



ATTRIBUTION & DMP
**A REAL ROI FOR YOUR
MARKETING OPERATIONS!**



Rationalization. This is undoubtedly the key word that now governs marketing strategies. Gone are the days when instinct and intuition were enough to define the roadmap of a company. With the explosion of the digital phenomenon, with the ever more systematic use of data, the paradigm has changed!

For brands, it is essential to refocus their actions on the most effective channels.

The challenge is to define what drove the consumer to purchase. This mechanism of identifying what triggered the customer's desire to trust a service or a product, comes down to one term: marketing attribution. But behind this innocuous expression hides a complex problem because the models used to assign a sale, an interaction with a customer, are varied and often subject to debate. Contributing models are also discussed. Measuring the effectiveness of your marketing actions is a necessity.

Indeed, it is the only way to constantly adjust your strategy and justify your investments. After defining an attribution model, after having tested and validated it, you will be able to enter a new era. That which consists of combining the data (behavioral, CRM, third-party data) of your customers in order to identify targeted profiles and then proceed to targeted marketing campaigns, always more value-generating.

Going towards more granularity, achieving near-surgical precision in your marketing strategies, these are the promises of the association of attribution to a DMP. It remains to define the means to implement and the conditions to be created for the synergies to appear ... These few pages will help you chart the path to success!

Emmanuel Brunet
CEO EULERIAN



THREE GOOD REASONS TO APPEAL TO ATTRIBUTION MODELS

Understanding what has conditioned the act of purchase on the entire relationship of a customer with a brand is a quest that goes back to the origins of the trade. With the evolution of technologies, this knowledge can be very fine!

How to consider progressing, gaining market share, streamline your media purchases without constantly measuring all the channels you have used to encourage the consumer to move towards your offers? The time is no longer to the politics of the wet finger lifted to detect the direction of the wind. With an increasingly competitive and changing environment, it's time to set up truly objective efficiency indicators ...

REASON N° 1

IMPROVE EXPENSE TO OPTIMIZE ROI

> When we agree to subscribe to a logic of fine attribution, it is possible to measure the benefits of all the marketing actions that are initiated.

This permanent measure of the impact of each campaign, at each point of contact with the consumer, makes it possible to reorient the acquisition and / or retention strategies. The first projects that are carried out following the follow-up of the attribution consist often in operating

what is called «un-targeting» and giving up campaigns and initiatives that do not provide a real return on investment. A good way to question old practices that are not necessarily justified by facts and to break budgets into higher value-added campaigns. An approach that implies that advertisers, like partners, accept the challenges!

REASON N° 2

OPTIMIZE ALL LINKS IN THE CONVERSION CHAIN

> Rationalizing expenses, optimizing marketing strategies, challenging initiatives by allocating business benefits with precision and a high level of granularity, this is the first immediate benefit of the attribution. But, from this strong knowledge of the impact of each action, it is possible to work on all points of contact with the customer in a differentiated manner to ensure that we are always present with

the right offers at the right time. Each marketing channel plays a specific role in the conversion process. In a logic of attribution, it is essential to define rules in order to compare the sales reports of each partner to gauge the role and the perimeter of action of each one. This will ultimately contribute to improving the efficiency of each link.

REASON N° 3

MOVE FROM ATTRIBUTION LOGIC TO CONTRIBUTION LOGIC

> Engaging in the path of attribution is, first and foremost, renouncing to the Manichaeism. Admit that behind the technological arsenal, the tracking tools, the reality is your customers. And the reasons that make them click to validate their cart are often much more complex than they seem. The digitization of consumption has led to the multiplication of influences: social networks, offline and online advertising campaigns, etc. The concept of Customer Journey is essential to understand triggers. For example, a string of weak signals must be detected,

combined for analytical purposes, to avoid loss of customers. Since then, we no longer talk about attribution logic but more of contribution. A different mechanics that consists of scoring the different marketing channels to measure and weight their role in the progression of the purchasing process.

INDISPENSABLE PREREQUISITES ...

The main challenge, the cornerstone of an attribution project, is the data! Set up the conditions for collecting all ad, site and CRM-centric data, by integrating data from call centers and sales updates in stores. This collection step (as wide as possible) is essential if you want a 360 ° view of the Customer Journey. Without this prerequisite, it will be impossible to exploit the full potential of attribution! For Alexis Tacquard, Head of Pre-sales & Innovation at Eulerian Technologies, «Data is the fundamental base because it helps to identify interactions on the Customer Journey, but you also need a two or three year vision of optimizations that we want to set up in terms of marketing investments ». In summary: a base and a fixed cap to obtain the expected gains!



ATTRIBUTION: ON THE ROAD TO MULTI-TOUCH

Identifying what triggers the act of purchase is crucial to guide your marketing strategies. Understand well to act well. This is the challenge of attribution!

Joining an attribution logic shows a desire to understand what triggers the act of purchase for the customer. Beyond the concerns of increasing sales volumes, there is a concern to understand consumer expectations, a willingness to adapt to the realities of its market and, finally, an ambition to optimize marketing campaigns to make the most relevant investments! But how to assign a sale to a particular action? This is the problem of the attribution model.

