360 will distribute the value accordingly across the different channels when a purchase is made. When allocation value across each channel it takes into account BOTH clicks and impressions.

EXAMPLE

Traditional attribution	DV360
A client makes a €100 purchase.	A client makes a €100 purchase.
Google Analytics attributes: €0 to SEA if the first click was here. €0 to the Facebook ads if the next click was here. €100 to the Snapchat ad if the last click was here.	DV360: attributes: € 20 to the search campaign. € 50 to the social ad. € 30 to the sc ad.

HOW DOES DV360 SUCCEED IN ASSIGNING EACH VALUE TO DIFFERENT CHANNELS?



Data driven attribution modelling: DV360 collects data from different platforms, formats it, and analyses it. Through machine learning, a unique allocation for every purchase takes place. Let's say John makes a €100 purchase, and John loves Snapchat.

The algorithm knows this and will allocate a higher value to this platform. On the other hand, Ricky is big on doing his research on Google. The algorithm will assign a higher percentage of his total purchase to SEA. In other words: **data-driven attribution modelling generates a unique value allocation per individual user, making it the most accurate way of monitoring the value of every channel in your marketing mix.**

AND NOW WHAT?

It turns out betFIRST's 200K investment in website banners did not prove to be a bad investment after all. Traditional attribution models predicted a little return. DV360 reported a ROI positive return.

This attribution model finally provides a reliable insight into the added value of both branding & performance campaigns towards your revenue.

IMPORTANT SIDE NOTE

Attribution isn't a tool in and of itself. It's not a holy grail of truth. **It helps you understand the complexity of a multichannel conversion funnel better.** Essentially it will result in making smarter decisions; which should be the aim of your efforts.

Using data-driven attribution modelling, you will be able to pinpoint the added value of your marketing channels more precisely. In turn you can use these results to interpret and improve your work. Validating your current marketing spend is one way to do this. Using attribution models to distribute marketing budgets to channels with more value is another option.

CURIOS ABOUT HOW MUCH YOUR MARKETING CHANNELS CONTRIBUTE TO YOUR REVENUE?

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