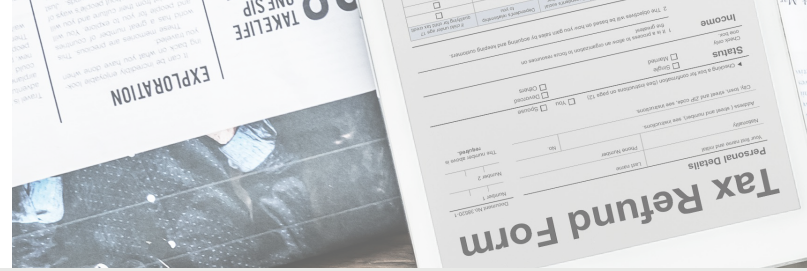


10 QUESTIONS TO LAUNCH YOUR **STRATEGIC ATTRIBUTION**



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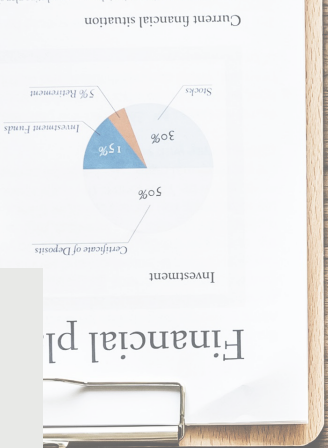
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Business Company

123 Main Street, Suite 100
 Springfield, MA 01103
 Tel: 555-555-5555
 Fax: 555-555-5556

Bill to: Customer Support, L.
 456 Park Avenue, Apt 2
 NYC, NY 10022
 987-654-321

Date: 06/14/2016
 Invoice No: 000001
 Customer ID: 223

No.	Description	Quantity
1234	Pepperoni	
5678	Pepperoni	
9012	Pepperoni	
3456	Pepperoni	
7890	Pepperoni	
1122	Pepperoni	
3344	Pepperoni	
5566	Pepperoni	
7788	Pepperoni	
9900	Pepperoni	



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BUSINESS

Economy of the European Union

Are you innovative or are you the experienced type? Do you offer a high-cost, high-quality product, or low-cost, high-value product? It's possible to be both. You should consider how you to be your customer need you to be. The main promotional material you should use to promote your product is your website. It's a great way to reach your customers and it's also a great way to show off your product. You can use your website to show off your product, and you can use it to reach your customers. You can use your website to show off your product, and you can use it to reach your customers. You can use your website to show off your product, and you can use it to reach your customers.



CONTEXT



Your attribution is stuck on last click (or something slightly better), your budget allocation decisions are off and your marketing performance is not moving forward anymore...

You are waiting for answers but you do not know the questions you should ask yourself!



Thanks to this guide, discover questions that will help your attribution move forward!

- Is your current attribution allocating the right value to your channels or media partners according to the value they create in the path to conversion?

STEP 1

Discover how complex is your Customer Journey

As a reminder, attribution refers to the analysis of marketing performance.

If the media path to conversion of your users is straightforward, a last click attribution might be enough. The entire credit for the conversion will be assigned to the last touch before conversion.

- But, what about a user converting with a more complex media path to conversion, with more than one channel or media partner?



Try to determine if your customer journey is complex:

- Do you need more than one touchpoint to convert?
- How long does it take to convert?

From this, you will get a first insight on whether you need to bring evolution to your last click attribution.

1.

What is the part of multi-touch paths?

Looking for the part of your conversions being multi-touch (more than one touchpoint) will bring you a first insight about the complexity of your media journey.

Try to identify the number of channels or media partners involved in your conversions.



Vos parcours média les plus performants

	%	VENTES	%	CA
GLOBAL		10 000		10 000
1. ? N/A Google	← 10% →	1 000	← 10% →	1 000
2. Référencement naturel				
3. Domaines référents				
4. Accès direct				
5. Mailing				
6. Comparateurs de prix				
7. Liens sponsorisés				
8. Affiliation				
9. E-pub				
10. Social				
11. SEO marque				
12. Broadcast				

Tableau de bord sur tablette montrant les mêmes données que le laptop.



2.

How many touchpoints does it take to convert?

If multi-touch journeys seem to represent a significant part of your conversions:

- Do you need, 2, 3, 5, 10 or more touchpoints?
- How long can your customer journey be?

Identify how urgent it is for you to leave last click attribution.

3.

What is the average time to conversion?

Obviously, immediate conversions can happen.

But, usually:

- How many hours, days or weeks does it take to convert?

The longer the duration, the more touchpoints you will need to convert, the more your attribution will need to be able to highlight your Customer Journey.



STEP 2

Does your attribution need to evolve?

You now have a rough idea of the complexity of your customer journey. If it tends to be complex, you should now try to confirm this impression:

- Does the change of perspective in your performance analysis generate differences in the valorization of your channels?
- Are those differences significant?

Assess the importance for you to change your attribution by answering the following questions.

4.

What are the winning paths?



Start a first analysis of your media paths and try to identify the best performing channel sequences:

- Which part of your conversions are attributed to multi-touch sequences?
- What is the average number of touchpoints before those conversions?

5.

How important is the bias phenomenon?

What happens when you remove some bias?

For example, when you remove discount vouchers from your analysis or a click on Adwords branding campaigns?

- Is there any change of credit assignation for the conversions?
- Are there some channels losing or winning credit?
- How important are those variations?



