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IAB: Introduction to Attribution

Actionable insights beyond last touch

03.11.16

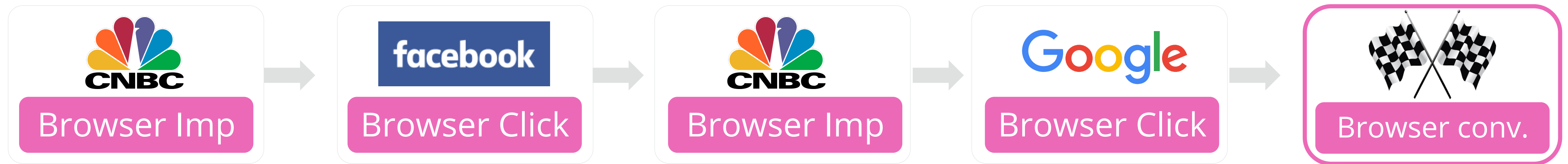
Jos Pamboris, Chief Product Officer, Flashtalking

Attribution requires a **constant identifier**
across the customer journey....

...From each identified **touchpoint**....

...Through to **conversion**

Attribution



Last Click attribution:
Only the Click gets credit

Google

Full Attribution:

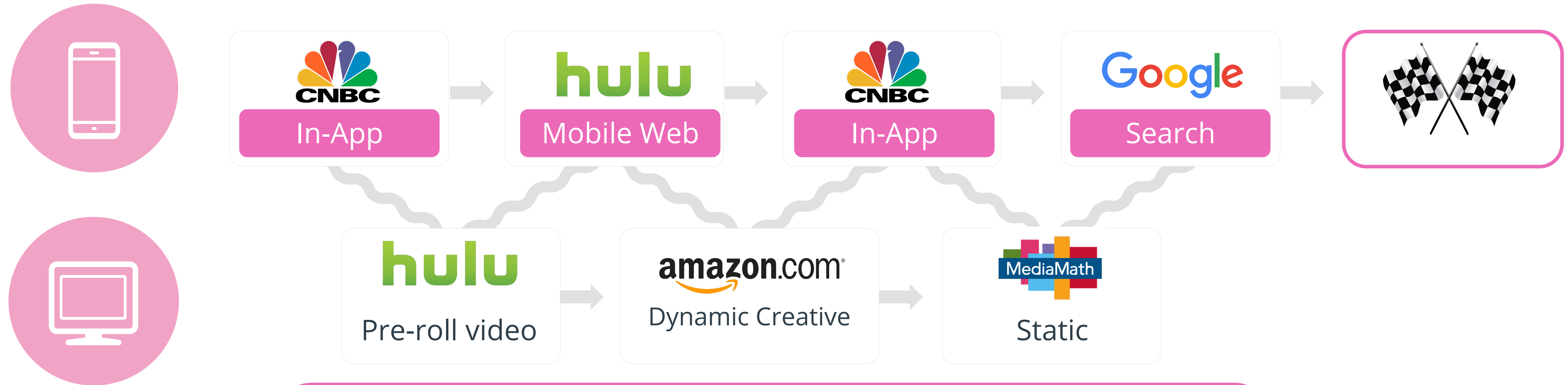
Credit apportioned across all touchpoints.



Google

Phase 2 Cross-Device: Entire Customer Journey

...

