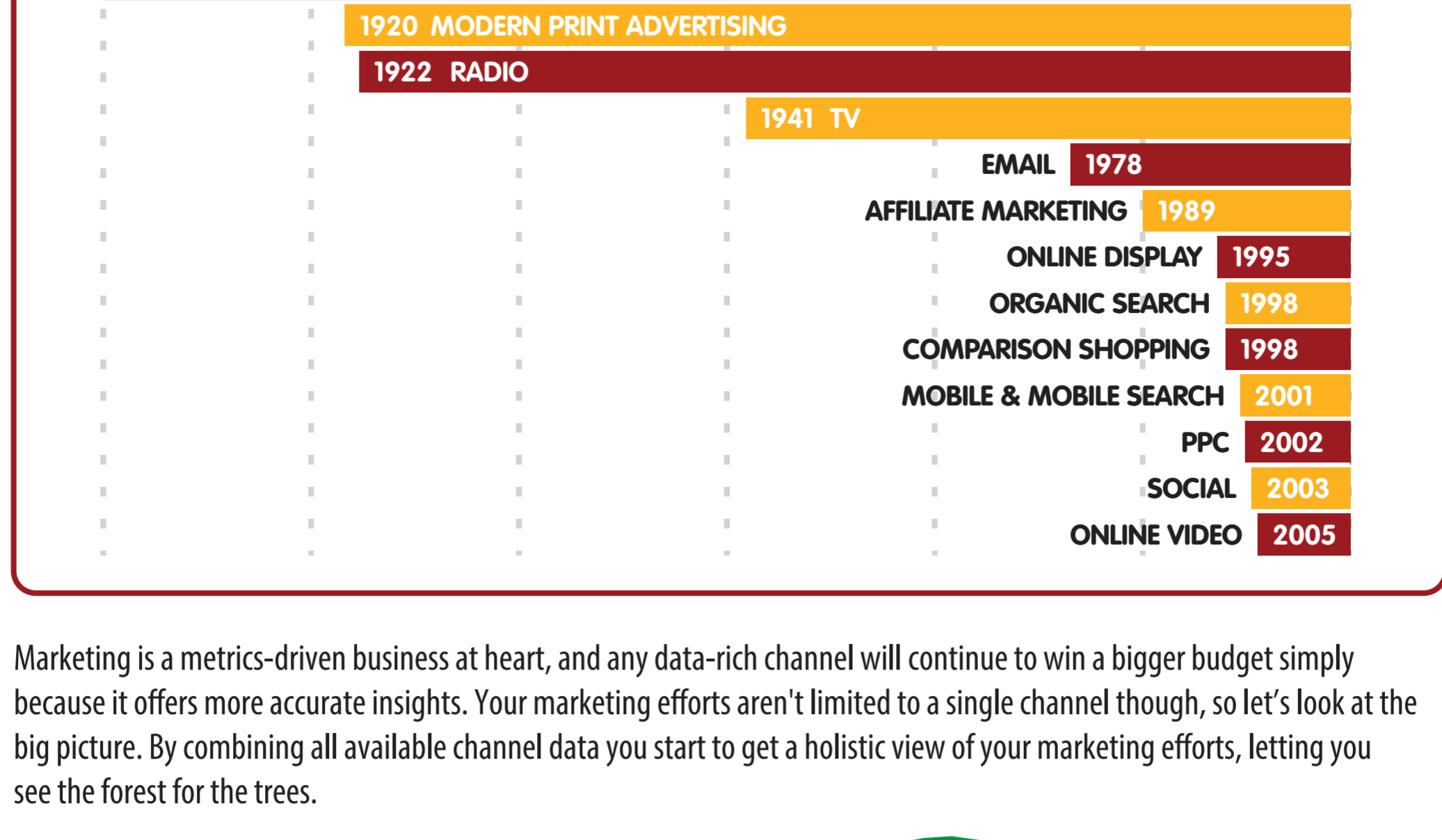


# THE evolution OF ADVANCED attribution

## The Rise of Data-Driven Attribution

AND CHANNELS YOU CAN MEASURE

Online advertising has revolutionized our marketing world in the last ten years, and for good reason; it offers incomparable amounts of data to track effectiveness and ROI. Until recently only a handful of channels were available and tracking them wasn't nearly as difficult. Times have changed though...



