Introduction to Attribution

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00 44 7909 504439
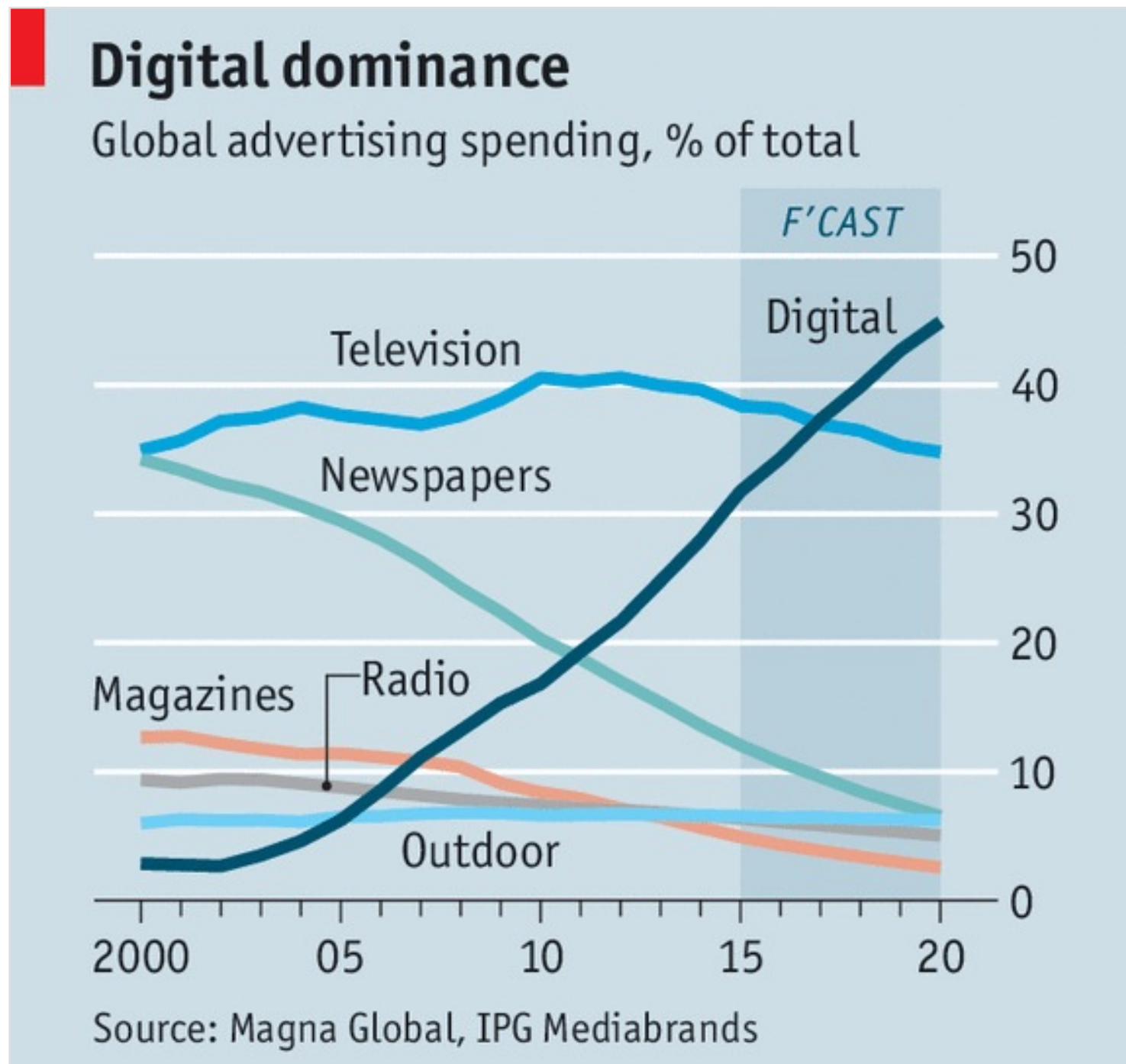
The single biggest problem in communication is the illusion that it has take place.

George Bernard Shaw

Digital dominance

Global advertising spending, % of total

F'CAST

Digital

Television

Newspapers

Magazines — Radio

Outdoor

Source: Magna Global, IPG Mediabrands

Issues in digital advertising

Banner blindness

Ad collision

Viewability

Ad blocking

Google over-indexed?

Brand security

NHT and fraudulent traffic

Click fraud

Dark social

Data allowance

Issues in digital advertising

Explore   Worldwide ▾   2004 - present ▾   All categories ▾   Web Search ▾   ⤴   +   ⋮

Compare   Search terms ▾

how to block ads	
Search term	+ Add term

Interest over time   ☐ News headlines ?   ☐ forecast ?

The path to purchase

Consumers add or subtract brands as they evaluate what they want.

The consumer considers an initial set of brands, based on brand perceptions and exposure to recent touch points.

Ultimately, the consumer selects a brand at the moment of purchase.

Active evaluation
Information gathering, shopping

Loyalty loop

Initial-consideration set

Moment of purchase

Trigger

Postpurchase experience
Ongoing exposure

After purchasing a product or service, the consumer builds expectations based on experience to inform the next decision journey.

The path to purchase

RO ✕

Did people research or purchase their product online or offline?

⚠ Use the product filter to see product-specific insights. ✕

Any research or purchase online   Hide

77%

Any research or purchase offline   Hide

90%

Research online / purchase online   Hide

29%

Research online / purchase offline   Hide

47%

Research offline / purchase online   Hide

10%

Moments

Target audiences

Target context

Target moments

When your target consumer becomes a "when" not a "who"

Google Adwords

Google

london hotels ✕ 🔍

Web | Images | Maps | Shopping | More ▾ | Search tools

1/2 Price London Hotels - Easy, Secure, Best Price Guarantee ⓘ
`Ad` www.booking.com/London-Hotels
★★★★½ 66,591 reviews for booking.com
Book your **hotel** in **London** online.
Booking.com has 1,439,324 followers on Google+
Hotels near Covent Garden - Hotels near Hyde Park - Hotel near Euston Station

Hilton Hotels London - A Choice Of Hotels Across London - hilton.com
`Ad` www.hilton.com/London - ★★★★★ 43 seller reviews
Book At The Official Hilton Site!

The Strand Palace Hotel - Limited Winter Flash Sale Be Quick
`Ad` www.strandpalacehotel.co.uk/Sales
Book now from only £80 per night!

