



**MEDIACOM**

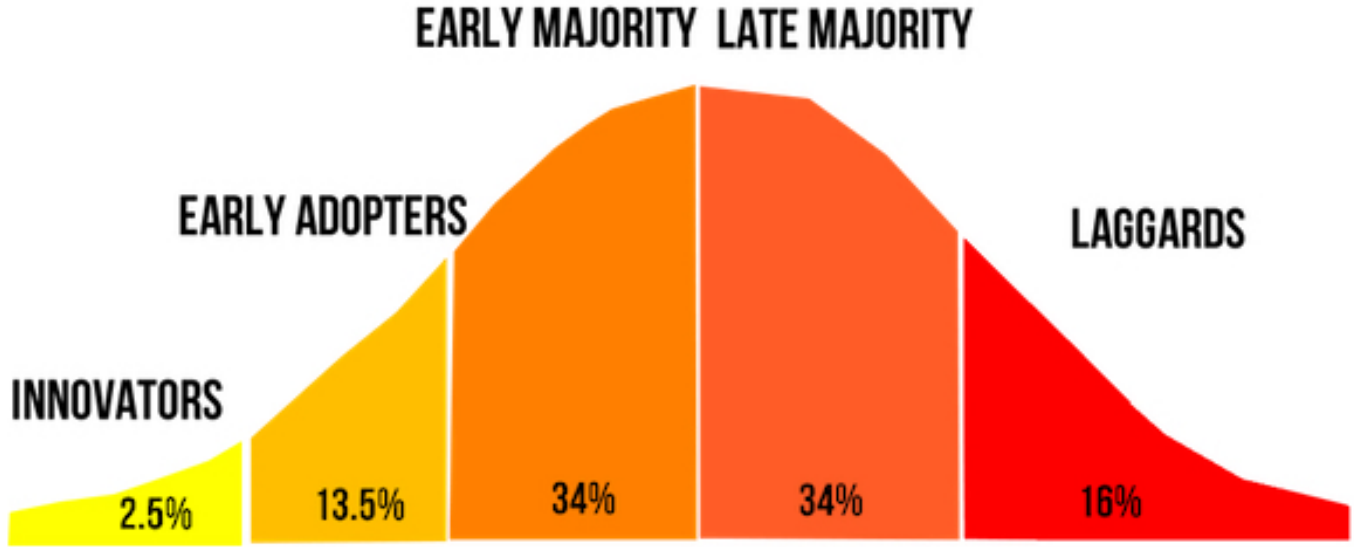
# An Agency take on Attribution

3<sup>rd</sup> November 2016

Attribution is central to the exciting developments being made in measurement



We have yet to hit that tipping point in general use, let alone tangible application