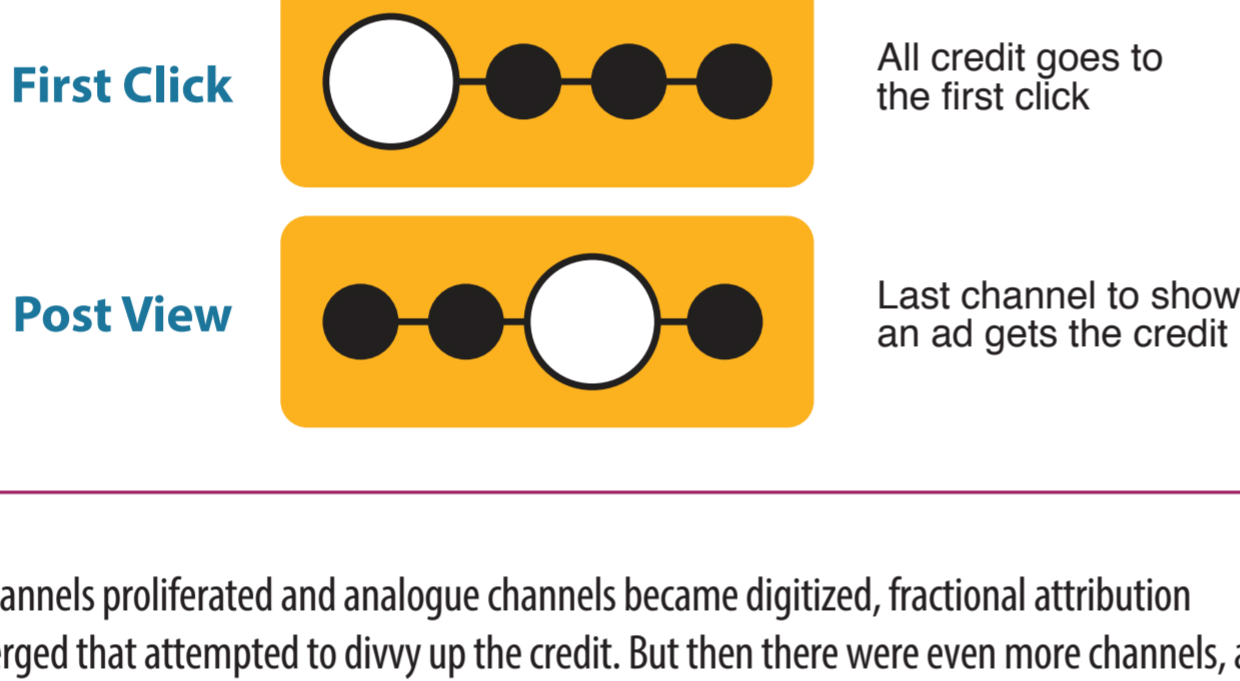
Marketing is a metrics-driven business at heart, and any data-rich channel will continue to win a bigger budget simply because it offers more accurate insights. Your marketing efforts aren't limited to a single channel though, so let's look at the big picture. By combining all available channel data you start to get a holistic view of your marketing efforts, letting you see the forest for the trees.