MORE AND MORE ELABORATED ATTRIBUTION MODELS

> There are now five categories of attribution models. The most basics rely on a single source (the first channel or the last click). More complex models rely on advanced mathematical and statistical formulas to split conversion credits at each point of contact in the conversion path. Finally, it is possible to move towards personalized attribution models. By

defining custom attribution rules, an advertiser can experiment with initiatives, validate intuitions. Nevertheless, this last alternative involves segmenting audiences by CRM profile.

ELECT AN ATTRIBUTION MODEL

> The choice of attribution model is decisive for the advertiser. With the evolution of the analytical tools, but especially under the effect of the evolution of the customer's journey more and more omnichannel and multi-devices, the Last Click is in decline without it being however a massive abandonment. The real trend is therefore in weighting. From now on, the models take into account all the channels (social networks, e-mail ...) on all devices (mobile, desktop, tablet). But, if all these channels are now

well taken into account, the interactions between the different screens are very unevenly measured by the existing tools. In reality, no model is self-sufficient since it is only a simplified representation of reality. The advertiser will need to be able to develop their own template to actually respond to corporate KPIs. Many customers of Eulerian Technologies have made this path by being accompanied by business and technical experts.

MULTI-TOUCH ATTRIBUTION: TO MORE GRANULARITY

> In the case of Multi-Touch attribution models (or MTAs for Multi-Touch Attribution), the mechanics consist in sharing the value between the different marketing channels. The MTA thus makes it possible to know what role really plays every marketing channel in the evolution of the customer engagement. The main teaching that results from the application of a Multi-Touch attribution model meets a requirement of granularity and efficiency. The MTA allows identification of the most relevant channel sequences for a given campaign and target. Thus, a brand will be able to detect that a non-performing channel in a campaign could negatively impact the other channels. An adverse impact that contributes to the overall failure of the campaign. Once this fault is identified, it is possible to extract this channel from the device. For this, it is essential to take into account variables related to the consumer profile. Advertisers are then able to score the marketing channels, detect the best

performers and improve them constantly. The attribution report then becomes a learning tool and makes it possible to progressively refine the strategy. The more the act of purchase requires a significant phase of reflection of the consumer, more entry points of on and offline and / or cross-device will be numerous. The data collection inherent in these projects is the keystone of the device because it allows marketers to develop a data-based arsenal to prepare their future campaigns.

DEFINITELY RENOUNCING TO THE LAST CLICK?

The question can not ultimately be asked in these terms. The Last Click model remains a method of financial reporting whose calculation method is invariable and indisputable. It is easily integrated into a Web Analytics solution. It is so convenient to use! However, it is necessary to weight the results of the Last Click model in order to achieve more granularity and representativeness in measuring the effectiveness of your campaigns. The tracking of online campaigns (SEO, SEA, Display, E-mail, Affiliation, Social Ads ...) is very simple to deploy, but it is advisable to integrate direct offline channels, such as the statistics of a call center or sales made in store.





ATTRIBUTION AT THE SERVICE OF **AN EFFECTIVE DATA-DRIVEN STRATEGY**

Nobody doubts the potential of the data. In a data-driven strategy, attribution is considered to be an essential brick. A guarantee of tailor-made benefits!

How to make of different marketing channels, constant axes of progression? How to adopt, as in Formula 1, a strategy that allows, detail after detail, to provide the consumer with the best possible experience and the brand with the best ROI possible? Actors of the attribution and marketing agency share their vision of attribution mechanics and their combined contribution with the DMP.

ENTER THE ERA OF INCREASED ATTRIBUTION

**LOUIS JANIN, HEAD OF TECHNICAL ACCOUNT
MANAGEMENT FOR EULERIAN**

“The Last Click model has the advantage of being simple to set up and to be applicable by everyone. But the lack of these qualities is that it offers only partial visibility on what led the consumer to buy. Multi-Touch attribution models allow you to weight the attribution. Whether one opts for linear models, degressive models over time or for more advanced models, it is the differentiated results between the channels that are important. When results emerge, they must be transformed into operational decisions. To achieve this, we must enter a test & learn dynamic because it will challenge the attribution model permanently. By using a DMP, you have, in a way, an increased attribution because not only do you identify the effectiveness of each marketing channel, but you also put it in perspective with different customer profiles. The two devices interpenetrate continuously. Advertisers can act in a segmented way and re-allocate budgets to high value-added operations based on the targeted audience. The granularity and finesse of modeling can go really far!”



IN TEST & LEARN, SIMPLICITY IS KING


**DAVID MARIE-JOSEPH,
SENIOR CONSULTANT FOR M13H**

NO ASSIGNMENT WITHOUT QUALITY DATA AND RELEVANT KPIS!