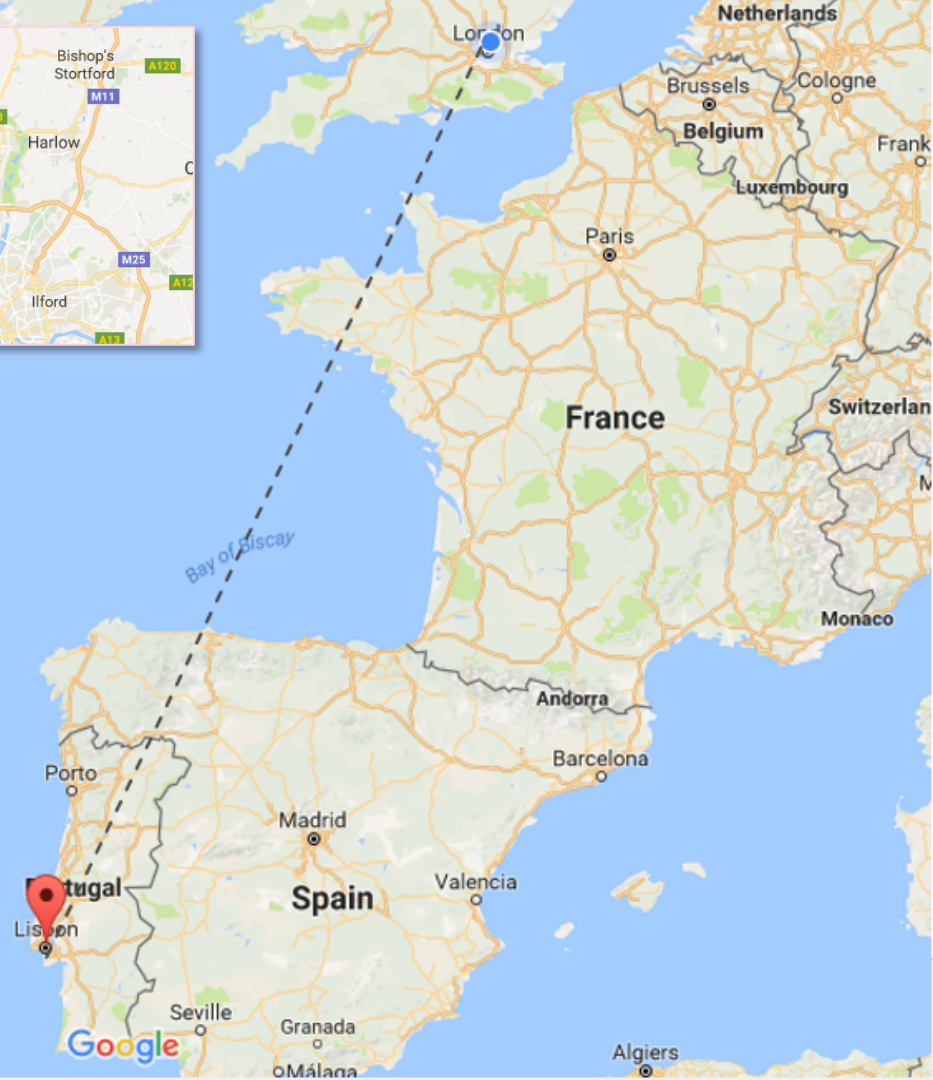
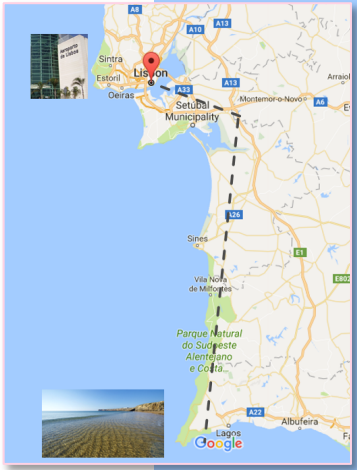
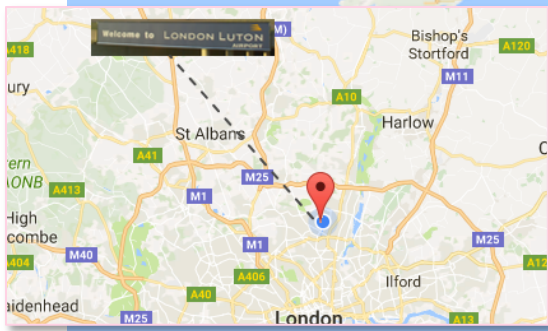
There are complexities  
involved with  
attribution but they can  
be worked through