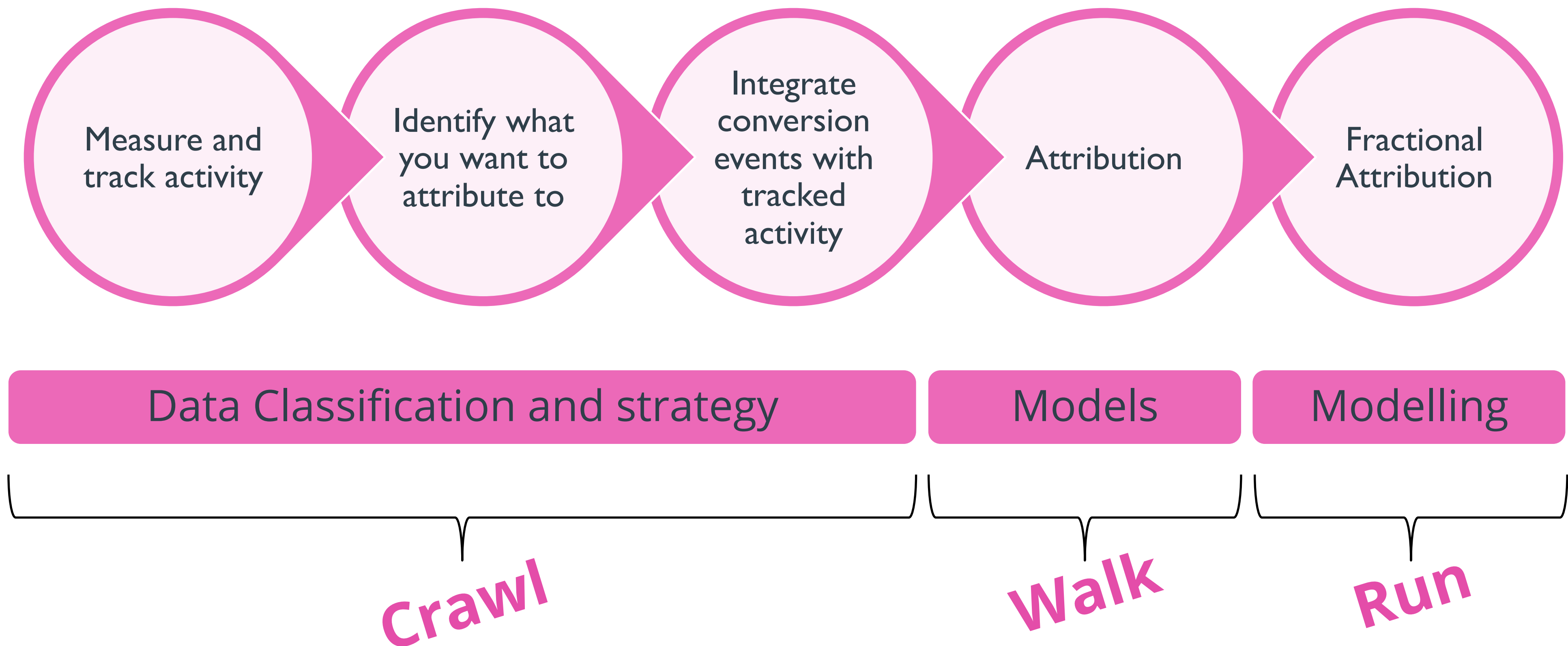


With Cross-Device Integration
See a richer customer journey



Building an Attribution framework

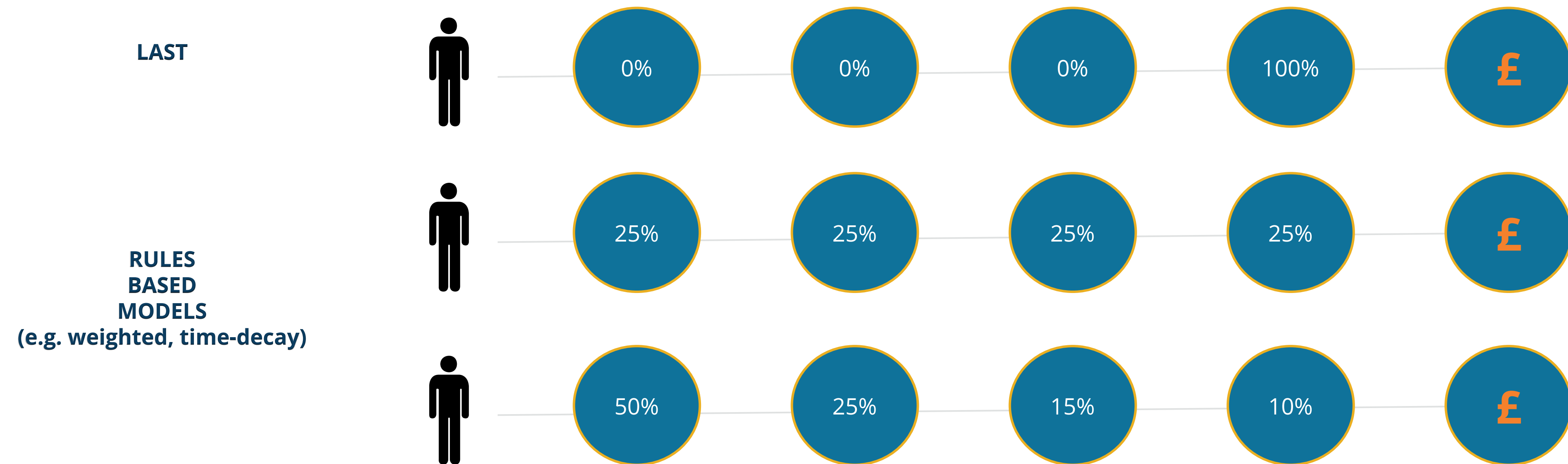
Crawl-Walk-Run Framework