London Hotels - Discount Hotels in London at LateRooms
www.laterooms.com/en/k16295585_london-hotels.aspx
In London on business or pleasure? Unique offers at over 1020 **London hotels**. Check reviews & photos. Book online or phone-instant confirmation. No booking **...**
4-5 Star Luxury Hotels London - Best Deals - London - Budget Hotels In London

1/2 Price London Hotels Ads ⓘ
www.hoteldirect.co.uk/London-...
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Up to 75% off **Hotels** in **London**.
Guaranteed best **London hotel** deals.

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www.trivago.co.uk/Compare-London-H...
trivago™ Save up to 78% on **Hotels**.
All **Hotel** Deals in **London** from £16!

Cheap London Hotel Deals
www.expedia.co.uk/London_Hotels
★★★★½ 60,172 seller reviews
Expedia Guarantees the Best Price!
Book & Save on Your **Hotel** in **London**

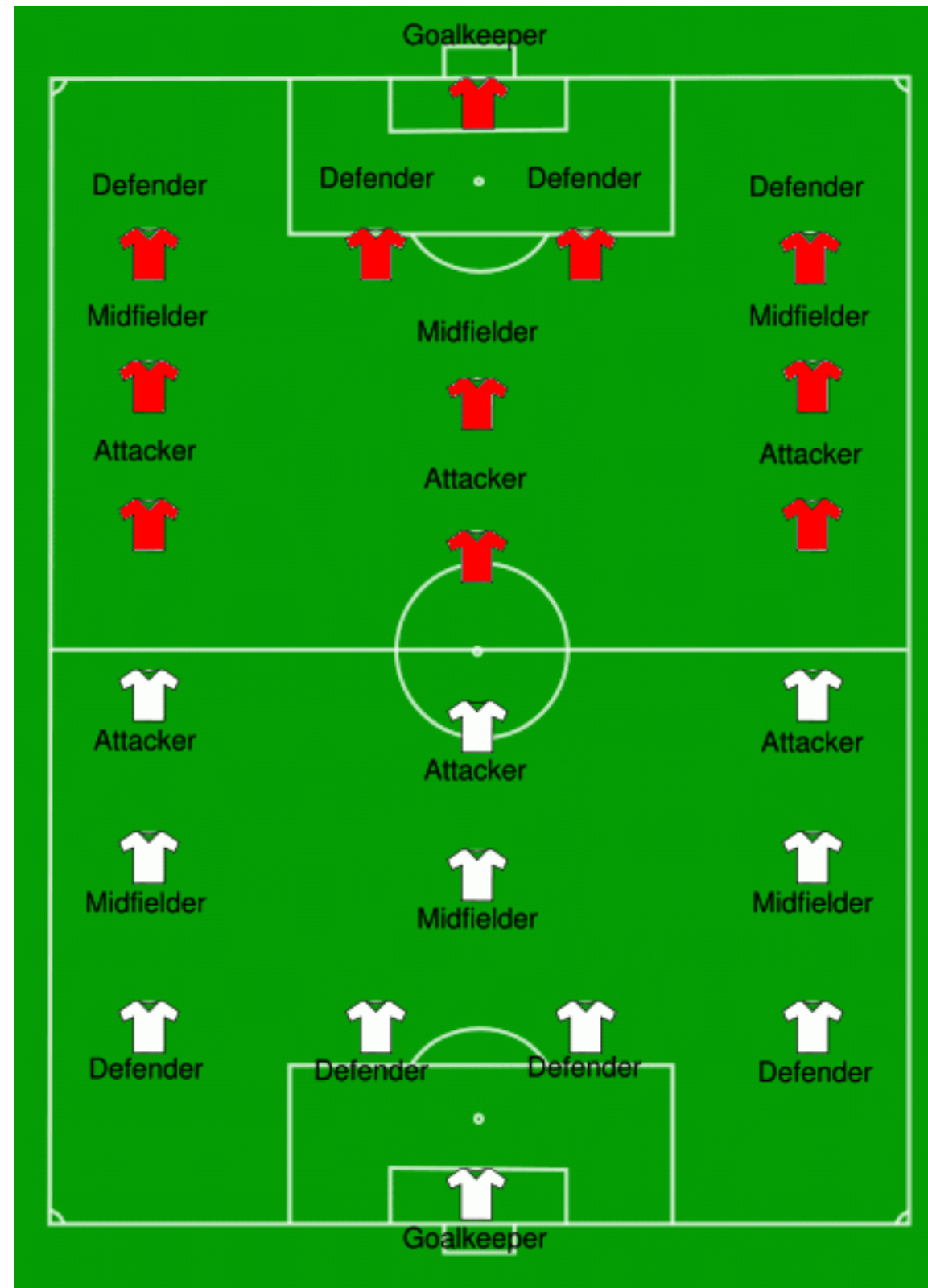**80% Off London Hotels**
www.agoda.com/Hotel_Deals
Over 357,000 **Hotel** Deals Worldwide.
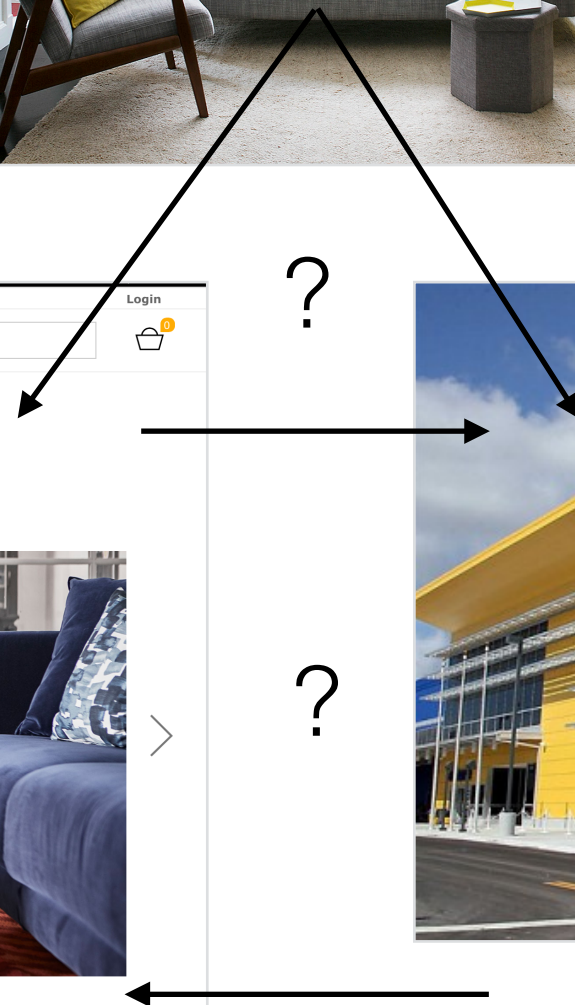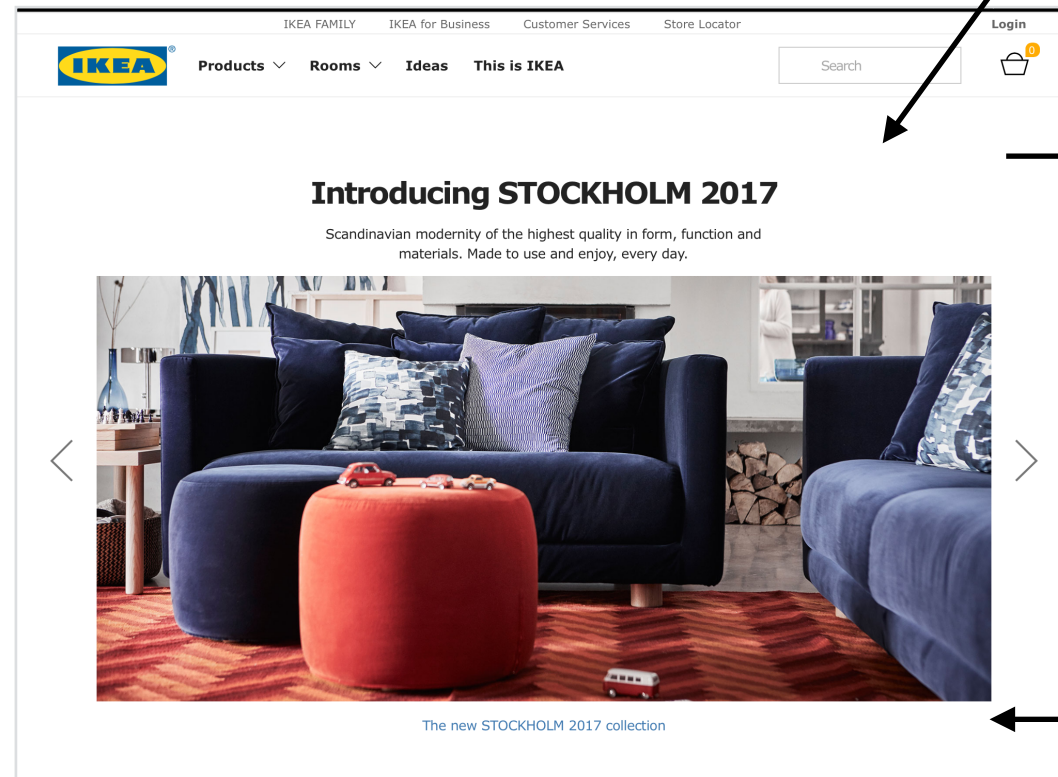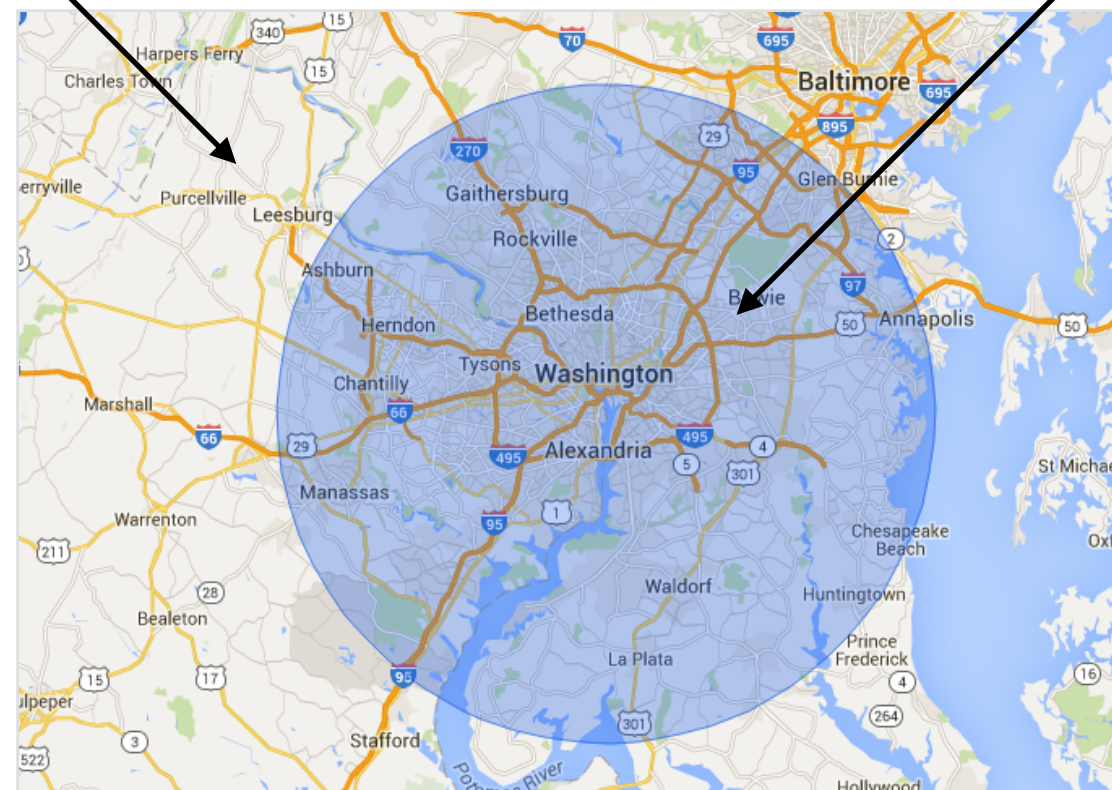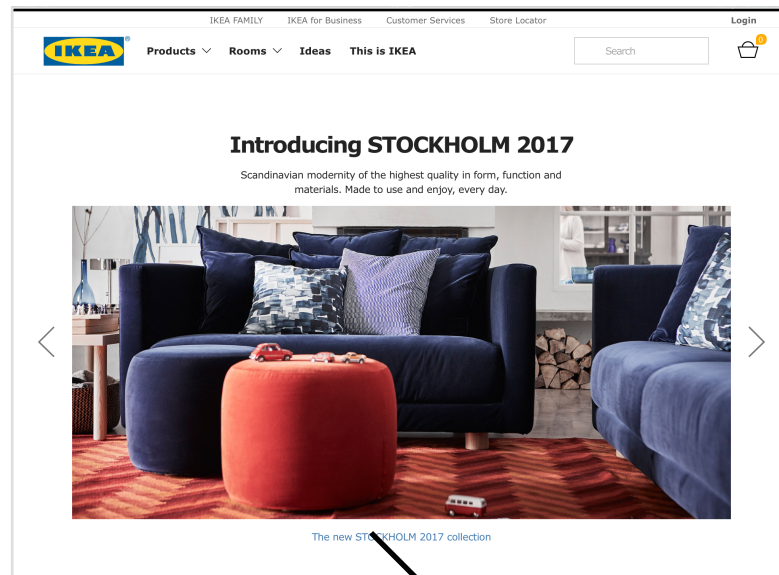Best-Price Guarantee. Book & Save!

