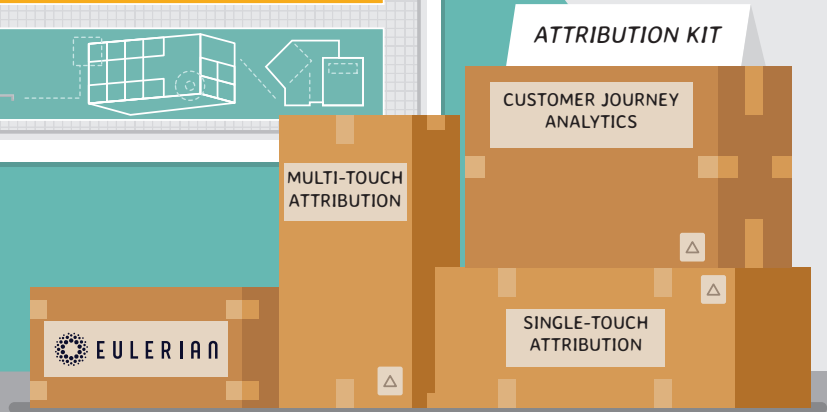
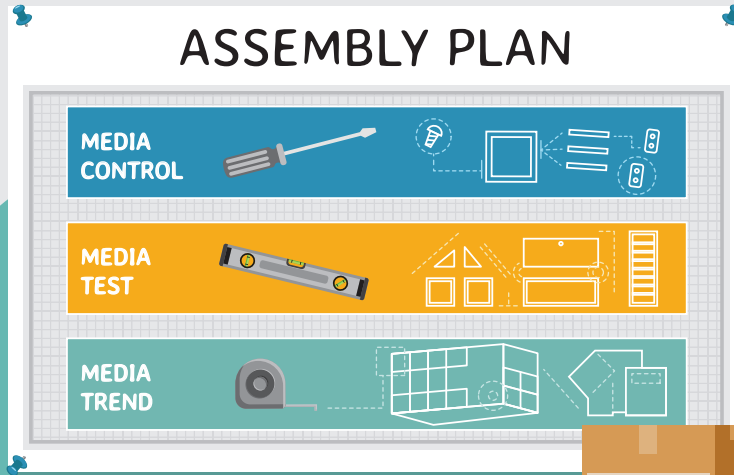


# ATTRIBUTION METHODOLOGY

## HOW TO GET OUT OF THE LAST CLICK?



# PREAMBLE

## EMMANUEL BRUNET – CEO – EULERIAN

“Due to challenges related to increasingly significant digital marketing budgets and a complexification of the analysis of traffic quality and its contribution to the turnover, attribution comes back to the heart of concerns.

Attribution is a protean subject. Customer journeys, traffic purchasing methods and technological solutions are constantly evolving, thus permanently making the Last Click model obsolete. More advanced models (e.g. Customer Journey Analytics, MTA) are not miracle solutions. They must be set up in coherence with so-called “traditional” attribution solutions and require a human reflection. Therefore, an attribution project must be considered as a full-fledged technological project mixing both effective solutions and human involvement, both involved and expert profiles.

Some think that Artificial Intelligence could be the solution to get a perfect attribution model, automatically providing the optimizations to set up, but this concept remains a pipe dream. The attribution needs a control by a human brain to identify the real contributions of each support, to understand the biases created by the various models and thus to intelligently arbitrate the marketing investments.

The AI is not enough and can only come in support of a method driven by a human. This method will be inevitably empirical and iterative given the little hindsight we have (attribution is still at the adolescence stage!). That’s why, in an attribution project, the road to success comes foremost through a structured and progressive implementation of its strategy, accompanied by human involvement at all stages of the process.

We invite you to discover in this White Paper how to carry out this type of project and obtain results that contribute to the development of your activities.”



# SUMMARY

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STEP 1. MEDIA CONTROL .....	p6
STEP 2. MEDIA TEST .....	p18
STEP 3. MEDIA TREND .....	p28
YOUR ATTRIBUTION METHODOLOGY IS LAUNCHED! .....	p37

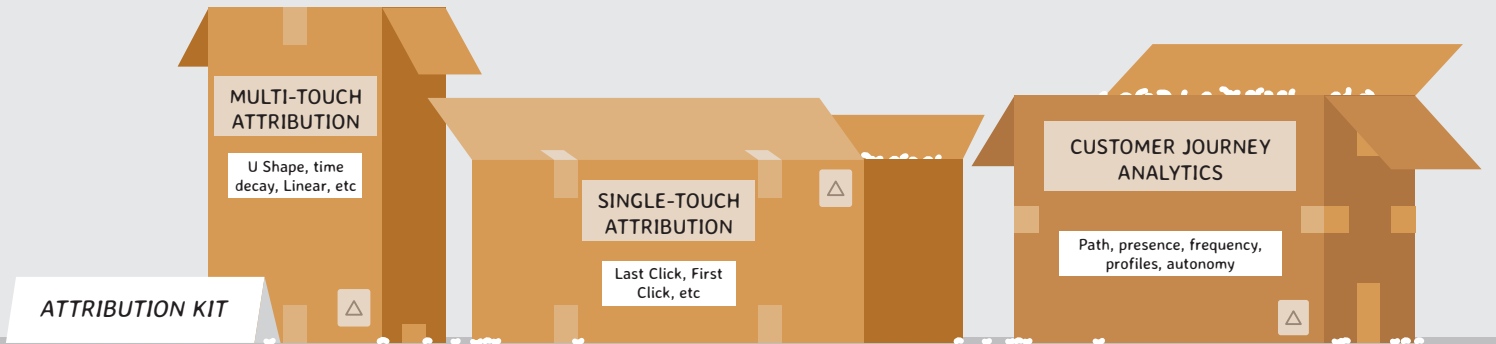
# EVOLUTION OF ATTRIBUTION & METHODOLOGY

Attribution is a central topic for advertisers, representing one of the strategic keys to the business growth. Indeed, one of its main functions is to arbitrate the budgets of advertising campaigns between different channels and various support to optimize the media mix: rationalize the budget, reallocate according to performance, etc.