Attribution Models

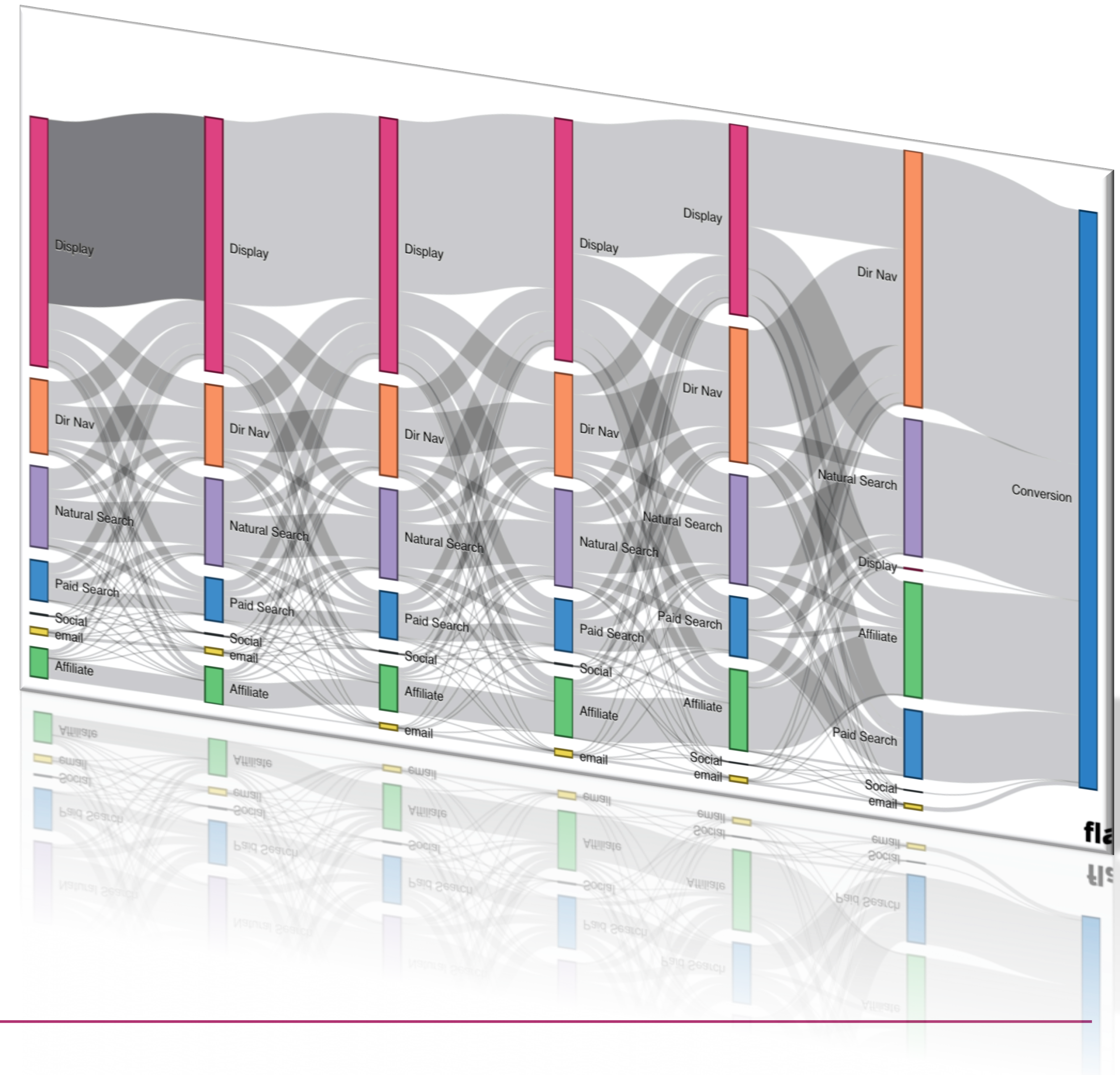
Path to Conversion models

...



A clearer model ensures you do not optimise to the wrong sites/
activity

Visualising Path to Conversion



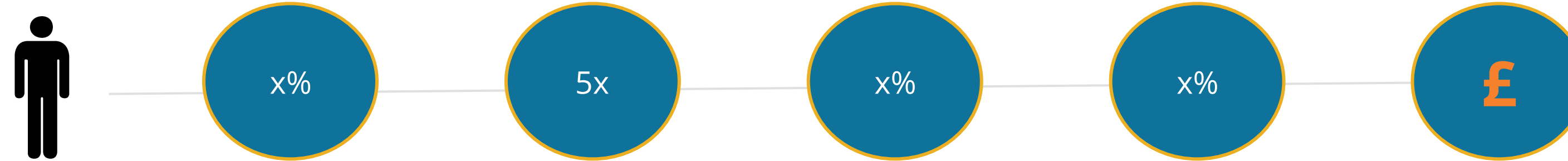
Path to Conversion model constraints

- They can be subjective
- They mostly provide more questions...
-They are unlikely to provide insight
- Not easy to optimise on
- They can be (and are) gamed.

