

2018

Getting Started with Marketing Attribution



A Grazitti Interactive's Publication

Attribute your company's success by exploring marketing performance measurements.

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01 Getting Started with Marketing Attribution

Marketing attribution is like the choice between the red pill and the blue pill.

Take the red pill— you learn the truth about your marketing campaigns, and gain the knowledge of what's working and what's not.

OR

Take the blue pill— you stay oblivious to the performance of your marketing campaigns, not knowing what's working and what's not.

So which one do you take?

The blue pill creates an illusion that everything is working fine. The red pill, on the other hand, is a bitter pill to swallow, and requires a lot of work to achieve marketing nirvana.

To make it easier for you to make a choice, let's understand what marketing attribution is and how it can help you.



02 Marketing Attribution: The What and The Why

Today's Marketing landscape is vast, endless, and complex. With the advent of multi-channel marketing and the need to create a more consistent user experience across different devices, marketers are exposed to an increasing number of choices and channels.

Marketing attribution makes this journey a little easier by giving marketers the opportunity to understand and dig deeper into their digital marketing efforts.

A subset of Marketing Mix Modeling (MMM), marketing attribution is the process of identifying a set of events or digital touchpoints that have contributed to your desired outcome. This could either be



Lead Conversion



Opportunity Creation



Deal Closure

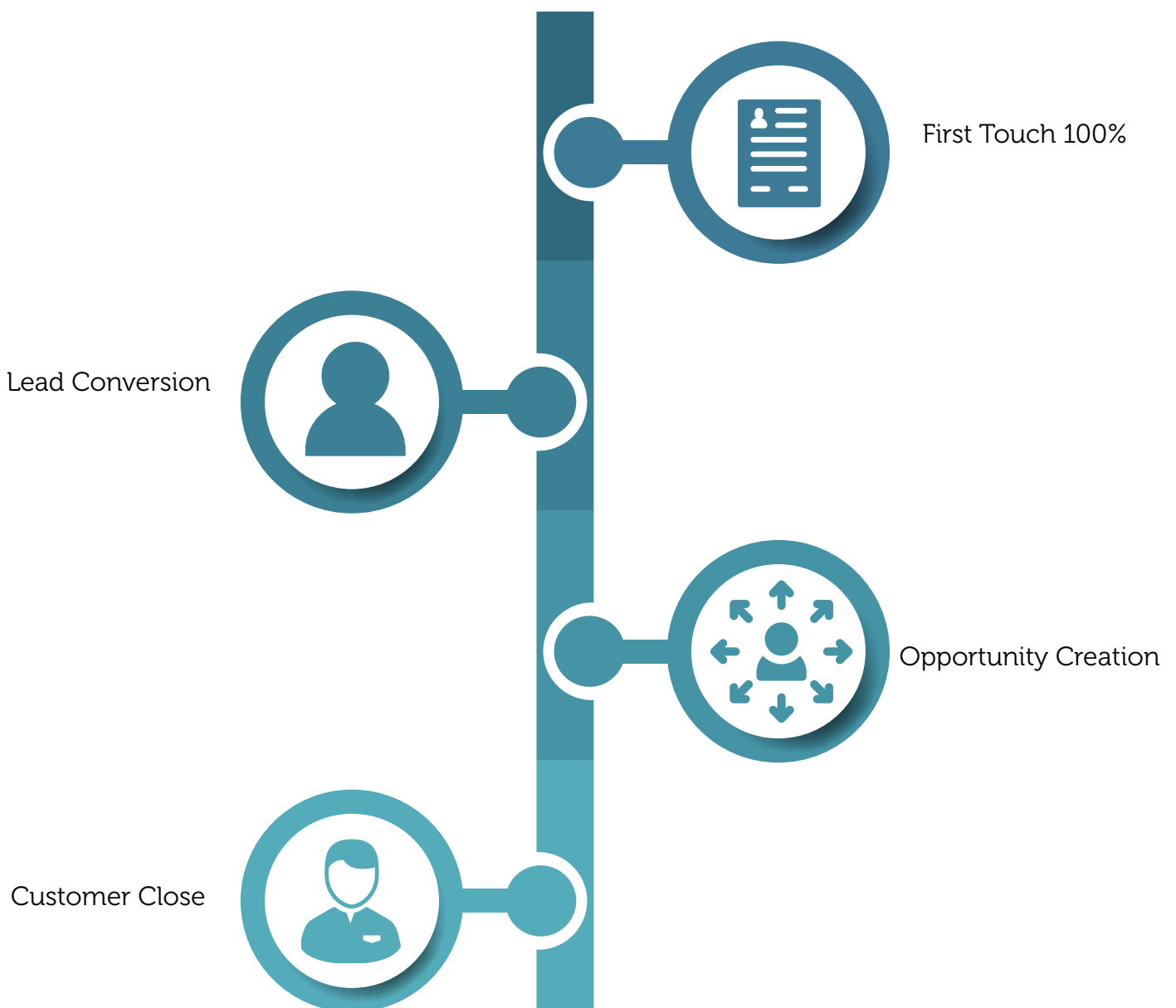
Based on this, you can assign credits to different touchpoints to find out their influence on the outcome.