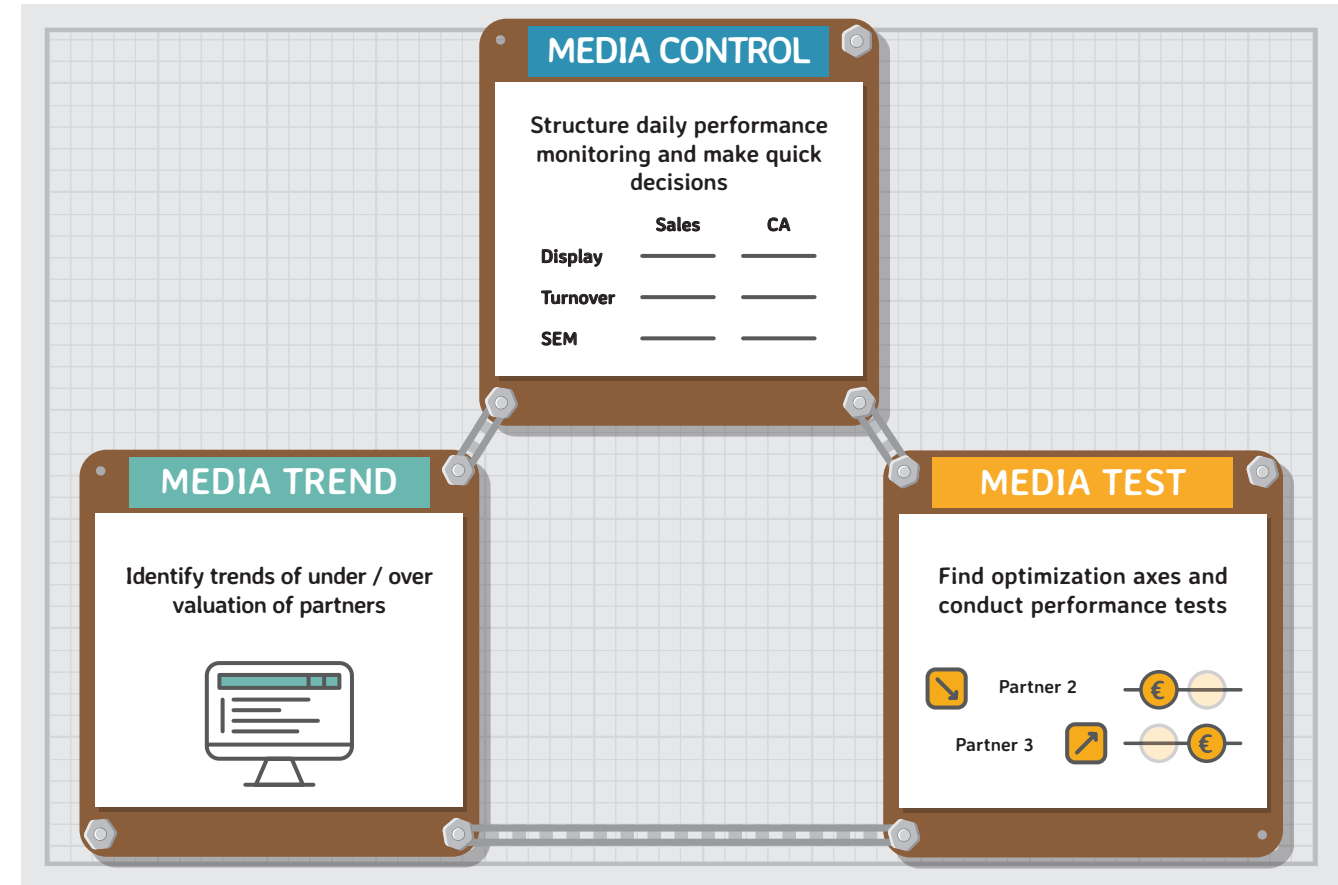
Throughout this content, we will follow the experience of Victor - Acquisition Manager - who will finally benefit from an attribution solution. What Victor will have to keep in mind is that his attribution solution will not only aim to find the attribution model that will result THE perfect mix media. It will allow him to gradually take short, medium and long term decisions on it.

With this in mind, it's a whole "kit" that he will have with his solution to change his attribution strategy. This will be accompanied by an assembly plan: an attribution methodology.

This methodology will allow Victor to gradually optimize his media mix and go beyond the last-click.



## ASSEMBLY PLAN



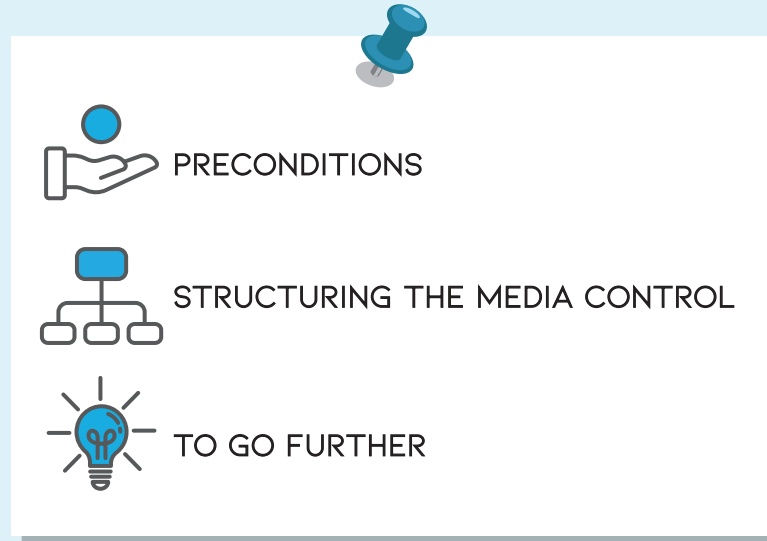
# STEP 1: MEDIA CONTROL




## MEDIA CONTROL

Structure daily performance monitoring and make quick decisions

	Sales	CA
Display	_____	_____
Turnover	_____	_____
SEM	_____	_____

The Media Control will allow to answer a central problematic in a context of daily analyzes: making quick decisions on campaigns. To maximize performance, you need to be able to quickly react on a campaign, especially if it does not work, by readjusting or even cutting it. That's the logic of Media Control.



-  PRECONDITIONS
-  STRUCTURING THE MEDIA CONTROL
-  TO GO FURTHER



## PRECONDITIONS

Like Victor, you're already wondering how you could control your campaign performance. But don't you go a little too fast? Before thinking about the "how", are you already able to fully control these?