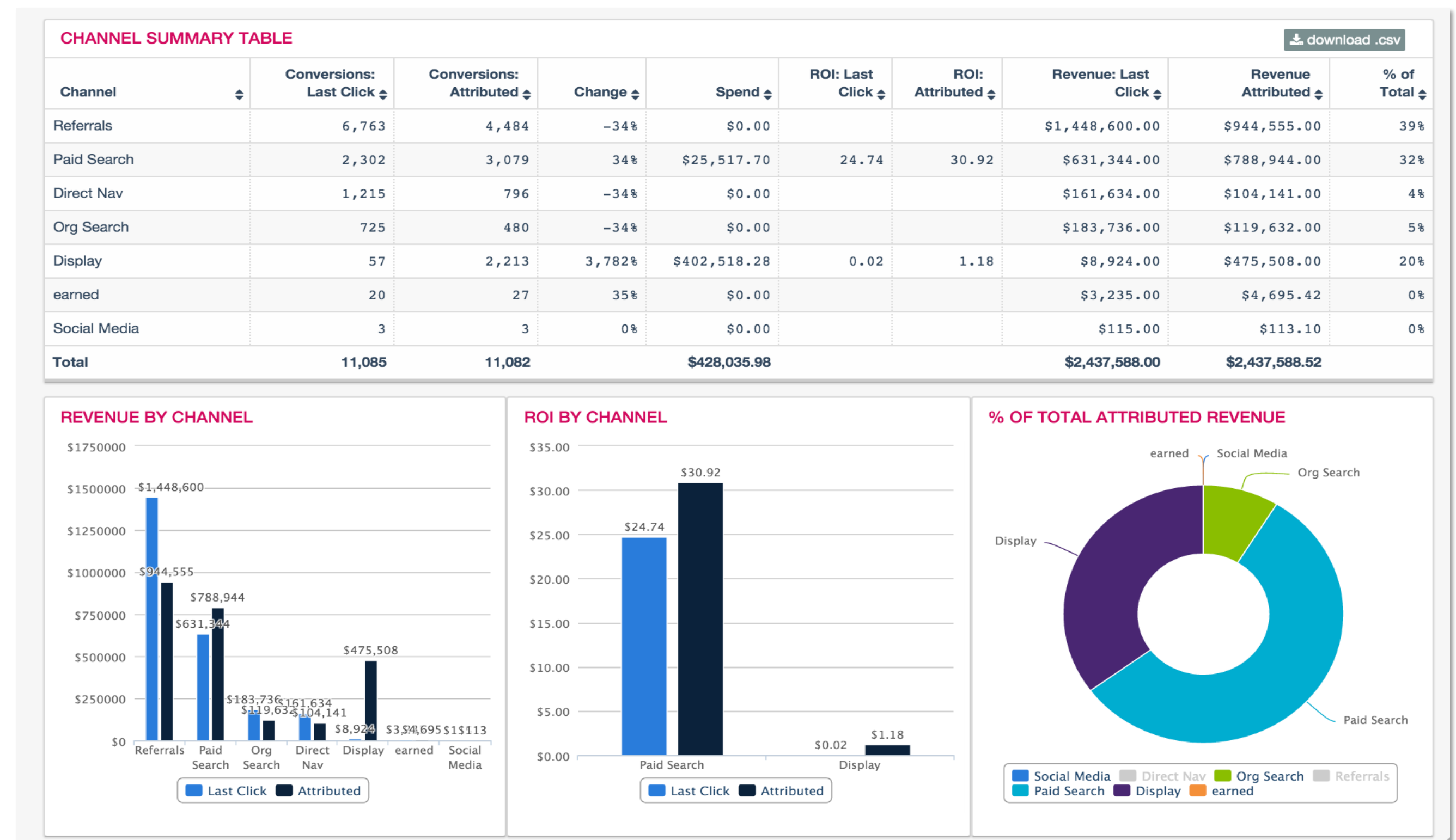
But they are often the progression your organisation needs to take the next logical attribution step.

Fractional Attribution - Modelling

Fractional attribution



- Use the same data set as your current last-click methods
- Includes non-converter data
- Builds an objective* model from your own data
- Better identifies **influential** touchpoints

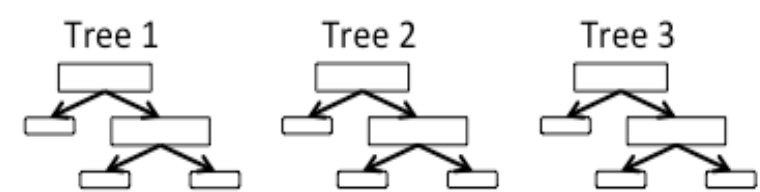
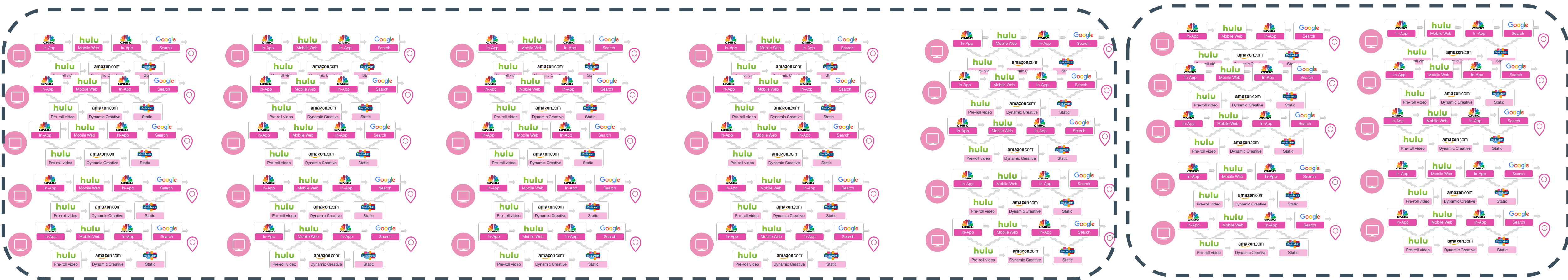