Before becoming an opportunity, a user interacts with different touchpoints—opening an email, filling out a form, downloading an eBook etc. These touchpoints are then used in attribution modeling.

There are many different attribution models, from basic to advanced. Each model assigns credit to touchpoints differently. Let's take a look at different attribution models:

2.1 First Touch Attribution:

This attribution model gives the entire credit for marketing effort to the first touchpoint that drove a user to the website for the first time. It is easy to implement but is susceptible to issues as it offers very limited optimization ability.



2.2 Last Touch Attribution:

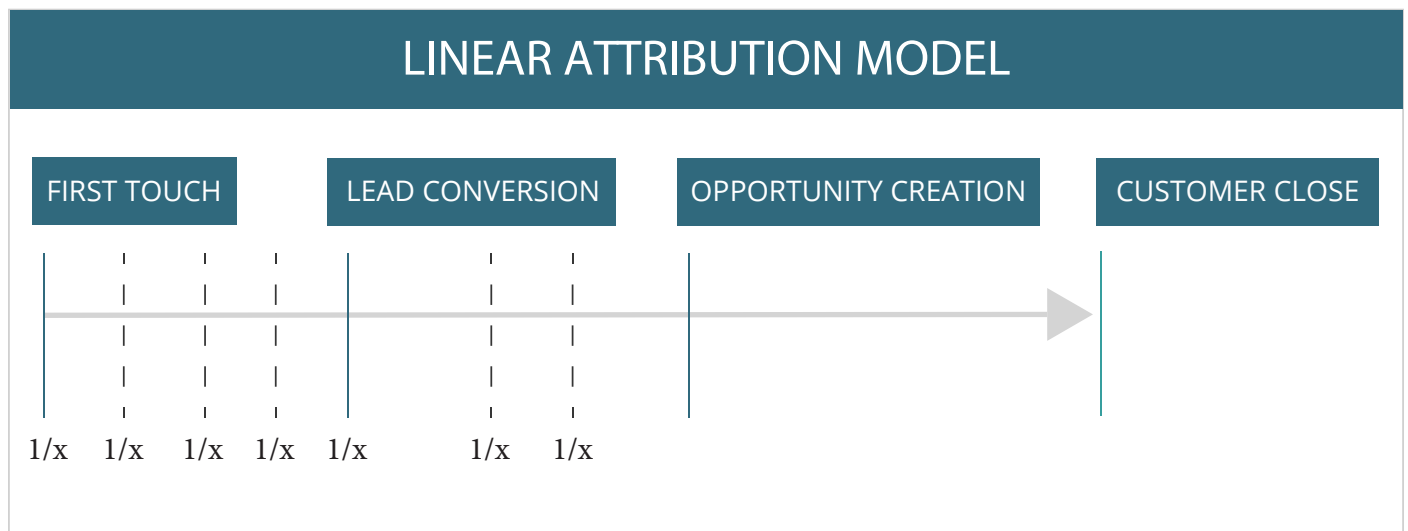
Credit for this model goes to the last step in the conversion path and focuses on the last thing that triggered the conversion. It is as simple to set up as First Touch and highlights the last campaign and channel which led to the conversion.