## Attribution Models At A Glance

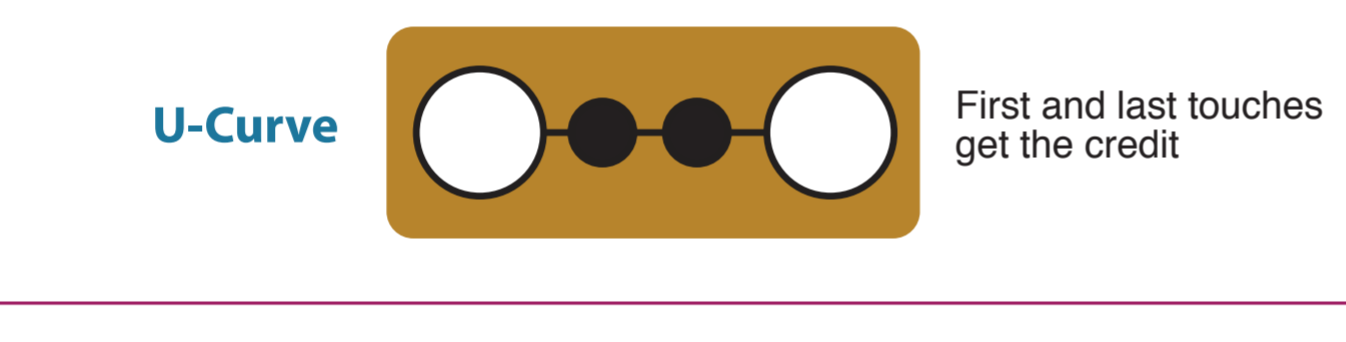
Big data is only useful when you can make sense of it, and companies are always seeking a better approach to mine their data for actionable information. The first attribution models were simple and usually focused on only a few channels.

### SIMPLE ATTRIBUTION



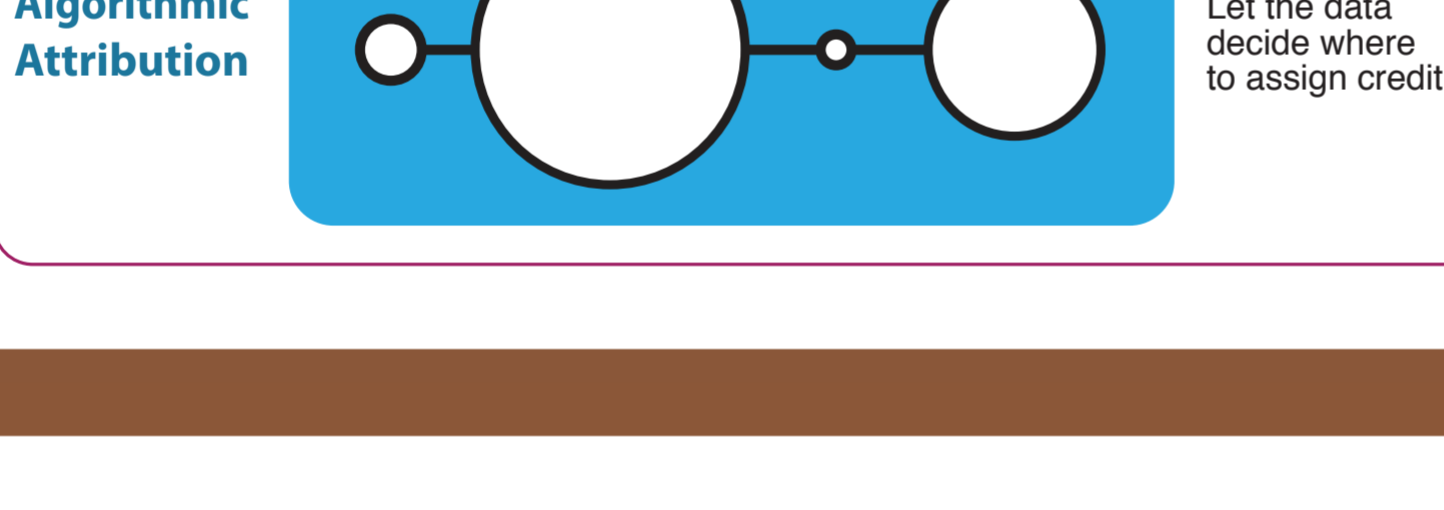
As digital channels proliferated and analogue channels became digitized, fractional attribution models emerged that attempted to divvy up the credit. But then there were even more channels, and no longer just impressions and clicks, but also likes, tweets, bumps and c(K)out.

### FRACTIONAL ATTRIBUTION



A new model was needed that accounted for all touch-points across all channels, one that would work equally well for any business by relying on its own data. Advanced Attribution had finally arrived.