ADRIANO MUCCIARDI, **MANAGER OF CONVERTEO**

“The notion of attribution has been on everyone's lips for a few years now. In reality, attribution devices are not widespread and often poorly exploited. The first reason is the level of quality of the “ad-centric” data collected and necessary for setting up such a device. The second reason is the irrelevance of the valuation methodology for the measured campaigns. What valuation of display and video impressions: according to their level of exposure, their real visibility? What is the valuation of the generated visits: according to which actions carried out post-click on the site of the advertiser? For this, an in-depth analysis and understanding of customer journeys is required. Once these two great milestones are set, it will then be possible to “make the attribution” effectively, in order to obtain a clear vision of the performance of each channel and media campaign. In addition, the deployment of such a device not only optimizes the existing, but especially to launch new acquisition channels now measurable. The effect “I do not know how to measure your ROI, so I can not invest” will soon be a reality.”

“Data marketing technologies have today passed a course of maturity while being in perpetual abundance. Their adoption, however, still requires special attention. One of the reasons is the multiplicity of modules (or solutions) proposed. The attribution and its advanced version, the contribution, have been widely talked about since 2010. This key feature is close to Web Analytics tools. Since 2014, the DMPs are at the forefront. They must find their place in the data marketing ecosystem. To this end, it is interesting to observe the strategy of technology publishers. If they diverge, several publishers seem to move towards a DMP reconciliation, Web Analytics and tag management. This combination enriches the test & learn methodologies. The role of the DMP is to provide a better transversality in the uses and analyzes conducted. The attribution and the contribution bring a better depth of analysis. They require upstream a good perspective on the marketing strategies tested and a healthy data collection. If, in the “set-up” phase, the devil is in the details, in the “test & learn” phase, simplicity is king.”



THE PAIR DMP & ATTRIBUTION: AN ANSWER TO THE STRATEGIC CHALLENGES OF ADVERTISERS

Combining the power of a Data Management Platform and a logic of attribution, it is a promise of multiplied efficiency.

Rule engines built into DMPs bring attribution into a new perspective that is both more precise and more sophisticated. Indeed, it is possible to compare different attribution models, covering different customer profiles, until the results closest to the reality of the consumers are obtained. Associating Data Attribution and DMP is particularly suitable for advertisers whose sales cycles are long and / or complicated because it makes it possible to dissociate customer profiles (or consumer) and track them accurately over time.

THE LONG-TERM JOURNEY CUSTOMER ELABORATES

> Often, in the logic of attribution, the consumer profiles are not taken into account as such and the histories are always too short. This leads to partial (not to say partial) measures that induce bad strategic orientations. The DMP helps to correct the statistics and to identify the effective channels before launching campaigns. Because, before investing and spending sums sometimes substantial, it is necessary to understand. An understanding that goes through the definition of discriminating criteria:

- How long has the consumer been a customer?
- How many transactions has there been in total in the last six months?
- How much in the last 12 months?
- What are his interests and buying preferences?
- For which types of products?
- In what price range?
- Has it benefited from specific operations (cash-back, coupons, etc.)?

When, based on these key criteria, the brand identifies profiles to activate, reactivate, retain, it only remains for him to define the appropriate strategies. The advertiser can then more accurately assign marketing costs and allocate budgets to the operations that offer the best return. This perspective of marketing actions and sales is a promise of understanding the reality of the value generated.



VARIOUS FIELDS OF APPLICATION

> Depending on the activity, the Attribution / DMP pair brings different benefits. For example, an online men's ready-to-wear website may define up to five Internet user profiles:

- The Visitor, who does not display a product sheet;
- The Looker, who visits one or more product sheets;
- The Shopper, which adds products to the cart but does not validate the order;
- The New Buyer, who buys a product for the first time on the site;
- Buyer, who buys a product and is already a customer. Once this segmentation by profile is done, it becomes possible to determine the most relevant channels to move the user to the most profitable stage for the site.

For example, a site specializing in the sale of consumer electronics products

will be able to optimize its media buying to develop cross-selling via targeted retargeting campaigns by taking advantage of data related to the long-term purchase history and using the data from his loyalty program. Marketing operations can thus be concentrated on the profiles with higher added value and will go through the channels identified as the most impactful or the most effective for these profiles.

5 RECOMMENDATIONS FOR A QUICK AND EFFECTIVE STARTING OF AN ATTRIBUTION PROJECT

YOU ARE CONVINCED OF THE INTEREST TO DEPLOY AT YOUR TURN A PROJECT OF ATTRIBUTION? TO MAKE IT WORK, COMPLY WITH THE 5 GOLDEN RULES:



1. BEGIN BY TAKING HEIGHT AND DO NOT LIMIT TO SHORT-TERM OBJECTIVES.



2. SET STEPS THAT ALLOW YOU TO MOVE IN GOOD RHYTHM WITHOUT OVERESTIMATE YOUR MEANS OR YOUR AMBITIONS.



3. REASON IN PROJECT MODE BY FEDERING AROUND YOU THE MOST POSITIVE ENERGIES (INTERNALS, PARTNERS, CONSULTANTS).



4. ACCEPT ERRORS AS THEY TRACE THE ROAD TO SUCCESS.



5. BE PATIENT UNTIL YOUR ATTRIBUTION PROJECT REACHES FINALLY ITS CRUISE SPEED.



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