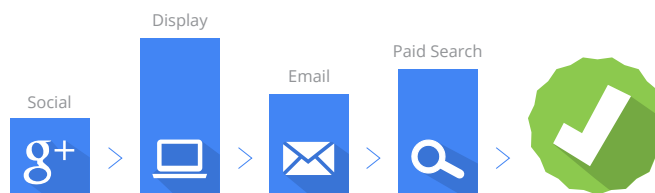


Better investment decisions, better marketing outcomes with Data-Driven Attribution



Savvy marketers understand that you don't always seal the deal with a single message, image, or advertisement. Your users may see display ads, click on links from friends, or do a search before buying something from your site (or signing-up for a newsletter, or other actions that are valuable to your business). It's important to understand the entire customer journey so you can measure all of the elements that contribute to your campaigns, attribute the right value to them, and adjust your marketing budgets where appropriate.

Data-Driven Attribution in Google Analytics Premium analyzes the whole customer journey, whether that journey ends in a purchase (or conversion) or not. Our modeling methodology is grounded in statistics and economic principles and automatically assigns values to your marketing touchpoints. You'll see a more complete and actionable view of which digital channels and keywords are performing best, so you can achieve a better return on your marketing and advertising investments.

Why use Data-Driven Attribution



Algorithmic: The model, based on the Shapley Value concept from cooperative game theory, automatically distributes credit across marketing channels. You define your own success metrics, like e-commerce transactions or other goals, and the model adapts and regularly refreshes using the most recent data.



Transparent: With our unique Model Explorer, you'll have full insight into model behavior and understand how marketing touch points are valued — no “black box” methodology.



Actionable: Detailed insights into the individual contribution of a marketing channel (in both converting and non-converting paths) provide clear guidance, so you can seamlessly update programs.



Support: Google Analytics Premium customers can take advantage of their relationship with a dedicated services and support team.



Cross-platform Integrations: In addition to our deep integrations with Google products such as DoubleClick Digital Marketing, the Google Display Network, and YouTube, you can pull in data from virtually any digital channel.

About Google Analytics Premium

Google Analytics Premium is the enterprise-class analytics solution that gives companies rich insights into their digital audiences and marketing effectiveness. With features that are powerful, flexible, and easy-to-use, large organizations can measure engagement to create more effective marketing initiatives, improve user experience, and optimize their digital strategies. Sophisticated conversion attribution and experimentation tools help savvy marketers determine the best allocation of media and resources to drive results.

Learn more:

google.com/analytics/premium

Getting started: Apply the model to improve your results

- 1. Choose a conversion type you want to analyze:** Review your Google Analytics goals and e-commerce transactions and determine which conversion type you'd like to improve. For example, let's say you'd like to get more people to fill out your lead-generation form, and you've defined that as a goal.
- 2. Select a campaign, channel grouping, or set of keywords to optimize:** Review your goal — completed lead-gen forms — and evaluate the techniques you're currently using to drive conversions. Suppose that you've been doing some display advertising, and you want to improve returns from that channel.
- 3. Compare the Data-Driven Attribution values to those from your default attribution model:** Often, the default model is the "last click" model — but you should compare the new values to whatever model you've been using (for example, if you've been looking at conversion metrics from Traffic Sources in Analytics, then you should compare against "Last Non-Direct Click"). View the Model Explorer to see how the data-driven values were calculated.
- 4. Identify the touchpoints with the biggest changes across models:** Easy analysis tools in the attribution reports let you sort your data based on percent change in CPA (cost-per-acquisition) and filter for volume to find the campaigns where changes will have the greatest impact. You can compare credit using the Model Comparison Tool, included in the attribution reports.
- 5. Shift budget and resources to support high ROI opportunities:** Now that you've identified which channels (or campaigns, or keywords) have the greatest potential, adjust your programs and test the results.
- 6. Adopt the Data-Driven Attribution model:** Once you've reviewed our Model Explorer and seen the impact of your budget and resource changes, you'll learn how the Data-Driven attribution model relates to your prior default model. Then you won't need to compare anymore — you can use the ROI Analysis report, which lets you focus on optimization insights using only the Data-Driven Attribution model.

How it works

The Data-Driven Attribution model works by comparing the conversion probability of users when a particular channel (such as display) is present vs. when that channel is not present in a given ordered sequence of marketing touch points. The model then calculates the relative impact of that channel on the probability of conversion. For example, a display impression might increase the probability of conversion from 2% to 3% for a given sequence, so the model distributes credit based on this proportional increase. The underlying probability model has been shown to predict conversion significantly better than a last-click methodology. Data-Driven Attribution seeks to best represent the actual behavior of customers in the real world, but is an estimate that should be validated as much as possible using controlled experimentation.