### ADVANCED ATTRIBUTION



## Data Driven Advanced Attribution

At Adometry®, we let the data decide. Adometry Attribute™ uses advanced algorithmic attribution modeling, allowing the data to determine the credit due based on all available inputs. Adometry uses a bottom-up approach to attribution by first assigning fractional credit at the most granular impression level. Weights are then combined by grouping such as placement, site or channel as reporting granularity is decreased, allowing the data to point out the hidden correlations and insights within your marketing efforts.

### COMPONENTS OF ADOMETRY ATTRIBUTE

- Capture The Complete Click-Stream**: Combine tags and ad server logs to capture more data and dramatically increase modeling accuracy.
- Cross-Channel Insights & Optimization**: Advanced attribution allows you to view your marketing efforts holistically, understand the nuanced connections and optimize accordingly with dramatic savings.
- Funnel Stage Analysis**: Accurately assign any touch-point to its funnel stage and discover the true conversion paths your customers take.
- Frequency Capping**: Know exactly when you've saturated your market and when to pull back without risking lost conversions.
- Exclusive Reach**: Advanced verification and cross-channel analytics show you exactly who you're reaching on any level of granularity, from placement up to channel, and where the overlap is.
- Audience Data**: Leverage geographic and demographic data, audience segmentation, purchasing intent and more at any level of your marketing campaigns.
- Scenario Planning & Media Modeling**: Plan your campaigns with data-driven models to maximize ROI.
- Complete Data Integration**: Merge all data sources for seamless integration and plug in your media plans for instant execution.

Since all events – converting and non-converting – on a path are evaluated, Attribute provides more accurate attribution results than any other model.