2.3 Multi-Touch Attribution:

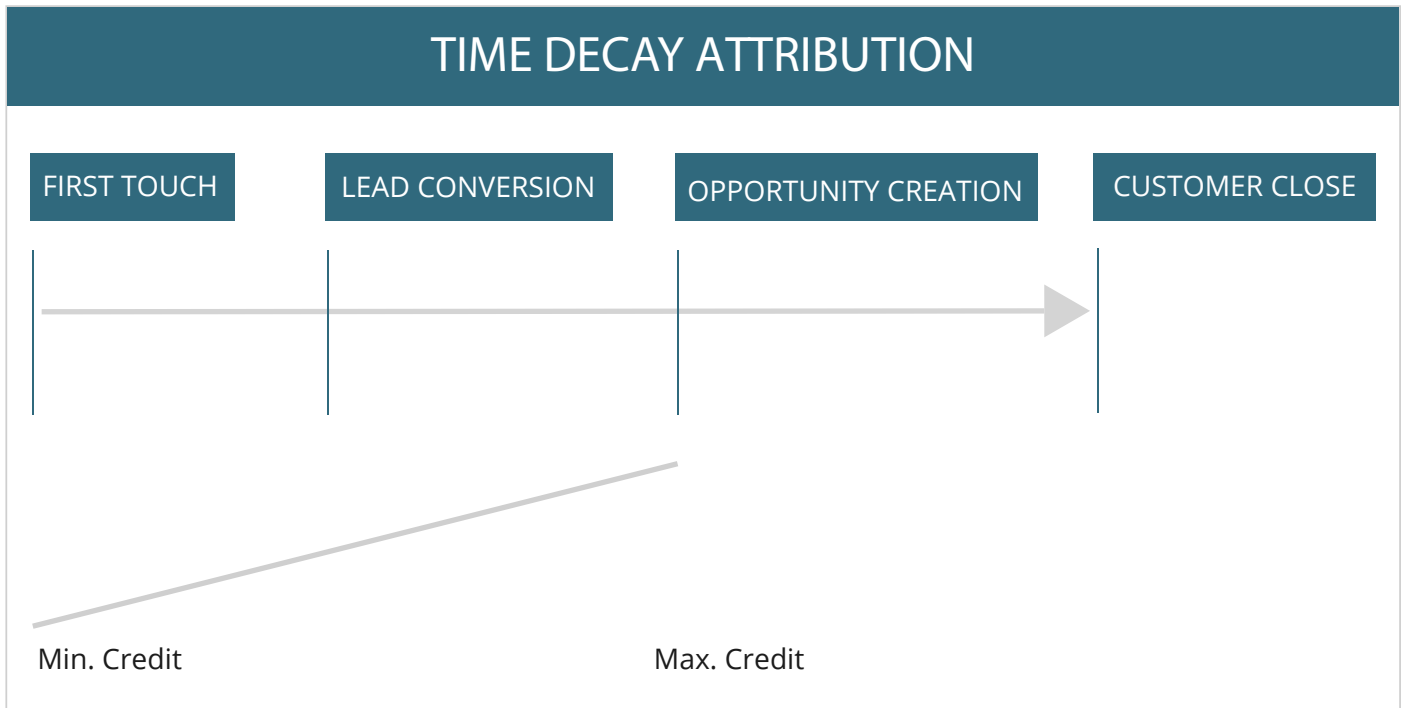
i) Linear Attribution:

A linear attribution model treats all touchpoints with the same importance and divides the credit equally among all of them. For example, for a customer journey of 5 touchpoints, 20% credit will be given to all touchpoints.