Last click wins!

"Last click wins" can be a mistake

Attributing the outcome to the correct input(s)

Look for "Shop Visit Conversions" in your AdWords account

Does this guy's click effectively measure the branding impact of exposing the other 999 users to the same ad?
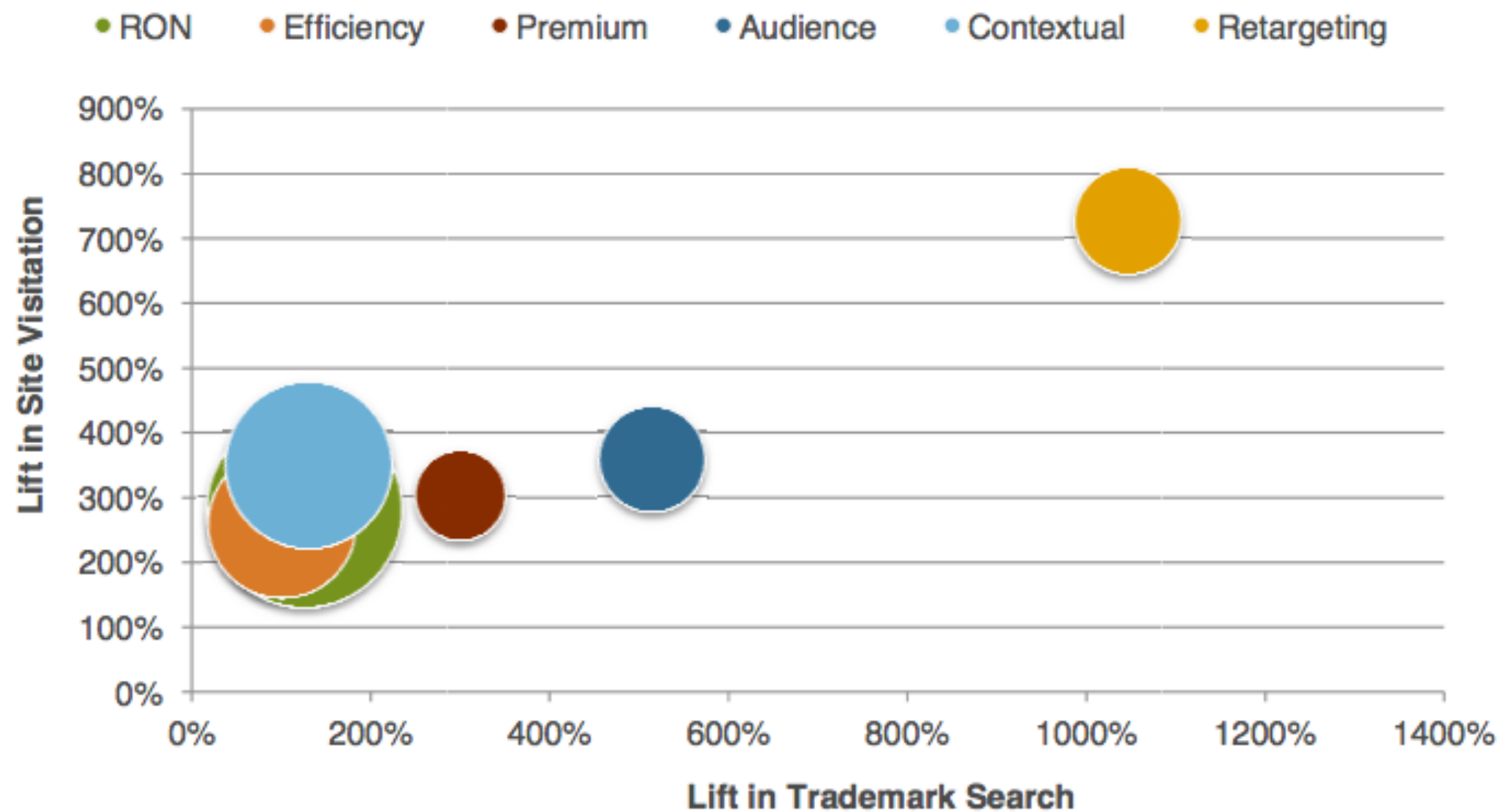
ComScore: Natural Born Clickers

8% of users account for
85% of clicks

Performance from digital display advertising

Figure 10: Relative Lift in Site Visitation and Trademark Search within Four Weeks of Exposure by Placement Strategy
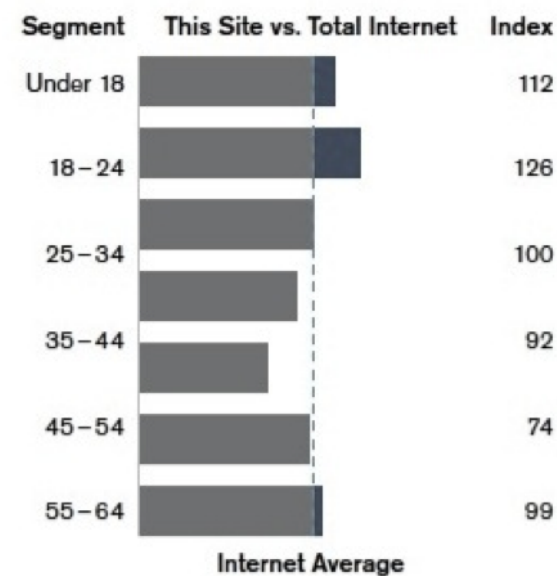
"The number of online conversions that happened within 30 days after a user saw, but did not click, a display ad"