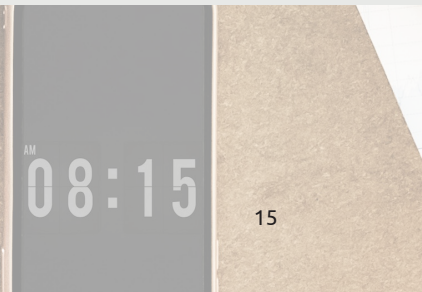
6.

Is your channel more an assisting or converting channel?

Be aware of the notion of assisted conversion.

And you will be able to identify if there are major differences between attributed conversions and the global presence of a channel within the conversion path.

- When you analyze assisted conversions, is a channel winning a lot of credit?
- How important are those variations?
- Shouldn't you find a way to give this channel more credit with your attribution model?



STEP 3

Identify the role of your channels

The previous questions have brought you to the conclusion that it is time for your attribution to evolve! Now you need to go deeper to understand the role of each channel in your customer journey.

Does your current attribution take into account your strategic channels, that are creating value in your customer journey?



A man with a beard is sitting and looking at his smartphone. He is wearing a light blue t-shirt and blue jeans. The background is slightly blurred, suggesting an indoor setting.

7.

Is your channel useful?

Is your channel:

- Creating a strategical user engagement to the conversion?
- Generating a 1st visit or an Add-to-cart session?

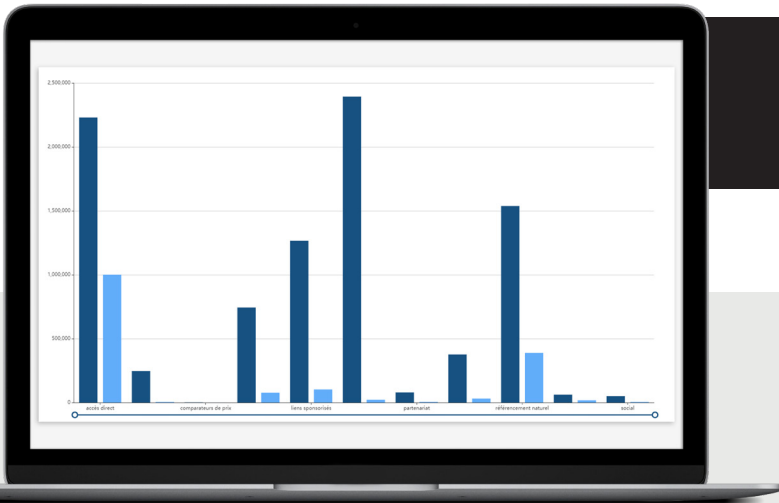
Identify the strategical nature of your channel.

8.

Is your channel really useful?

- Where in the customer journey is the channel creating engagement?
- Is it in the upper or lower funnel?

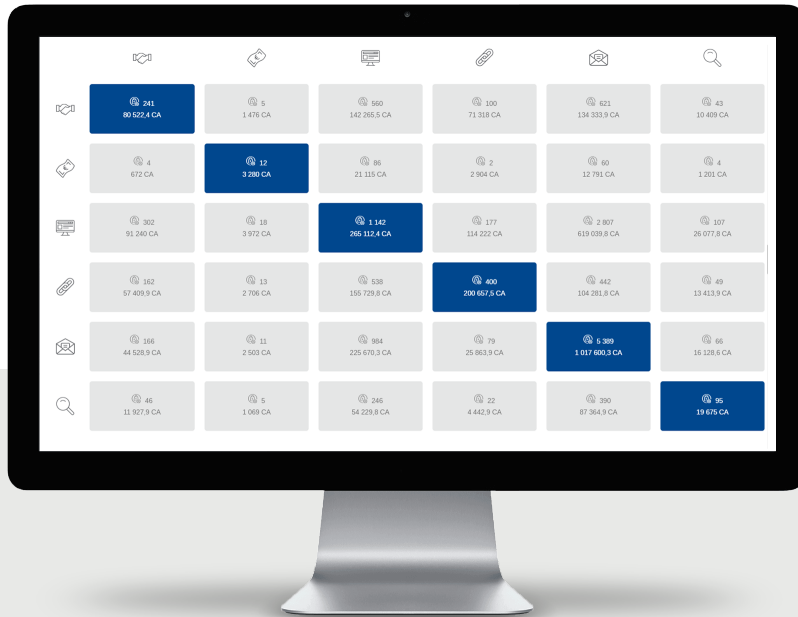
Gain confidence by focusing your attribution on the most strategical steps of your customer journey.



9.

Is your channel exclusive?

- Is your channel creating engagement alone or combined with other channels?



By identifying the autonomous nature of a channel, you will be able to adjust your media mix and to optimize your ad spend accordingly.

10.

Is your channel fast-acting?

- Is your channel fast-acting when it comes to create engagement?
- How long does it take between a first touch and a conversion?
- Are your conversions faster with this channel?

The faster your channel is, the lower your conversion budget will be.



AND NOW WHAT?



Thanks to simple questions, you will get simple answers that will help you move forward with your attribution:

- Use those insights for internal evangelization.
- Adjust your single-touch attribution model.
- Start to test Multi-attribution models.

NOW, IT'S YOUR TURN!

Producers

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You want to move forward with your attribution?

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