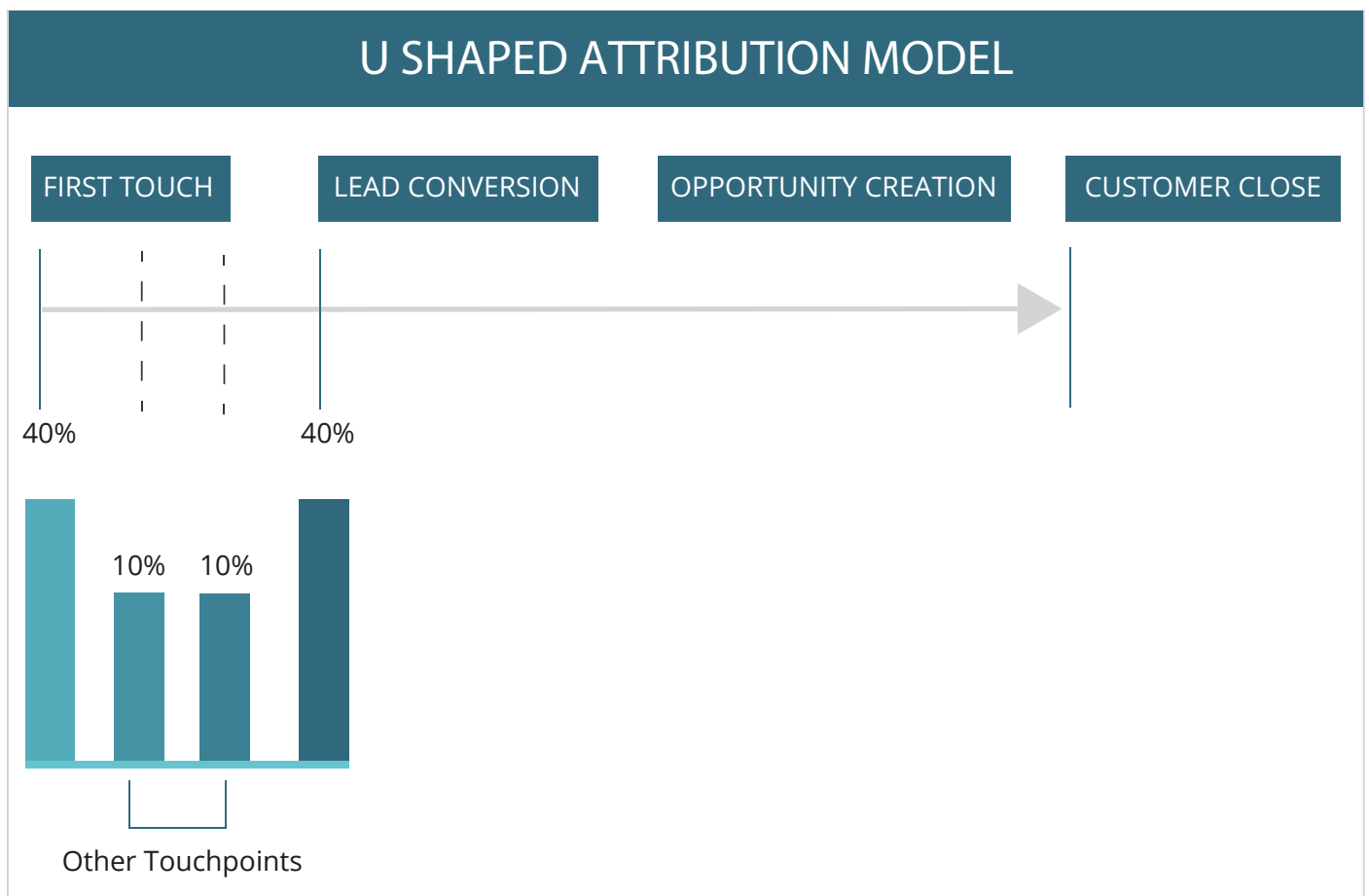
ii) Time Decay Attribution:

Time decay attribution model is a multi-touch model which takes all touchpoints but assigns more credit to touchpoints occurring towards the end of the funnel. Therefore, first touch point has the least weightage and the last has the highest.