Lift in brand metrics occurs throughout a campaign, often irrespective of the volume of clicks
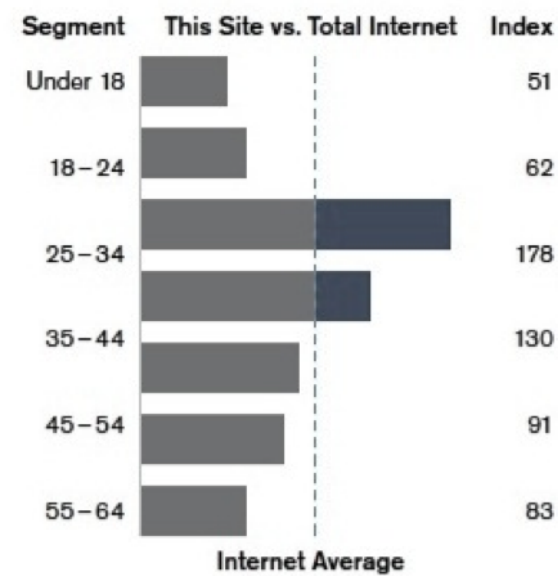
Number of clicks is not an accurate predictor of the effectiveness of an advert on brand metrics
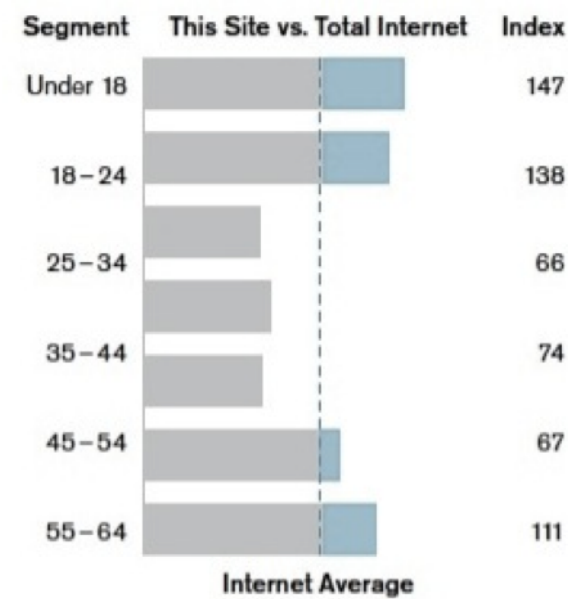
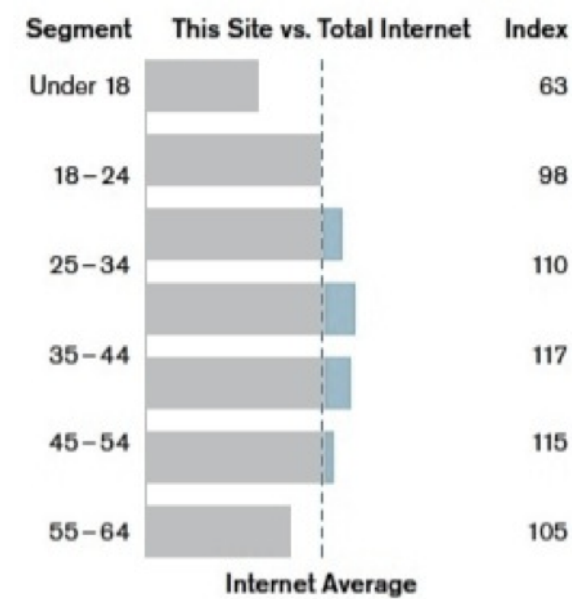# Clickers don't buy, and buyers don't click
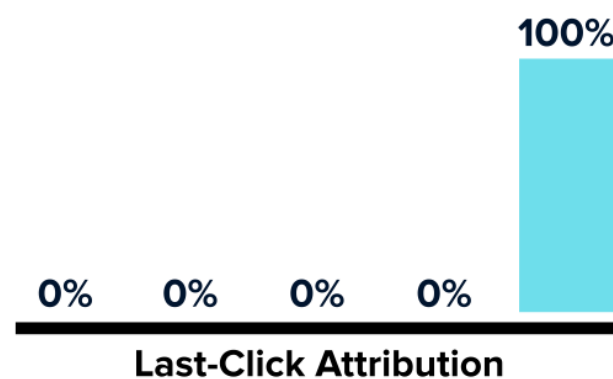

Online Retailer — Clickers

Segment	This Site vs. Total Internet	Index
Under 18		112
18 – 24		126
25 – 34		100
35 – 44		92
45 – 54		74
55 – 64		99

Internet Average

Online Retailer — Converters

Segment	This Site vs. Total Internet	Index
Under 18		51
18 – 24		62
25 – 34		178
35 – 44		130
45 – 54		91
55 – 64		83

Internet Average

Insurance — Clickers

Segment	This Site vs. Total Internet	Index
Under 18		147
18 – 24		138
25 – 34		66
35 – 44		74
45 – 54		67
55 – 64		111

Internet Average

Insurance — Converters

| Segment	This Site vs. Total Internet	Index
Under 18		63
18 – 24		98
25 – 34		110
35 – 44		117
45 – 54		115
55 – 64		105

Internet Average

Models

LAST-CLICK ATTRIBUTION

This simple cost-per-action model uses a "last-click wins" strategy. It focuses solely on the end of the customer journey, giving no credit to any other touchpoints along the way.
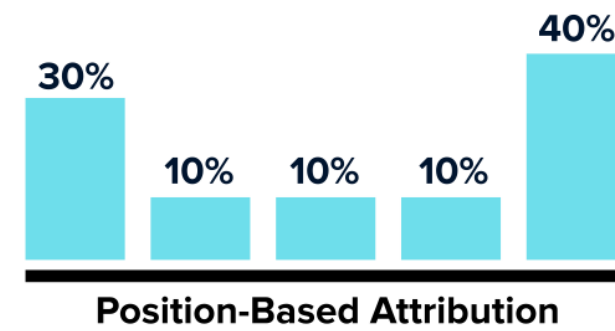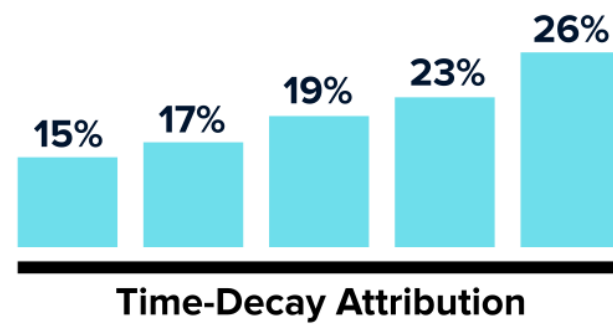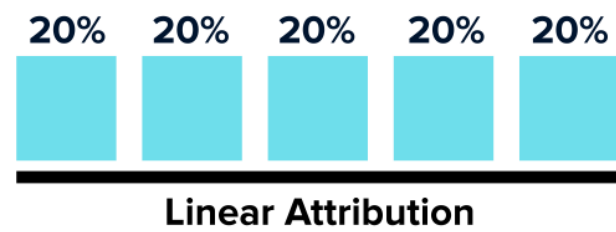
Last-click attribution is the most commonly used model because of its simplicity and advertisers' familiarity with this model.
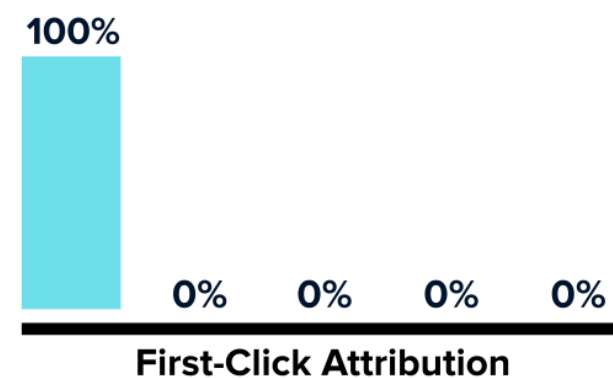
FIRST-CLICK ATTRIBUTION