Several imponderables are to be considered:



### Do you have all your data available?

Do you have data ad centric in their entirety (eg click, impression), site centric (e.g. visit, time spent) to link your goals and conversions?



### Can you control the performance in real time?

Sales, ROI, turnover must be analyzable in real time so that insights can be generated to react immediately on acquisition campaigns.



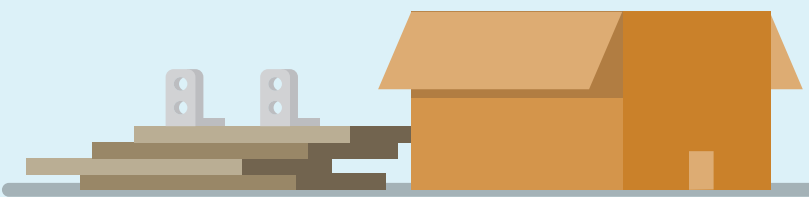
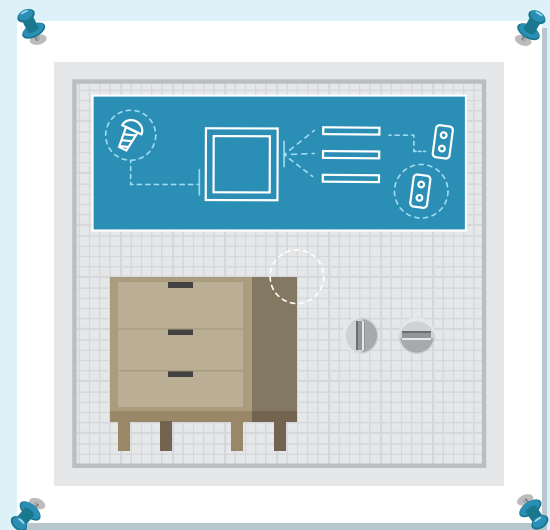
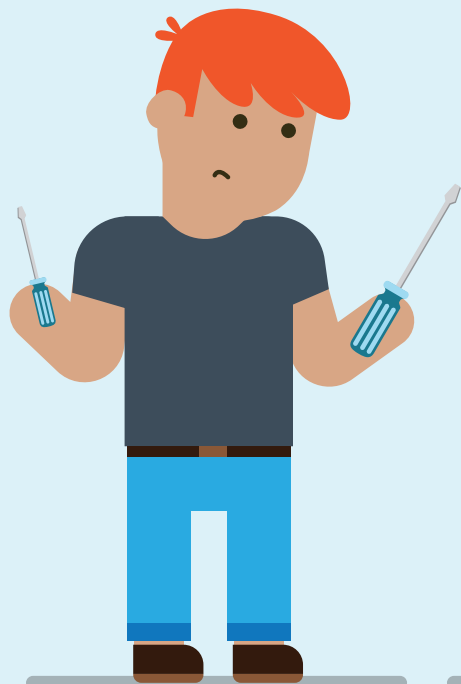
### Do you have access to the expense reports?

Manage your campaigns with ROI thanks to the feedback of its various expenses in a day-to-day dashboard makes it possible to avoid many erroneous decisions.



# STRUCTURE THE MEDIA CONTROL

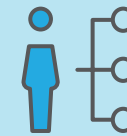
Two options - which can be deduplicated and applied at each stage of the Customer Journey - are available to you:



## Combine KPI and attribution view

Victor could decide to launch campaigns aiming to develop the notoriety of his brand, therefore to focus on a KPI dedicated to Branding on the discovery phase: the new unique visitor.

He could complete his KPI with a specific "last-click out-of-brand" attribution view that aims to deprioritize the impact of the brand to avoid assigning NVUs only to SEARCH branding campaigns (the click of which would have been influenced by impressions that have increased brand awareness upstream).



## Define engagement profiles (Visitor, looker, buyer, etc)

Victor could set up a "Qualified Visitor" engagement profile to gain a more detailed view of the performance of his traffic acquisition.

He would set up cumulative rules regarding the time spent on the site (at least 1 min) and alternative rules regarding the number of pages viewed (at least 3). If the user complies with this set of rules, then he enters this personalized profile "Qualified Visitor".

There is no choice better than the other, it's up to you to choose which Media Control to structure on the Customer Journey.

# CUSTOMER JOURNEY

## DISCOVERY



## CONSIDERATION



## LOYALTY



### ADAPT, DUPLICATE AND REPEAT MEDIA CONTROL ON THE CUSTOMER JOURNEY

AUDIENCE	MEDIA	MEDIA CONTROL
<b>Unknown prospect</b> Never been in relation with the brand	<b>Video / Display / Native Ads / RS / Media</b>	<b>KPI</b> New visits / unique visitors / time spent  <b>Attribution view</b> Deprioritization of adwords brand campaigns  <b>Engagement profile</b> Looker: 1st product page seen
<b>Known prospect</b> Has already visited the site or the APP	<b>Native ads /OPS Media / RS</b>	<b>KPI</b> Download the APP / Lead / Purchase  <b>Attribution view</b> Deprioritization of couponing / SEA  <b>Engagement Profile</b> Buyer: 1st purchase / Conversion
<b>Client</b> Has already bought	<b>Emailing / Push SMS Notification / RTG</b>	<b>KPI</b> Number of downloads of the APP / Loyaty program / repurchase  <b>Attribution view</b> Deprioritization of the display and of the conquest by emailing  <b>Engagement profile</b> Rebuyer: repurchase

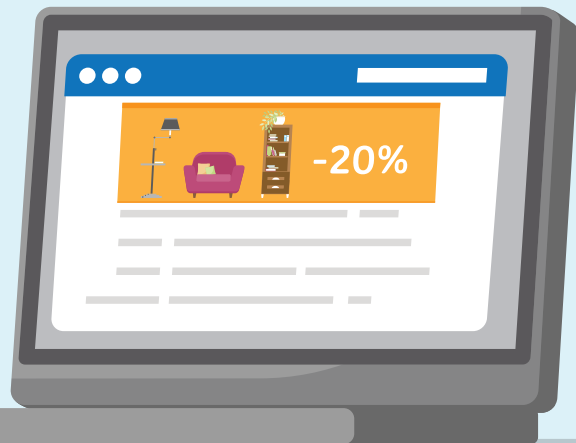
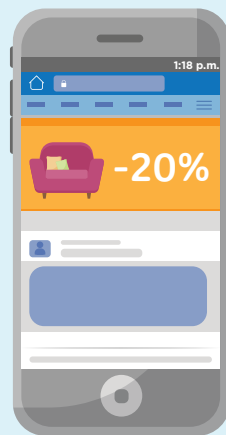


# TO GO FURTHER

## REPLACING THE CREATIVITY AT THE HEART OF THE MEDIA CONTROL

In a society where advertising pressure is constant (or even increasing), creativity, especially in display campaigns, have an increasingly important weight in the conversion. It has therefore become essential for brands to differentiate themselves through visual creativity. Effective data processing makes it possible to offer increasingly personalized banners to the consumer.