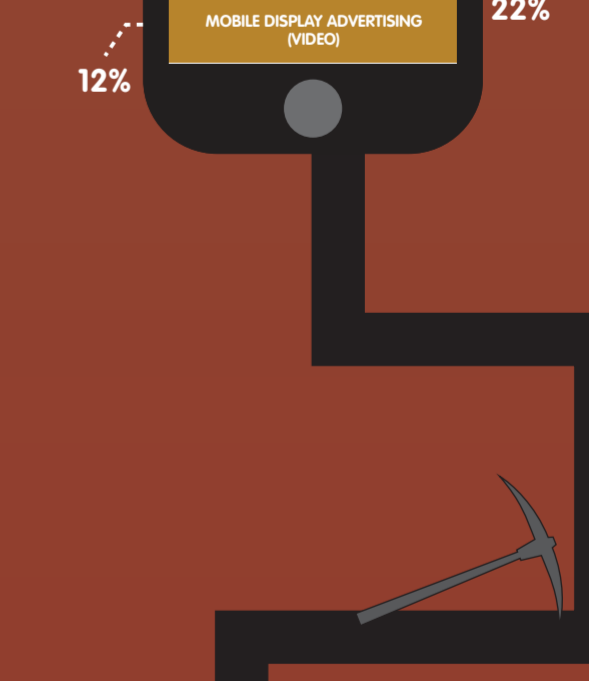
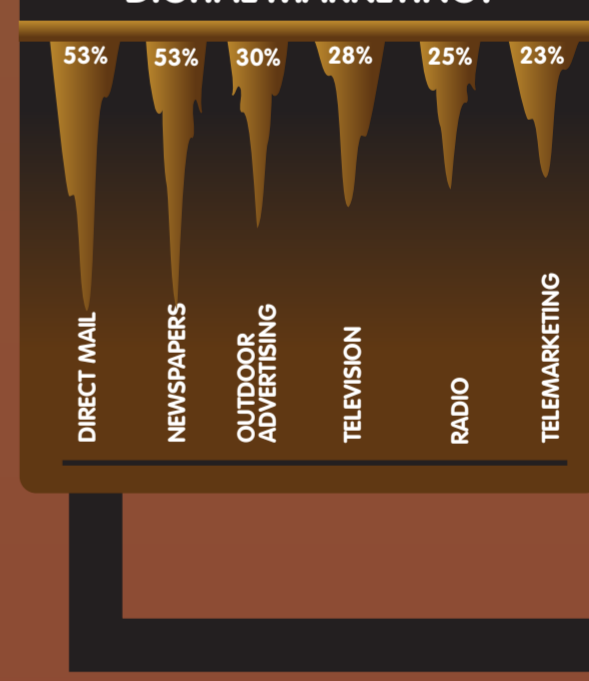
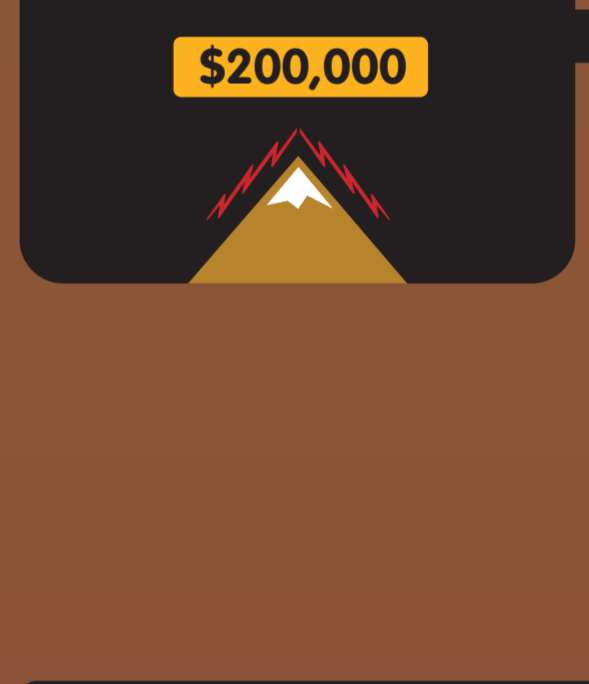
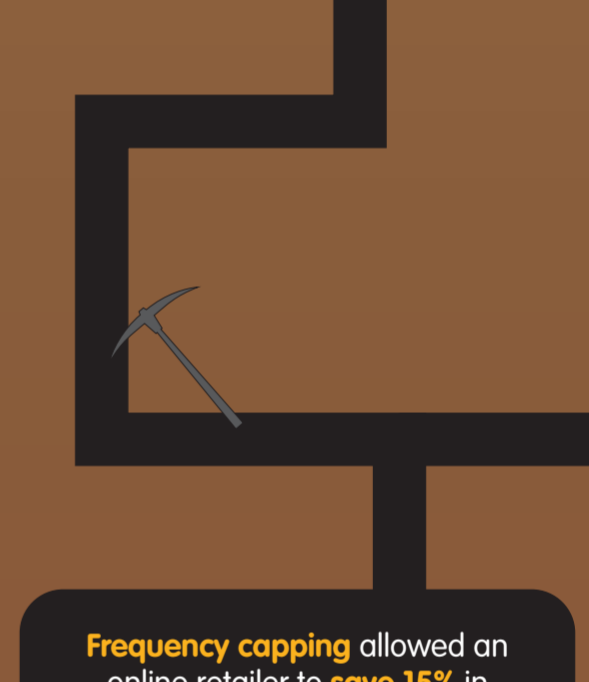
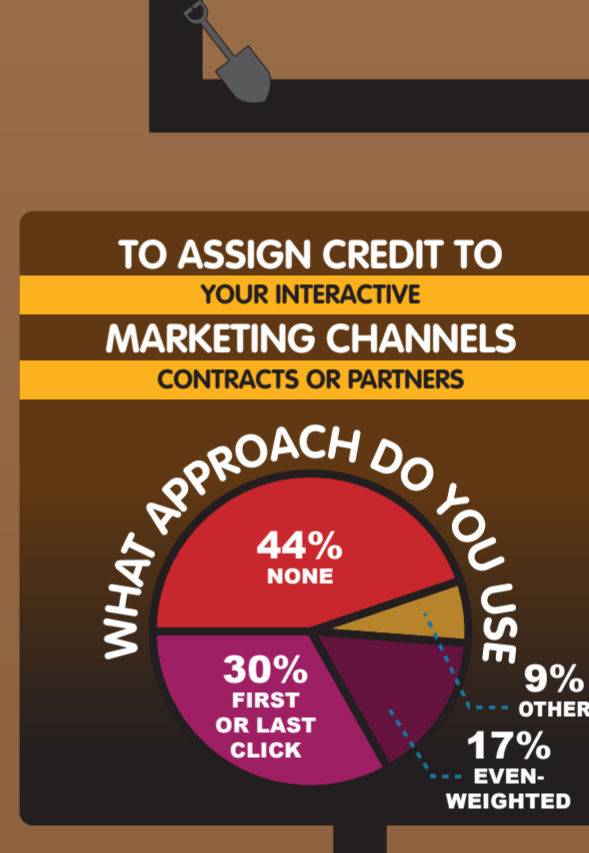
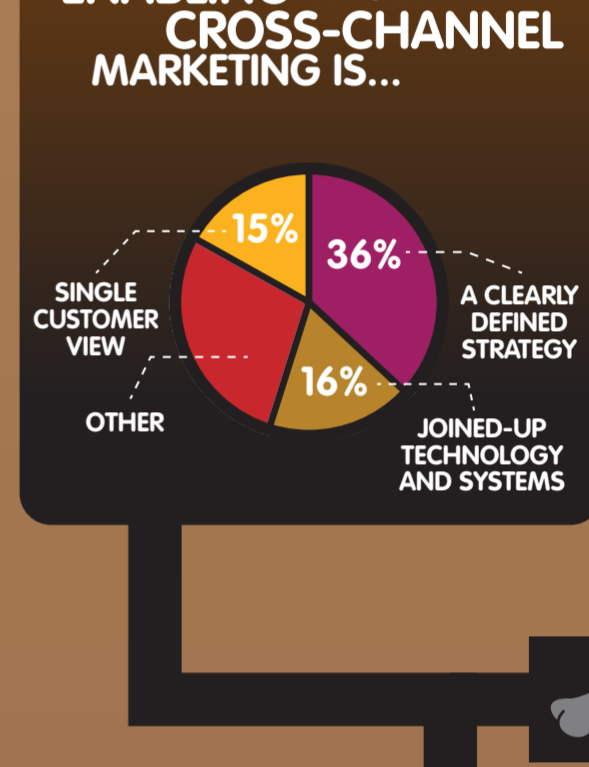
## How Does Advanced Attribution Improve Marketing?