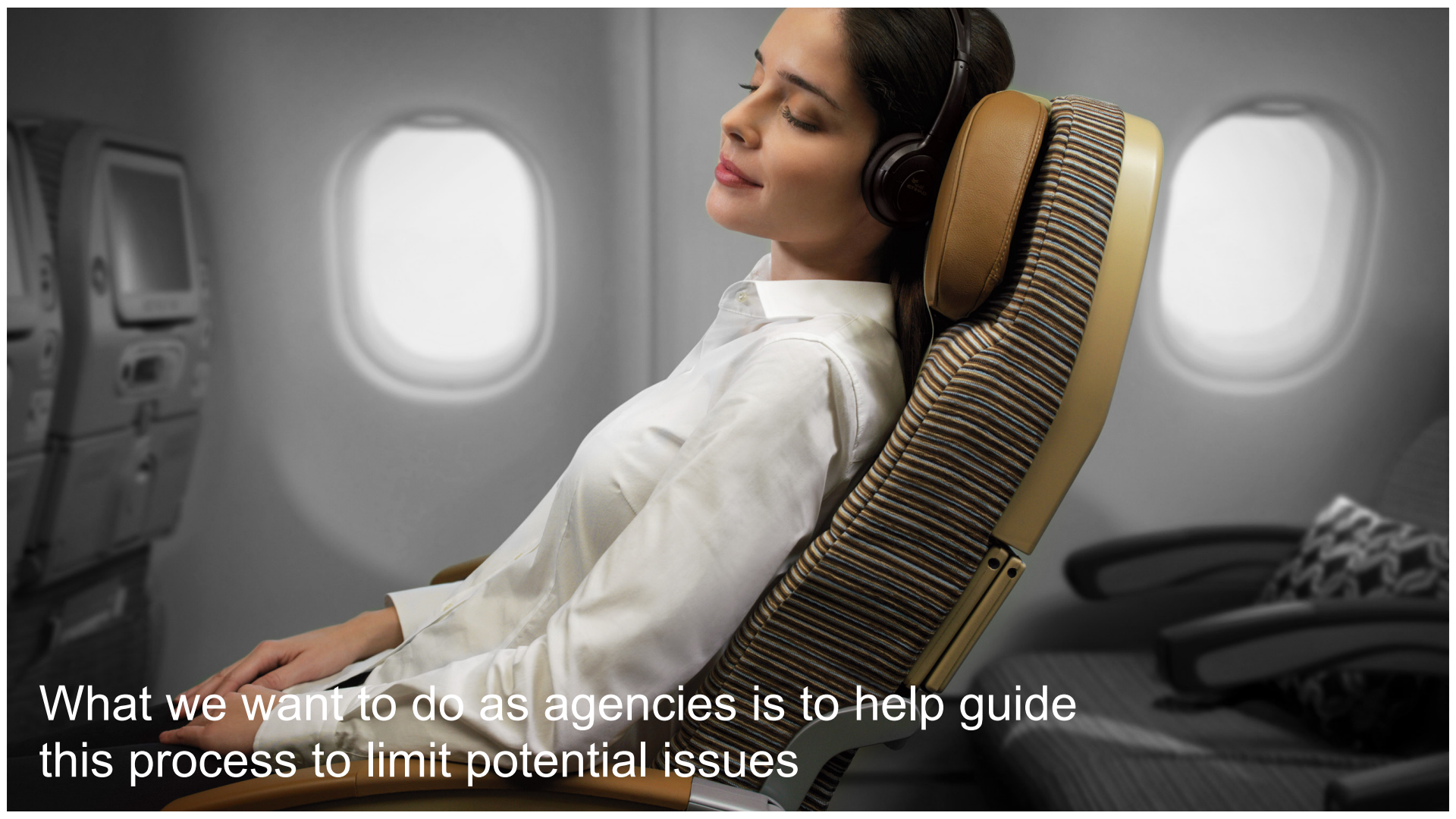


Imagine that perfect family holiday resort



Then think about the stress of getting there





What we want to do as agencies is to help guide this process to limit potential issues

# The crucial elements to consider with Attribution & how agencies can help



Data



# Bad Data in, poor results out

Tracking 'all' channels

Tagging all activity correctly

Relevant Naming Conventions

Collection & Ingestion of Cost Data

# The crucial elements to consider with Attribution & how agencies can help

Data

Setting  
Objectives



Sensible objectives help decide the right approach & properly evaluate success

### What you want to evaluate?

- What do they specifically want to understand by each digital channel?
- Who are they trying to prove it too?

### The Criteria

- What are the KPIs?
- What channels are you doing & what can you track?
- How much do you spend?
- How much budget?