In a logic where, for the same campaign, several creations are set up, this weight and these specificities imply that advertisers must be able to react quickly to the first results of campaigns and move a budget on a creation that performs more than another just as quickly. And it is not the media partners who will contradict this logic.



### ELODIE DRATLER – MARKETING DIRECTOR – LIGATUS FRANCE

“One of the most important performance channels for a campaign is the creative advertising. It directly impacts the return on investment.

We offer from the start a “kit” of five to six creations to our customers. These are wording and visual propositions that must reveal different targets. A car buyer will be seduced by the guarantee of insurance, another will be seduced by the price or the environmental qualities of the car. Same product, different benefits, different targets to transform.

We can identify the performance of each creation through the A / B Testing phase. This phase makes it possible to obtain significant trends and thus to initiate optimizations. From the first week of broadcasting and obtaining the first results, we stop or create new ads. The performances are thus multiplied by two or even three on items like the CTR, time spent, eCPV, etc.

Key elements help achieve goals:

- The visual: Diversify the takes of the product to emerge against its competitors.
- The wording: inspire, play the emotion and master the SEM base of the sector of activity.
- The format: for example the in-Feed (format integrated within the reading space of an article) performs 30 to 40% better, in terms of click rate (CTR) and visible impression ( vCPM), than a display format.
- Adapt the format to the page: Playing with a format at the bottom of an article on feature article pages improves the bounce rate.
- The targeting: geolocation, type of device and exclusion of certain segments (e.g. already customers)

In an image-based society, the creation is there to grab attention. At the heart of campaigns and business, all efforts must be focused on narration, capping and rotation to avoid saturation or even exasperation.”



# EVANGELIZE

Once the Media Control is in place, it is essential that Victor has access to the numbers, but he must not be the only one. Performance must be shared at each level of the organization: general direction, marketing direction, acquisition manager, traffic manager, financial department and media partners.

To do this, it's important to share the Media control with each of these parts:



### FOR DIRECTORATES (general & marketing)

Access to a dashboard with macro vision of performances



### FOR THE ACQUISITION MANAGER

Access to a global and detailed vision of the performance of each attribution channel according to the KPIs, attribution models or chosen engagement profiles



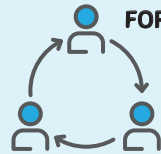
### FOR TRAFFIC MANAGERS

Access to the performance of the channels is put in place



### FOR THE FINANCIAL DEPARTMENT

Access to the volumes of data collected as part of a billing of the volume attribution solution



### FOR PARTNERS

Real-time access to the conversions attributed to them according to the attribution strategy put in place

# TIPS BONUS

As a bonus, here are some tips to make the most effective use of your Media Control:



Set up an alerting system to follow your campaigns in real time and specially to intervene as quickly as possible in case of important traffic or conversions.



Reintegrate all sales: online & app to have a global vision of the results of your campaigns (crossdevices & omnichannels).



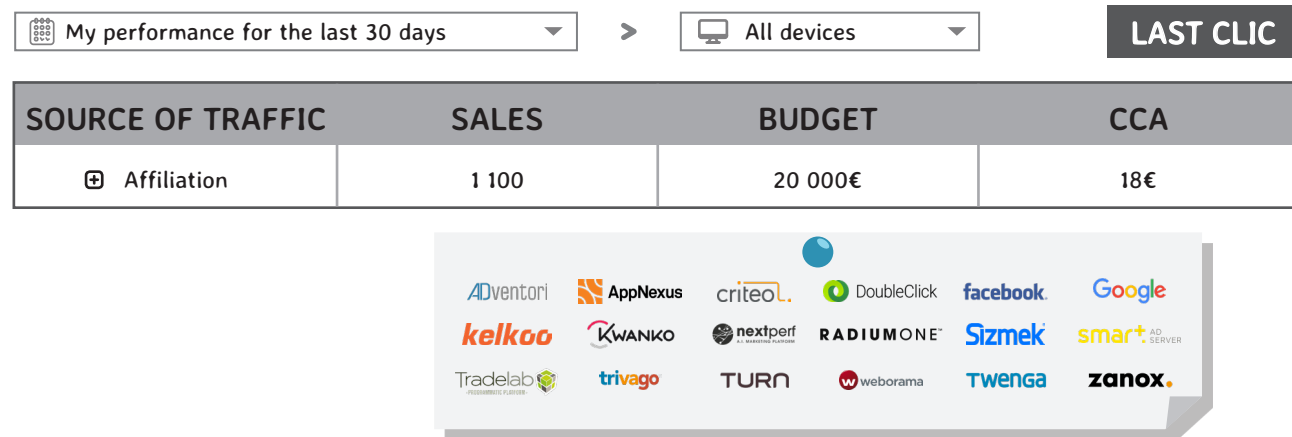
Make sure to integrate canceled sales or returns into your system to get the most real-world view of performance.





## FROM THEORY TO PRACTICE

Victor structured his Media Control on the Customer Journey. Thanks to an automated budget recovery from the main market players, he was able to identify that for 1,100 sales and a budget of 20,000 euros, his Affiliation Acquisition Cost was 18 €.



How to improve this CCA? This is the purpose of the second step of the attribution methodology: the purpose of the Media Test.



# STEP 2: MEDIA TEST


## MEDIA TEST





How to optimize the affiliation CCA on the recruitment of new customers?