While not suited for everyone, some advertisers choose to operate a "first-click wins" attribution model, where the bias is on the beginning of the customer journey. This rewards the first interaction that subsequently kicks off the path toward a sale or conversion.

Models

Linear Attribution
20% 20% 20% 20% 20%

Time-Decay Attribution
15% 17% 19% 23% 26%

Position-Based Attribution
30% 10% 10% 10% 40%

Measuring engagement

IAB UK Green Paper on Native Advertising and Content Marketing measurement

Financial Times - Cost per Hour

Financial Times - Completion rates

Economist - Attention metric - billed ads viewed between 5 - 30 seconds per impression

Mashable - Velocity analytics tool - tracks social and dark social
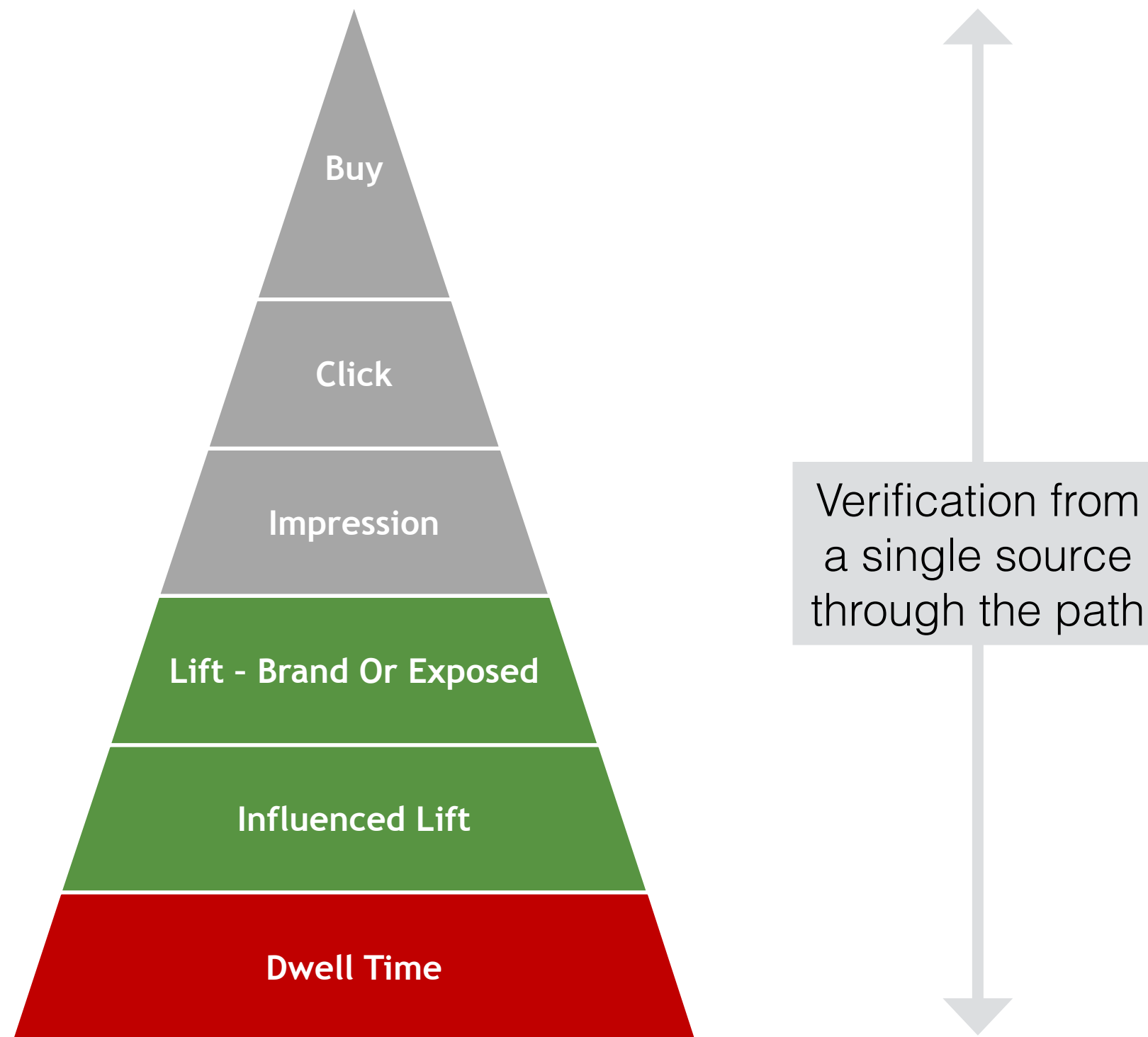
Contently