Viability of Attribution

The Right MTA Approach

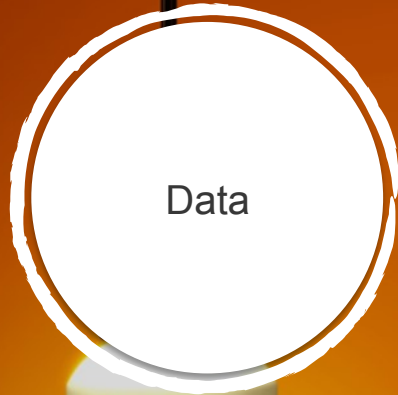
How You Judge Success

# The crucial elements to consider with Attribution & how agencies can help

Data

Realistic  
Expectations

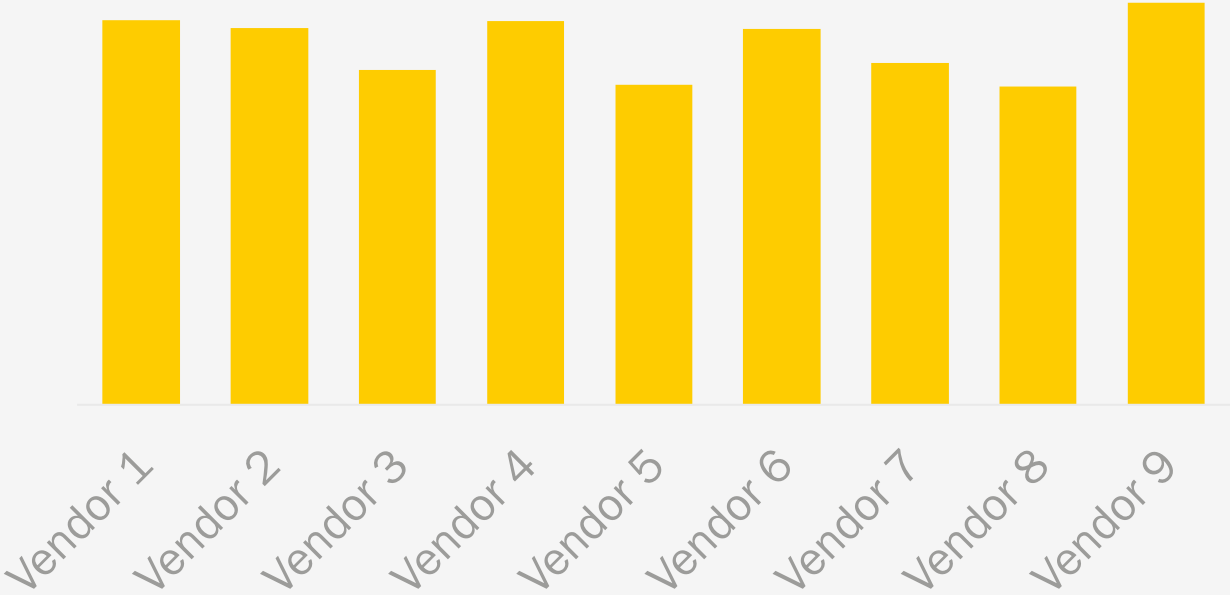
Setting  
Objectives



Be realistic as to what Attribution can deliver – it isn't the finished article yet



We have evaluated all the different offerings to understand what they can & can't do



Source: MediaCom

# The crucial elements to consider with Attribution & how agencies can help

Data

Realistic  
Expectations

Setting  
Objectives

'Set your own  
pace'



Build out your Attribution solution  
steadily, piece by piece



# The crucial elements to consider with Attribution & how agencies can help

Data

Realistic  
Expectations

Stakeholder  
Buy-in

Setting  
Objectives

'Set your own  
pace'