Partner 1	€
Partner 2	€
Partner 3	€

## MEDIA CONTROL

Affiliation CCA at 18€

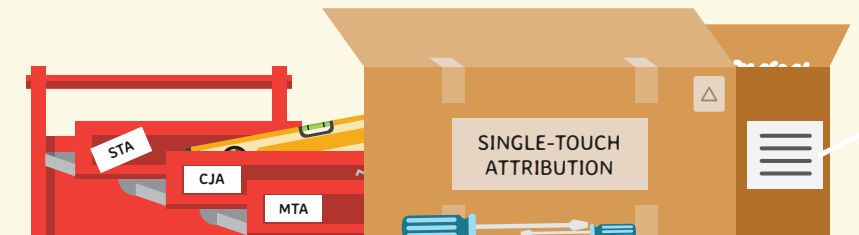





-  WHICH PARTNER HAS THE BEST CCA?
-  DOES THE CCA VARY IN THE RECRUITMENT OF NEW CLIENTS?
-  IS A PART OF THE BUDGET WASTED?
-  WHICH PARTNER PRIVILEGE TO OPTIMIZE THE BUDGET?

## OPTIMIZATION OF THE AFFILIATION CHANNEL ON THE NEW CUSTOMERS ACQUISITION

Thanks to the logic of Media Control, Victor has identified his CCA. Now, he is looking for ways to optimize his budget on all of his affiliate partners, targeting especially new customers.

To conduct his Media Test, Victor will be able to use some elements of his attribution kit. He will find there, among others:



-  **A granular analysis:** support, campaign, banner ...
-  Integration of CRM criteria
-  Engagement profiles
-  The comparison of different single-touch views

# WHICH PARTNER HAS THE BEST CCA?



# DOES THE CCA VARY IN THE RECRUITMENT OF NEW CLIENTS?

My performance on the last 30 days > All devices **LAST CLIC**

SOURCE OF TRAFFIC	SALES	BUDGET	CCA
⊕ Affiliation	1 100	20 000€	18€
↳ Partner 1	200	5 000€	25€
↳ Partner 2	200	5 000€	25€
↳ Partner 3	700	10 000€	14€

**BEST CCA**

My performance on the last 30 days > All devices **LAST CLIC**

SOURCE OF TRAFFIC	SALES	BUDGET	CCA
⊕ Affiliation	1 100	20 000€	18€
↳ Partner 1	100	5 000€	50€
↳ Partner 2	100	5 000€	50€
↳ Partner 3	100	10 000€	100€

**NO!**

We rather increase budgets for partners 1 & 2

The reports on the platform allow Victor to recover the budget automatically from the main market players every 24 hours by API. Thanks to the granularity of fine analysis (e.g. support, campaign, impression), he can also see that the best performing partner is, allegedly, the partner 3, with a CCA of 14 €.

For now, he thinks it would be in his interest to do a test by increasing the budget on the partner 3.

Victor wants to know if the CCA of each of the partners varies in the “new customers” segment. Thanks to the granularity of analysis crossed with a CRM criterion, he observes, contrary to the first analysis, that it is finally the partners 1 & 2 who have the best CCA (50 €). Partner 3 (CAC 100 €) seems to convert existing customers. Victor would be well advised to test by increasing his budget on partners 1 and 2 and lowering it on the 3.



## IS A PART OF THE BUDGET WASTED?



## WHICH PARTNER PRIVILEGE TO OPTIMIZE THE BUDGET?

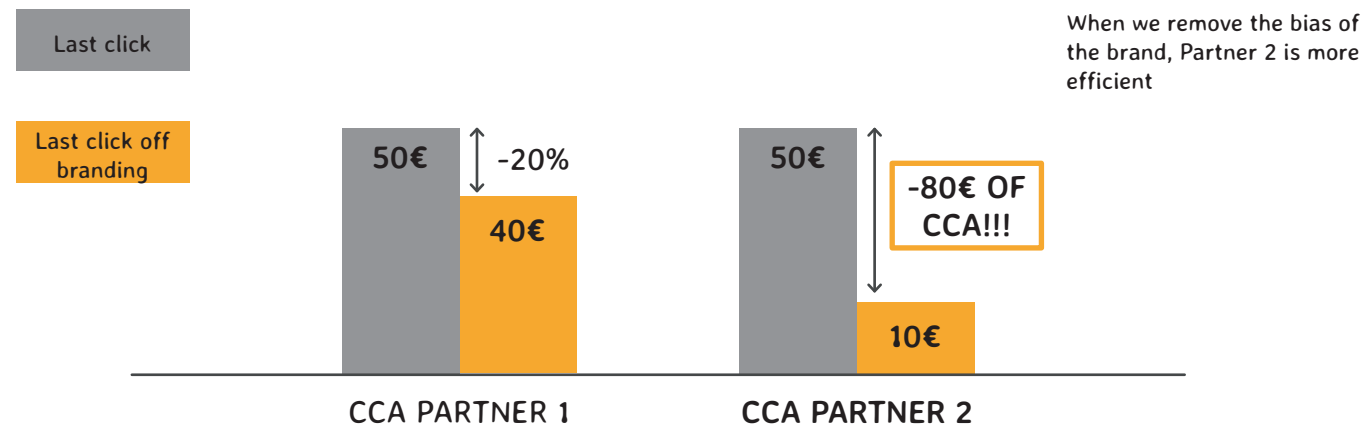
My performance on the last 30 days > All devices **VISITS BY PROFILE**

SOURCE OF TRAFFIC (in clicks)	LOOKER	SHOPPER	BUYER + 1 SALE	BUYER + 3 SALES
⊕ Affiliation				
↳ Partner 3	5 000	2 000	10 000	20 000

**30 000 CLICKS X 0,25€ = 7 500€**

Partner 3 is missioned to prospects!

My performance on the last 30 days > All devices



Victor wonders what budget to isolate to do his test. Using the engagement profiles (e.g. visitor, buyer), it identifies the budget spent to generate traffic with partner 3 on existing customers (i.e. buyer and rebuyer). From a total of 37,000 clicks, 30,000 clicks were generated on existing customers ... Victor's goal is to recruit new customers. Spending € 0.25 per click, € 7,500 was spent outside the scope of the initial mission!

Victor is now using the comparison of single-touch attribution views from his kit. He seeks to know if the performance of a partner can be cannibalized by brand campaigns. He then compares a "last click" view with a "last click off branding" view. Partner 2 is clearly impacted! Sales are reallocated and the CCA drops of 80% vs. 20% for the partner 1. For Victor, no more doubt: he will launch a test in his Mix Media and transfer 7500€ (amount identified as wasted) on partner 2.