Attention time: How long with a piece of content

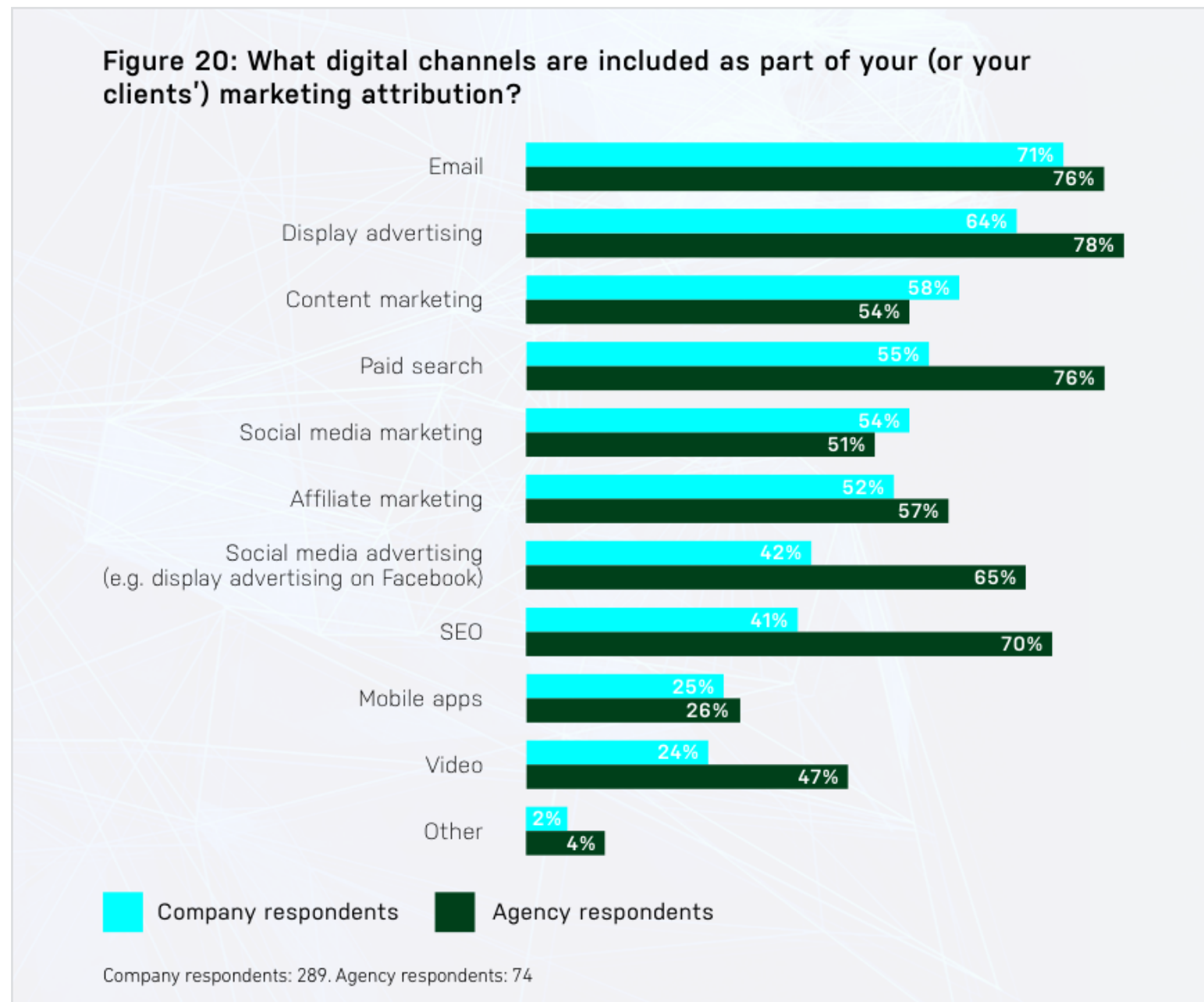Engagement rate: % of readers have spent more than 15 seconds with a piece of content