With the right attribution model, BIG DATA can yield BIG INSIGHTS. Adometry Attribute can ingest any data stream to build a comprehensive, bottom-up attribution model allowing you to run more agile and profitable campaigns.

### BENEFITS OF ADOMETRY ATTRIBUTE

- Intelligently Reallocate Budget
- Measure Value And Performance Of Your Channels
- Adjust Affiliate Payments
- Measure How One Channel Affects Another
- Revise CPA Figures (Cost Per Action)
- Make Campaign Changes In-Flight
- Reduce Time To Conversion
- Get a Bigger Budget with Accountability
- Improved Campaign Timing
- Deduplicate Conversions Across Channels

Advanced attribution starts at the event level and analyzes both converting and non-converting paths across all channels. With extremely accurate event-level attribution, the model is then scaled up to give you an accurate and complete view of your marketing efforts. Instead of arbitrarily weighing touch-points, Attribute uses the data to decide where the credit is due.



Sources: Adometry "Ditching 'Last-click' for Advanced Attribution Helps Leading Auto Company Drive Digital Marketing Performance Improvements", Adometry "Top 10 Retailer Realizes Incremental Revenue Through Attribution", Econsultancy "Marketing Attribution: Valuing the Customer Journey", Econsultancy Lynchpin "Online Measurement and Strategy Report 2012", eMarketer "US Online Advertising Spending to Surpass Print in 2012", Forrester Research "Interactive Marketing Executive Panel survey (Q2 2012)", Econsultancy "Cross-Channel Marketing Report 2012", Nielsen "Global AdView Pulse Light (Q1 2012)". © Adometry 2012.