*Assumed that data inputs are cleansed and validated

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Modelling can take many forms

Data is cleansed and split into two groups: Training and Holdout (validation)
 Platform runs multiple models and Ensembles (combines) models
 Outputs are validated against holdout group to achieve highest predictive accuracy



Machine Learning

$$\hat{y} = \frac{1}{m} \sum_{j=1}^m \sum_{i=1}^n W_j(x_i, x') y_i = \sum_{i=1}^n \left(\frac{1}{m} \sum_{j=1}^m W_j(x_i, x') \right) y_i.$$



Validation



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Ensure you can act upon the output.

OPTIMIZATION: RECOMMENDATIONS

1 OPTIMIZE DISPLAY

download .csv

Campaign	Site	Placement	Conversions Attributed	Spend	Revenue Attributed	ROI: Attributed	Projected Spend
+ Reduce spend on Losers (default forecast assumes 50%) (27 items)							
			60	£103,887.42	£38,650.53	£0.37	£51,939
+ Maintain spend on Laggards (11 items)							
			336	£108,804.63	£237,843.74	£2.19	£108,804
- Increase spend on Challengers by up to 50% (8 items)							
			9	£1,272.95	£4,280.71	£3.36	£1,909
			1	£360.99	£1,383.37	£3.83	£541
			37	£5,196.72	£23,139.80	£4.45	£7,795
			1	£402.87	£1,513.70	£3.76	£604
			1	£308.70	£1,043.15	£3.38	£463
			4	£292.36	£1,238.11	£4.23	£439
			24	£3,590.33	£16,487.80	£4.59	£5,385
			33	£4,902.24	£22,392.00	£4.57	£7,353
			110	£16,327.16	£71,478.64	£4.38	£24,489
+ Increase spend on Winners by up to 100% (excluding Retargeting) (32 items)							
			1,250	£74,042.50	£814,039.89	£10.99	£148,086
+ Maintain spend on N/As (116 items)							
			153				
Total			1,909				