# THE MEDIA TEST IN SUMMARY

## 1 Which partner is the most successful in recruiting new customers?

SOURCE OF TRAFFIC	SALES	BUDGET	CCA
Affiliation	1 100	20 000€	18€
Partner 1	200	5 000€	25€
Partner 2	200	5 000€	25€
Partner 3	700	10 000€	14€

→

SOURCE OF TRAFFIC	SALES	BUDGET	CCA
Affiliation	1 100	20 000€	18€
Partner 1	100	5 000€	50€
Partner 2	100	5 000€	50€
Partner 3	100	10 000€	100€

Partners 1 & 2 have the best CCA (50 €) on recruitment

Go down to granularity support of performance analysis, reintegrate CRM data and analyze the CCA

## 2 Wasted budget?

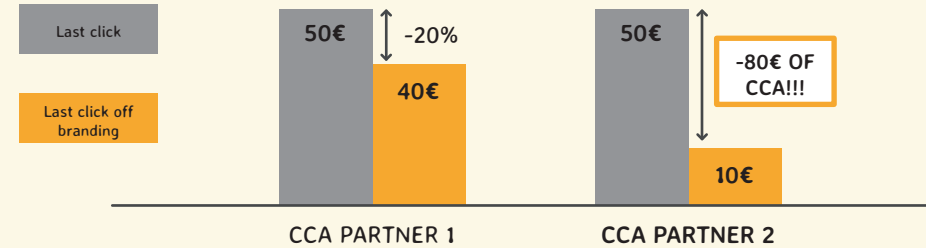
SOURCE OF TRAFFIC (in clicks)	LOOKER	SHOPPER	BUYER + 1 SALE	BUYER + 3 SALES
Affiliation				
Partner 3	5 000	2 000	10 000	20 000

30 000 CLICKS X 0,25€ = 7 500€  
Partner 3 is missioned to prospects!

Partner 3 is missioned to prospects and the wasted 7,500€ are kept for the test!

Use the visits by profile report, associate the number of clicks with the budget spent

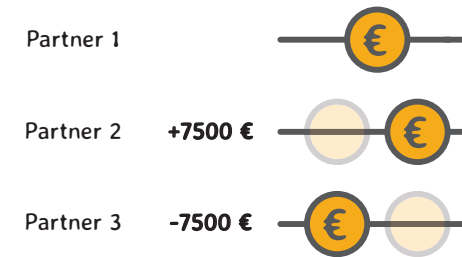
## 3 Which partner privileged for your test?



The Partner 2, with a CCA of 10 €, is the most efficient! The test begins

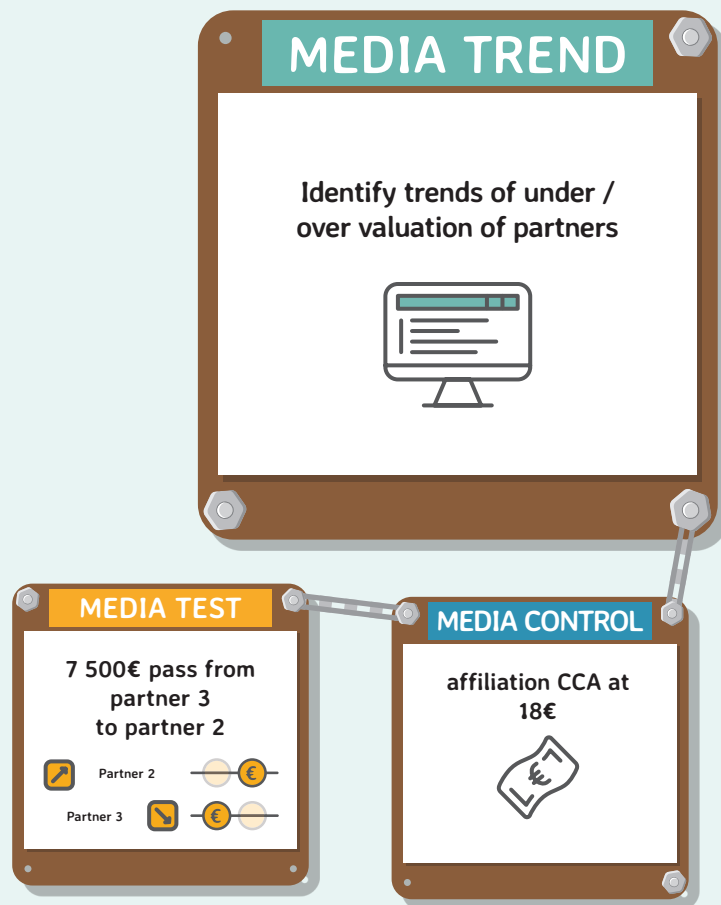
Use comparison of views to identify a partner whose performance is cannibalized by brand campaigns

## 4 Optimize your Mix Media



# STEP 3: MEDIA TREND

## MEDIA TREND, A LONG-TERM ANALYSIS



DOES THE CONVERSION DEPEND ON A SINGLE CHANNEL?

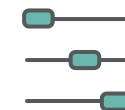
IS THE CONTRIBUTOR CHANNEL ESSENTIAL?

IS THE CONTRIBUTOR CHANNEL VALUED AT ITS FAIR VALUE?

The more Victor advances on his editing plan, the more he uses his attribution kit! The methodology is on the way, with a structured Media Control and a first Media Test realized on a channel of acquisition: Affiliation.

This step will allow Victor to follow the trend of valuation of his channels and thus to answer a central problematic: how to identify channels that should be upgraded in the Mix Media when others should be reviewed scale down.

The three stages of the attribution methodology therefore have different temporalities which accentuate their complementarity:



The Media Control aims to daily monitor the performance of campaigns and to make quick or even immediate decisions about their campaigns.



The Media Test makes it possible to optimize the investments on a channel in a logic analysis halfway between the very short term and the longer term.



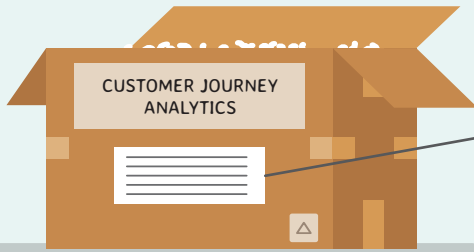
The Media Trend, in a longer-term analysis logic, will allow to identify trends of under and overvaluation of a channel and thus to highlight a new channel to optimize. It will generate a relaunch of the Media Test which will feed the Media Control.

