



Optimize Performance Across the Entire Marketing Funnel with Attribution

Did You Know...?

- Only 6% of marketing decisions are made using company data.
- 72% of marketers and agencies agreed that attribution enables better budget allocation.

What You'll Need

- Start simple with intra-channel attribution using Search Funnels in AdWords.
- Google Analytics, which is in use by over 10M websites and is completely free, is another great starting point to look across channels.
- For more advanced analyses and companies with larger data demands, check out Google Analytics Premium. <http://goo.gl/uJBGZz>

Before your customers convert, they are likely to **interact with many different marketing campaigns**. Yet, for most advertisers, credit is assigned entirely to the last interaction in the journey, missing pivotal moments to introduce their business to new customers and influence decision-making. Attribution is designed to help both understand and **capture these lost opportunities**.

Basic Channel Grouping Path		Conversions	↓	Conversion Value
Organic Search	Organic Search		29	\$11,047.59
Direct	Direct		24	\$9,563.42
Organic Search	Direct		23	\$1,988.16
Direct	Direct	Direct	10	\$3,734.84
Organic Search	Paid Search		8	\$694.26

Framework for Attribution

1. **Learn** - Experience has shown that most attribution projects struggle not because of data or analysis, but in breaking down the silos that last-click measurement helped to build. Before getting started, ask yourself how your company currently measures marketing performance and why. Are there conflicts between individual channels, teams or agencies? How can they be resolved? What will be necessary to change the way you bid? Are lasting customers relationships really the focus, or just the next conversion?
2. **Measure** - Attribution opportunities depend on the ability to capture the entire customer journey, from the user's first interaction through conversion and beyond. Identify gaps in your current tracking, both in site measurement and goal setup. Integrate information you already have on your customers, including CRM data, with your analytics platform.
3. **Understand** - With the right measurement in place through AdWords or Google Analytics, your Google account team can help you identify new opportunities to improve the performance and efficiency of your digital campaigns. Learn how generic keywords or display advertising can help drive greater, more profitable conversions, or how you can begin to separate customers based on their interactions with your business.
4. **Act** - With the newfound knowledge of your customer journey, prove the value of each opportunity through controlled, on-going experimentation. The most successful should be given a regular position in your advertising campaigns using the experiment results to guide performance expectations.

Attribution Product Highlights

As a fundamental component to any successful marketing strategy, advertisers can utilize attribution through a number of key products.

Search Funnels

The Search Funnels report shows the **entire paid search path leading up to a conversion**, including both clicks and impressions. These comprehensive reports can provide you with data on how your upper-funnel keywords help drive conversions beyond just the last click.

Available today in AdWords under "Tools & Analysis" > "Conversions."

Multi-Channel Funnels

Now you can see exactly **which channels influenced your customers' decisions** (up to 5,000 interactions in a 90-day period) giving you a more detailed and accurate view of what works and what doesn't, as well as where different marketing interactions fall in the conversion funnel.

Available today in Google Analytics under the "Conversions" tab.

Impressions & Video Views

Thanks to our integration with the Google Display Network (GDN), Google Analytics can now **break down the separation between clicks and impressions**. When a user views display ads on the GDN, or video ads on YouTube, and later visits your website and converts, these interactions can now be presented in Multi-Channel Funnels reporting for further optimization.

Available today in Google Analytics as part of a limited beta. - <http://goo.gl/FpgKYf>

Universal Analytics

Through Universal Analytics, your existing **Google Analytics account expands beyond your website** enabling a deeper understanding of customer interactions across your business. Measure offline interactions, integrate CRM data and even begin to measure across devices.

Available today as a free upgrade to Google Analytics accounts. - <http://goo.gl/uiuswy>

Source / Medium	Visits	↓	Goal Conversion Rate	Per Visit Goal Value	Form Signup (Goal 1 Conversion Rate)	Offline Opportunity (Goal 2 Conversion Rate)
1. google / ppc	8,326		5.73%	\$564.00	12.34%	8.23%
2. cnn.com / referral	5,342		6.38%	\$732.10	15.21%	5.32%
3. google / organic	4,325		4.56%	\$832.93	7.35%	5.21%

Universal Analytics also allows you to see how goals develop overtime so that you can effectively track how form signups, in this case leads, progress from a form submission through to an offline sale.

Data-Driven Attribution

Data-Driven Attribution **analyzes the complete customer journey, whether that journey ends in a conversion or not**. Our modeling methodology, grounded in statistics and economic principles, automatically assigns values to your marketing touch points. 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. *Available today with Google Analytics Premium - <http://goo.gl/uJBGZz>*