2 ADDRESS FREQUENCY

download .csv

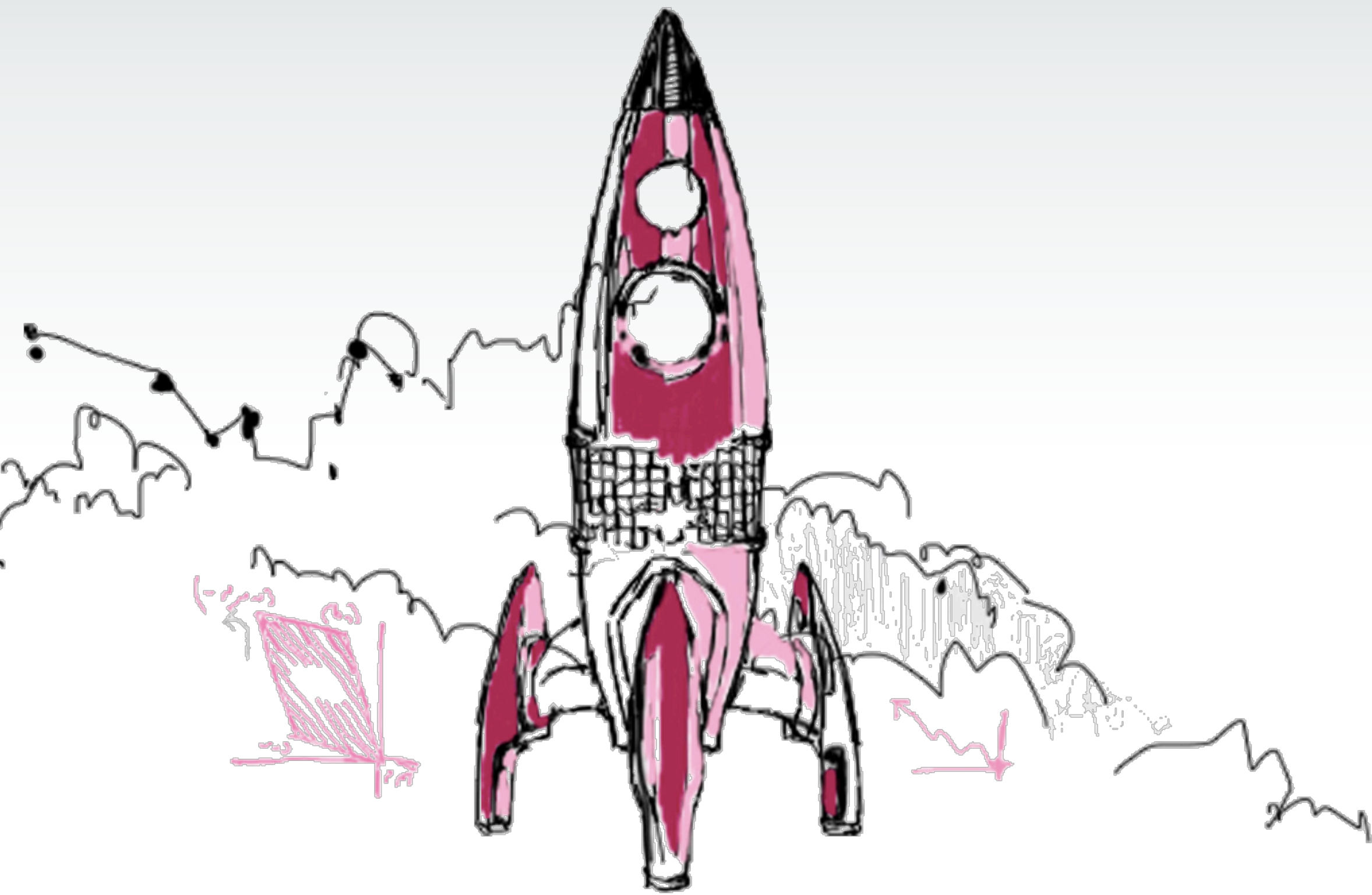
Campaign	Site	Placement	Gross Impressions	Avg. Freq.	Too Low: 1-2 Imps	Too High: 50+ Imps
+ Implement Display Frequency Floors (39 items)						
			45,449,900	2	55%	2%
+ Enforce Display Frequency Caps (6 items)						
			9,852,984	18	5%	54%
Total			55,302,884	4	48%	9%

Recommendations

- **Measure what is measurable (mobile, cross-device, walled gardens)**
- **Continue to clean the data to get most out of the modelling**
- **Filter out bad traffic (non-viewable, fraudulent, inappropriate content)**
- **Validate performance of paid media with cost**

Recommendations

- Take logical organisational steps to achieving your attribution goals... don't overstretch
- Do look back at refining past processes
- Perfect is the enemy of good.....but be aware of your constraints and limitations
- Create Actionable Analytics- Make sure you get data that you and your company can take action from the results.



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Questions

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