Attribution doesn't properly work without buy-in across everyone

## Senior Client Stakeholder

### Client Marketing

- Individual Online Specialists
- Offline Teams

### Internal Client

- Finance
- Procurement

### Agency (Agencies)

- Search
- Display
- Affiliates
- Social
- CRM

# The crucial elements to consider with Attribution & how agencies can help

Data

Realistic  
Expectations

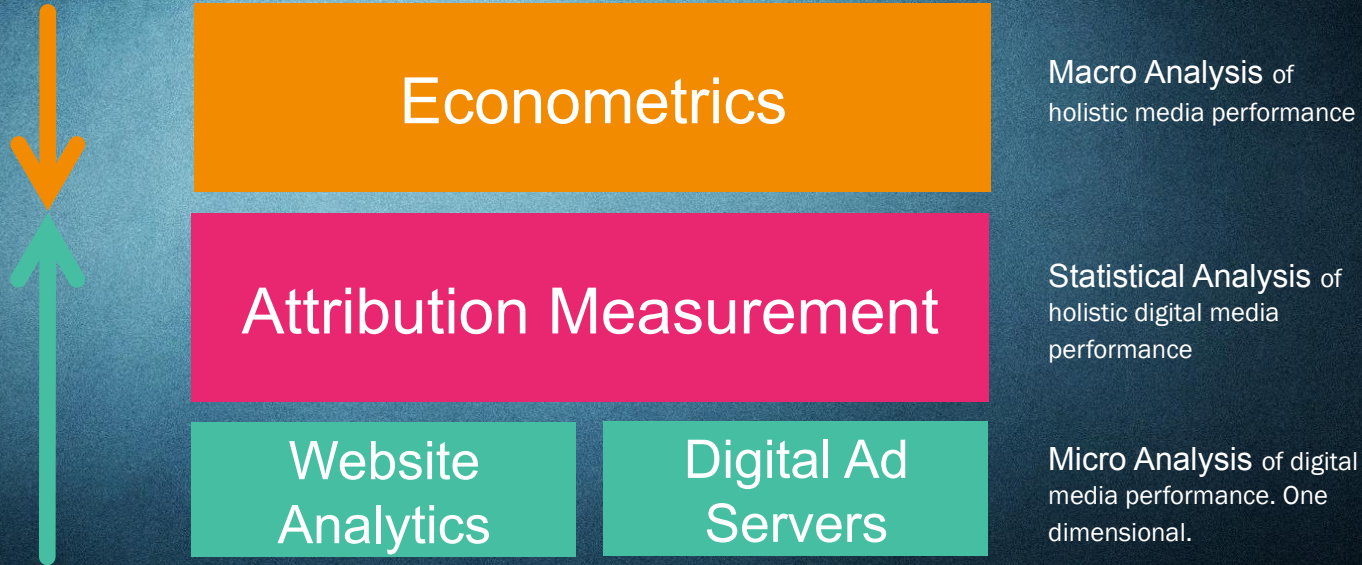
Stakeholder  
Buy-in

Setting  
Objectives

'Set your own  
pace'

It's  
measurement  
role

# Attribution needs to work in conjunction with your existing measurement framework



# A Quick Recap

Data

Realistic  
Expectations

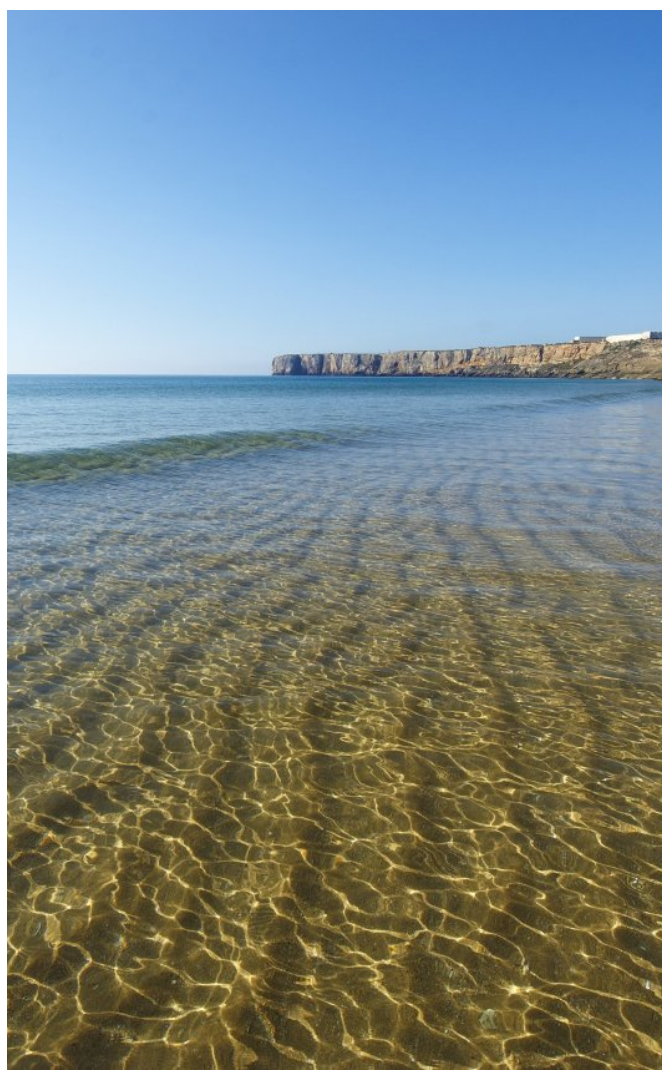
Stakeholder  
Buy-in

Setting  
Objectives

'Set your own  
pace'

It's  
measurement  
role

It will simplify that journey and make sure you end up at your chosen location





**MEDIACOM**

# An Agency take on Attribution

3<sup>rd</sup> November 2016