Loyalty: % new vs returning visitors

Social media metics: Likes, Retweets etc

Beyond cookie tracking to full verified attribution

Buy

Click

Impression

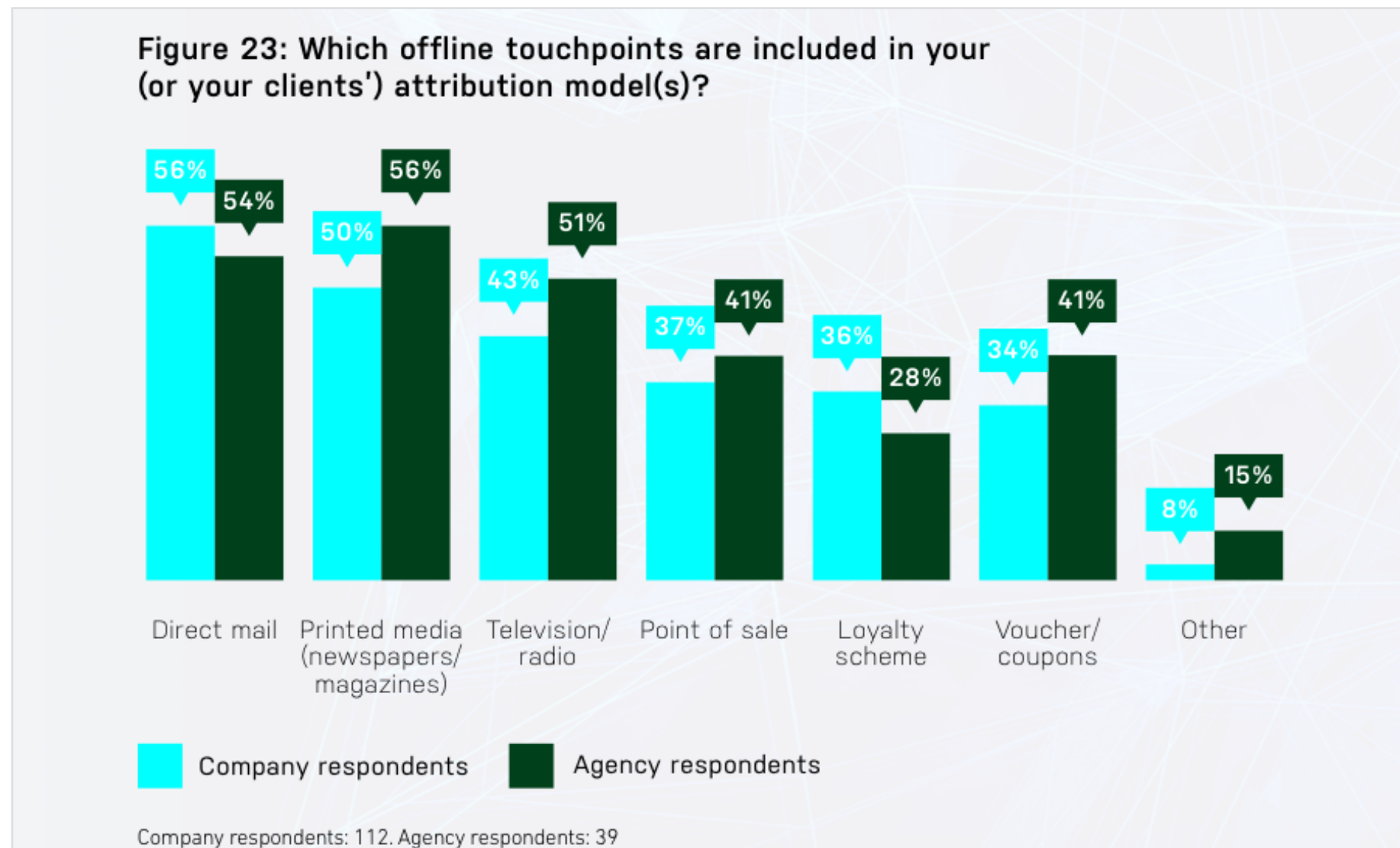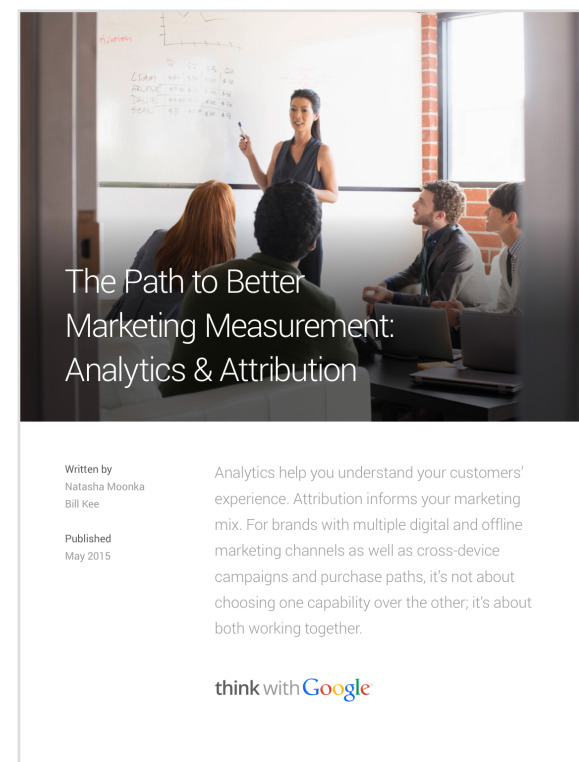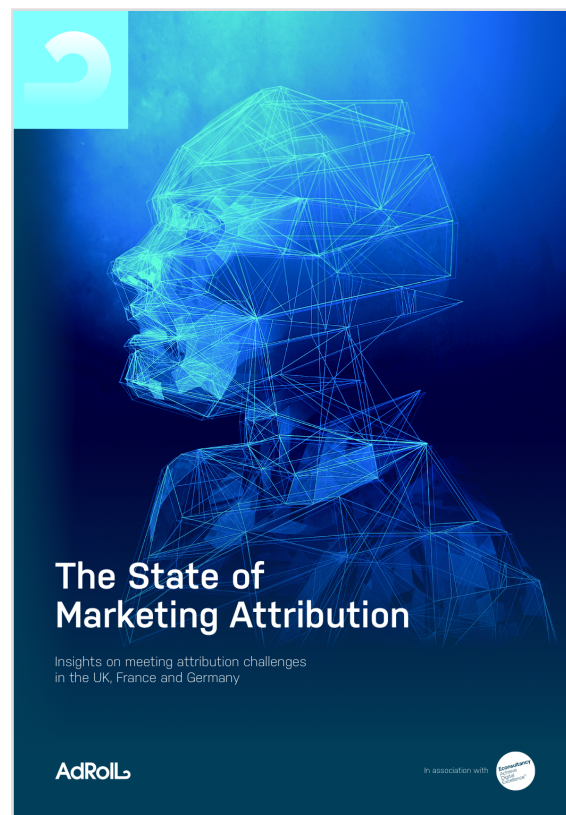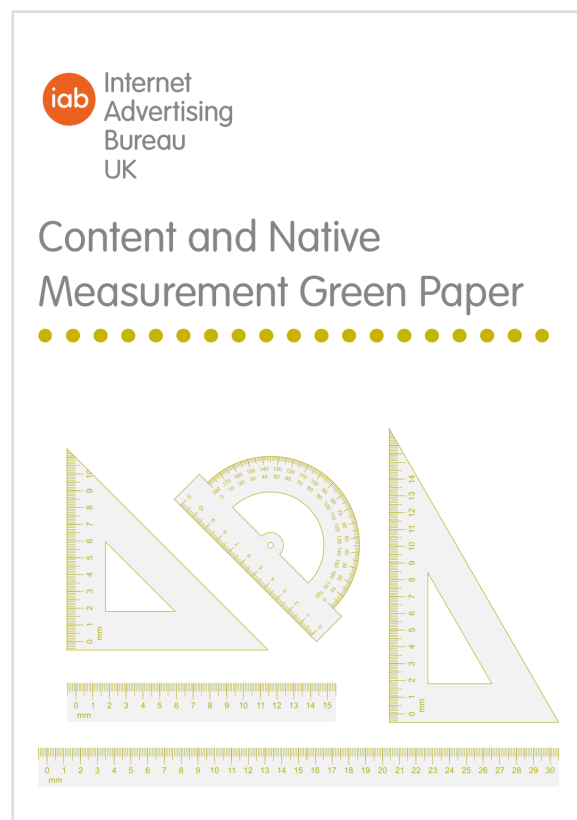Lift – Brand Or Exposed

Influenced Lift

Dwell Time

Verification from a single source through the path

Cross-channel attribution

Figure 20: What digital channels are included as part of your (or your clients') marketing attribution?

Channel	Company respondents	Agency respondents
Email	71%	76%
Display advertising	64%	78%
Content marketing	58%	54%
Paid search	55%	76%
Social media marketing	54%	51%
Affiliate marketing	52%	57%
Social media advertising (e.g. display advertising on Facebook)	42%	65%
SEO	41%	70%
Mobile apps	25%	26%
Video	24%	47%
Other	2%	4%

Company respondents: 289. Agency respondents: 74

Source: AdRoll, 2016

Figure 23: Which offline touchpoints are included in your (or your clients') attribution model(s)?

Source: AdRoll, 2016

Nobody reads advertising.
People read what interests them.
And sometimes it's an ad.

Howard Luck Gossage,
Freeman, Mander & Gossage

The single biggest problem in communication is the illusion that it has take place.

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