## AFTER THE AFFILIATION, WHICH CHANNEL OPTIMIZE?

After a successful "1st" Media Test, Victor wants more. He wants to continue to optimize his Mix Media and thus seeks to know what other test to launch. The following questions arise:

Does the affiliation convert alone? To what extent could other channels help it? Should I be interested in running a contributor channel test?

To identify the channel(s) that can be optimized, Victor has two major elements in his attribution kit: Customer Journey Analytics (CJA) and Multi-Touch Attribution (MTA).



**Attendance rate:** total number of marketing touches participating in the conversion (sale, quote or cart).

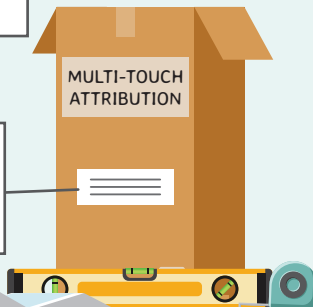
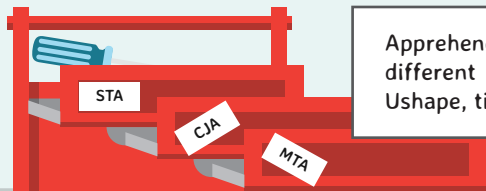
**Delay** between the different touches and the conversion.

**Frequency:** number of appearances of a channel in the marketing historic on global sales / quote / carts.

**Path:** combination of marketing channels that have generated at least one conversion (sale, quote or cart) over the period.

**Autonomy / complementarity:** possible links between the channels in the marketing historic

Apprehend more precisely the customer journey by taking into account different points of contact that can influence the observed conversions: Ushape, time decay, linear, custom data-driven.



## DOES THE CONVERSION DEPEND ON A SINGLE CHANNEL?

	NUMBER OF SALES	TURNOVER
1 touch	1 000	100 000€
2 touches	800	80 000€
3 touches	150	15 000€
4 touches	350	35 000€

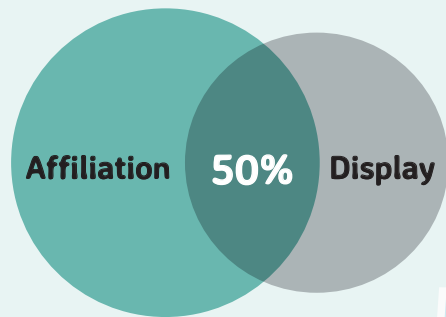
60% of conversions are made in multi-touch



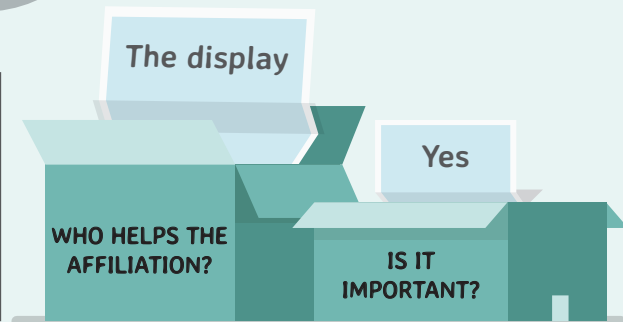
	NUMBER OF SALES	TURNOVER	%SALES
Affiliation	100	10 000€	10%
Display > Affiliation	600	60 000€	30%
Display>Shop Bot>Affiliation	50	5 000€	20%

The frequency report from the CJA indicates that about 60% of conversions are multi-touch. As for the path report, it highlights that only 10% of sales are related only to affiliation only. Thus, the affiliation alone does not convert. In addition, it appears that the combination Display > Affiliation has the highest sales rate. Would he display be involved in the conversions generated by the affiliation while it is not valued by the Media Control?

# IS THE CONTRIBUTOR CHANNEL ESSENTIAL?



	VISITOR	SHOPPER	BUYER
Search	50 000	20 000	65 000
<b>Display</b>	<b>100 000</b>	35 000	10 000
Social	150	30 000	50 000



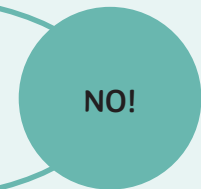
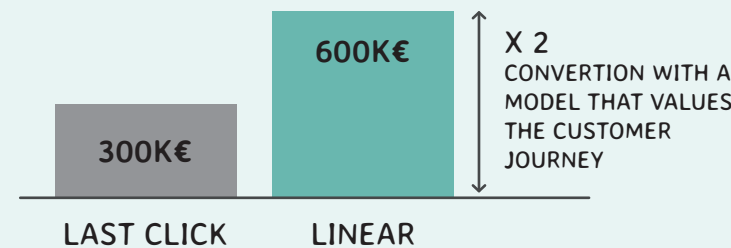
The frequency and path reports used in the 1st phase identified a trend. Now using the reports of autonomy/complementarity and profiles, Victor will seek to confirm it. It appears, that here, 100 000 "visitors" are generated by the display (against 50 000 by the search and only 150 by the Social). So, it seems that the Display channel represents a strategic element in terms of engagement generation in the Customer Journey, especially in upper funnel. But does the display is valued at its fair value?



# IS THE CONTRIBUTOR CHANNEL VALUED AT ITS FAIR VALUE?

PRESENCE	ATTRIBUTED TURNOVER	TURNOVER IN PRESENCE
Search	70%	80%
<b>Display</b>	<b>15%</b>	<b>50%</b>

+35% IN PRESENCE (VS ATTRIBUTED)



To continue his analysis, Victor pick in his attribution kit the presence report of the CJA as well as the MTA. Thanks to the 1st, it sees a strong difference between the attribution turnover with the view used in his Media Control and the actual presence of the channel.

Thanks to the MTA, comparing its last click view and a linear view (% identical attributed to each channel involved in the Customer journey before conversion), it realizes that the turnover attributed to the display is doubled. There is no doubt, the Display, helping the affiliation, seems to be undervalued compare to its role in the Customer Journey.



