

Adding Data-Driven Attribution to the Purchase Funnel

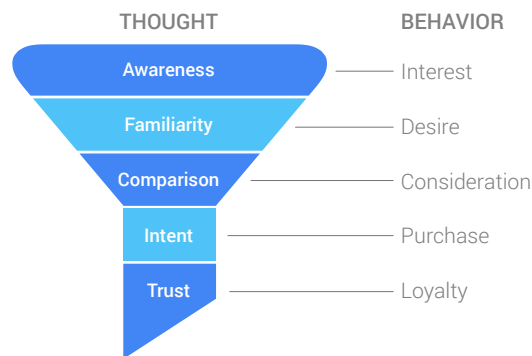
Add data-driven attribution to the purchase funnel to understand real impact.

"One of the benefits of data-driven attribution is the ability to quickly synthesize all the disparate data points together and understand the cross-channel interactions between all of the touchpoints that a customer consumes before they convert."

— Joseph Morrissey, Hyatt

If you're a marketer, you're probably familiar with the purchase funnel. You might refer to it as the marketing funnel, the conversion funnel, or the sales funnel—but whatever you call it, the funnel is a fundamental concept of traditional marketing programs.

The original purchase funnel, or AIDA model, describes the customer journey in four stages: awareness, interest, desire, and action. Though it has been updated with new customer relationship management (CRM) concepts like loyalty and advocacy, the basic funnel concept has survived the test of time.



What's wrong with funnel vision?

Strategically, purchase funnel thinking holds promise. Marketers want to make their brands as relevant as possible to people in moments that matter. It might make sense to emphasize different things to a new customer than to repeat customers.

Unfortunately, marketers tend to think about the purchase funnel in channel-based silos. Display is considered to be useful for awareness. Search terms are grouped into top-of-funnel "awareness" and "bottom-of-funnel" conversion terms. But single-channel thinking may obscure cross-channel opportunities.

Today's customer journeys are complex, cross-channel journeys. A potential customer may become aware of your brand through a television ad, click on a display ad to make an initial purchase online, and later search on mobile to locate your store. How can your brand keep up?

Data-driven attribution reveals the cross-channel funnel

The answer lies in cross-channel measurement and analysis. Data-driven attribution with Google Attribution 360 helps marketers break down channel-based silos, understand the real customer journey, and think strategically to improve overall marketing performance.

Attribution 360 takes every observed step of the customer journey into consideration, whether it's entirely online or includes offline channels. Cross-channel funnel stage reports categorize each marketing touchpoint into one of three funnel stages:

- 1. Introducer.** The touchpoint that makes a potential customer aware of the brand or offering.
- 2. Promoter.** Touchpoints that promote interest, evaluation, and consideration.
- 3. Closer.** The touchpoint that leads directly to a conversation action.

Standard funnel reports determine the role of an entire channel based on the number of times the channel is the first click, last click, or something in between.

With Attribution 360, no channel is assumed to fulfill any one funnel role. Search may be a promoter. Display may be a closer. A data-driven attribution model gives partial credit to every observed touch point leading to conversion, and can identify the influence each had on driving conversion. This way, marketers can see how channels assist each other to drive performance.

Making the most of cross-channel funnel opportunities.

Today's funnel stage reports provide new insights into a channel, campaign, or touchpoint's role as an introducer, promoter, or closer—and investigate the lift each channel offers the others. Data-driven insights from Attribution 360 give marketers a better ability to:

- Plan better campaigns and align organizational goals—whether driving brand awareness or conversion—with improved visibility into successful channel roles and sequences.
- Move customers through the purchase funnel faster by identifying what people need next and delivering it.
- Make messages more relevant based on funnel stage—such as with education for top-of-funnel audiences, and offers for bottom-of-funnel audiences.
- Incorporate CRM to re-engage with past customers, promote repeat purchase, encourage advocacy, and reduce churn.

Bottom line, marketers who want to get the most out of purchase funnel thinking need to break free of channel-based silos. Data-driven attribution with Attribution 360 enables marketers to think cross-channel. This empowers them to pursue purchase funnel strategies in a smarter, more comprehensive way.

About the Google Analytics 360 Suite

The Google Analytics 360 Suite offers powerful and integrated analytics solutions for today's biggest enterprises. Measure and improve the impact of your marketing across every screen, channel and moment in today's customer journey. It's easy to use, and makes data accessible for everyone so the "aha" moments are simple to discover and share. Move from insight to impact faster with the Analytics 360 Suite.

For more information, visit g.co/360suite