# THE MEDIA TREND IN SUMMARY

## 1 Does the conversion depend on a single channel?

	NUMBER OF SALES	TURNOVER
1 touch	1 000	100 000€
2 touches	800	80 000€
3 touches	150	15 000€
4 touches	350	35 000€

60% of conversions are made in multi-touch

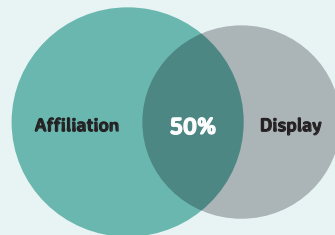
	NUMBER OF SALES	TURNOVER	%SALES
Affiliation	100	10 000€	10%
Display > Affiliation	600	60 000€	30%
Display>Shop Bot >Affiliation	50	5 000€	20%

60% of conversions in multi-touch and only 10% of sales related just to affiliation vs 30% for the display path > affiliation.

Use the frequency and path reports, investigate the number of touches, analyze the paths and find the best performance

## 2 Does the display really contribute to the conversions generated by affiliation?

	VISITOR	SHOPPER	BUYER
Search	50 000	20 000	65 000
Display	100 000	35 000	10 000
Social	150	30 000	50 000



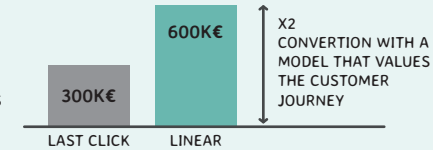
The Display allows to generate 100 000 visitors (vs 150 for the Social and 50 000 for the Search)

Use the autonomy/complementarity and profiles reports to confirm the trend

## 3 Is the display valued at its fair value?

PRESENCE	ATTRIBUTED TURNOVER	TURNOVER IN PRESENCE
Search	70%	80%
Display	15%	50%

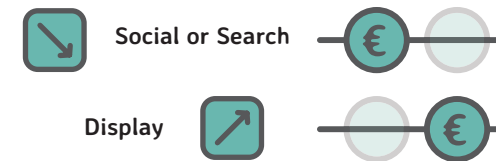
+35% IN PRESENCE (VS ATTRIBUTED)



Strong difference between the turnover attribution and the actual presence of the channel. By changing the view attributed turnover to the display is doubled!

Use the CJA and MTA presence Report to identify turnover differences and compare views

## 4 Launch the display optimization

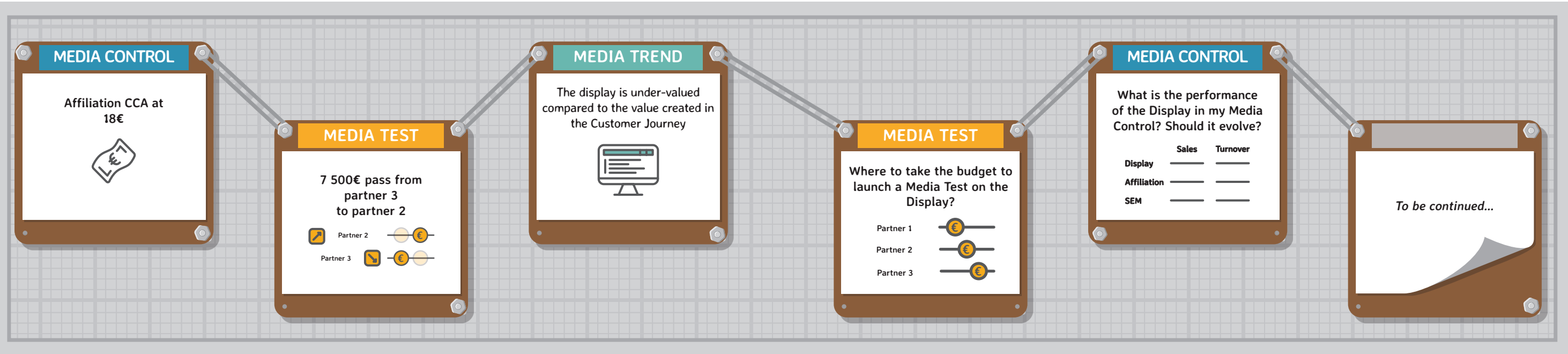


After a successful 1st Media Test on affiliation, Victor was looking for another channel to optimize. Thanks to the media trend and the various elements that he had available in his attribution kit, he was able to identify the channel that he had priority to adjust: the Display. This will eventually lead to a new Media Test.

# YOUR METHODOLOGY OF ATTRIBUTION IS LAUNCHED!

As you can see, the optimization of your Mix Media will be done gradually and in the long term. It will therefore be essential to test the evolutions of valorization, to control them and to make trends emerge: a virtuous circle for the growth of your mix!

In the meantime, what will happen to Victor when he revalorized his Display channel?



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## Design

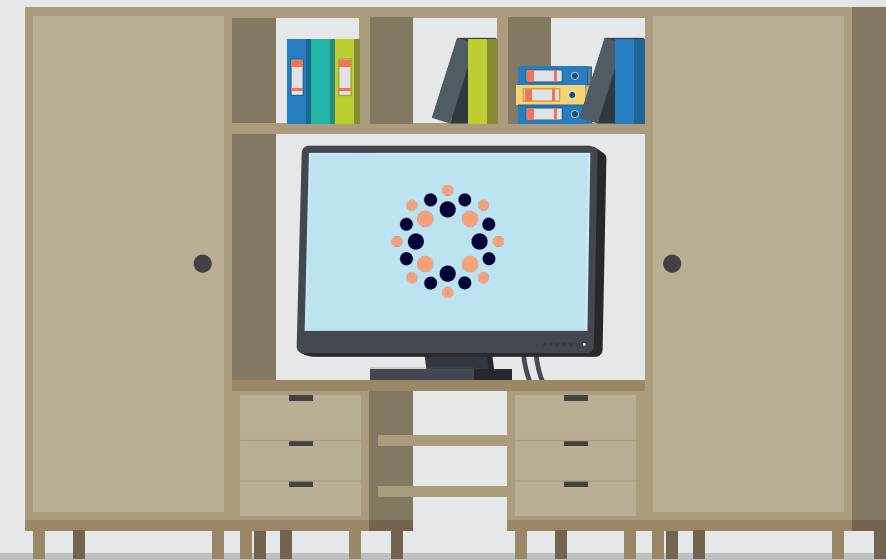


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# NOTES

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Eulerian is a SaaS Publisher offering technology solutions that enable marketing departments to optimize their marketing operations in real time for the growth of the business.

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