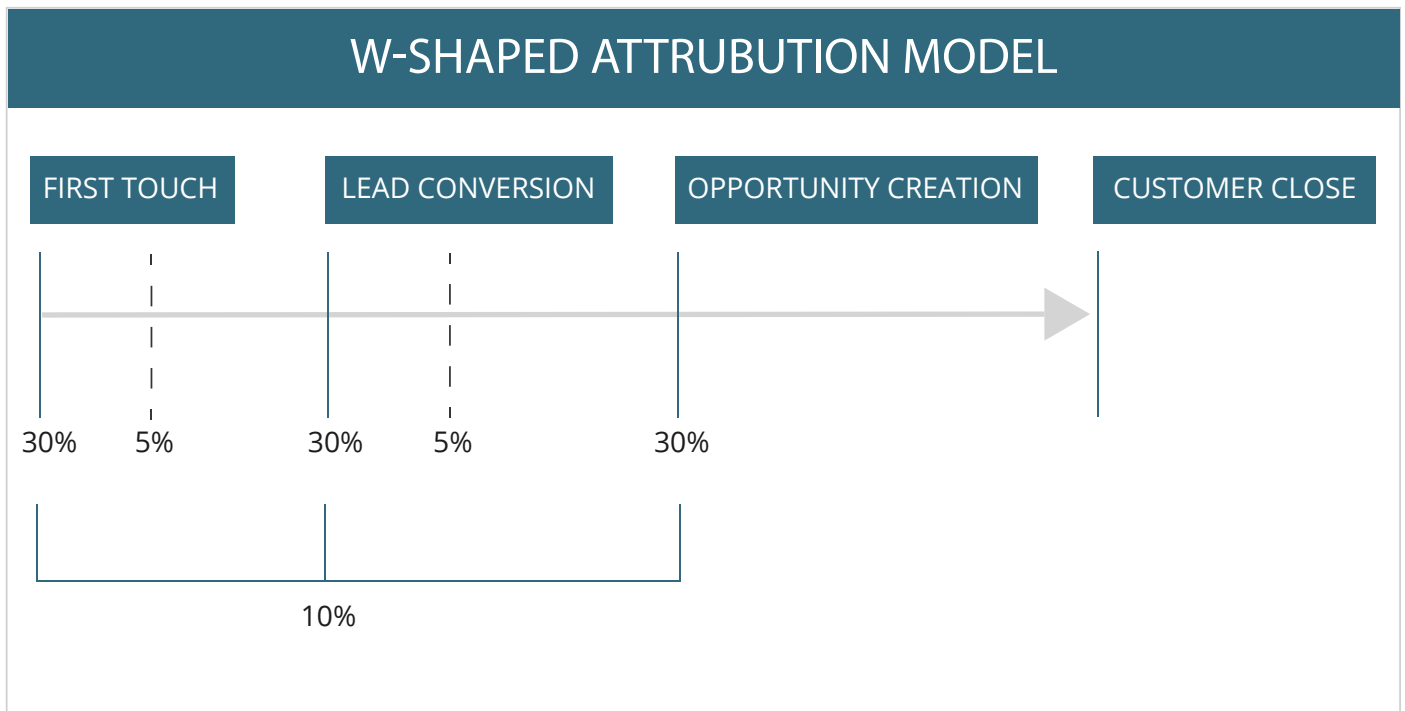
iii) U-Shaped Attribution:

This model considers the first and last touchpoints as the most important and gives them the highest credit. The leftover credit is divided among touchpoints occurring in between. Therefore, the model attributes 40% credit each to first and last touch and divides the remaining 20 among the rest of the touchpoints. This model can be customized if you want to give higher credit to a particular touchpoint in the middle from the remaining 20% or keep it standard by dividing the 20% equally among all touchpoints.



iv) W-Shaped Attribution:

W-shaped model treats first and last touchpoints as important and also assigns higher credit to the lead conversion stage. Hence the shape "W". Similar to the U-shaped model, the rest of the credit is divided among all touchpoints in between. The three touchpoints – first touch, last touch, and lead conversion get 30% of the credit and the rest of touchpoints get 10%.



2.4 Custom Attribution Model

A customized model can be unique to every business. It is an advanced model where the touchpoints and weight credit can be customized based on preference. Any touchpoint which is considered important for a business can be given higher weight. Depending on the complexity, this model can be automated based on input data or the weight can be changed manually.

03 Selecting the Right Attribution Model

Choosing a model is another herculean task as there is no one-size-fits-all solution. A lot depends on the type of business, customer lifecycle, number of channels and campaigns, and the desired goal.

The model you choose may not be perfect for all scenarios. You might even need to mix and match different models. Therefore, a lot of thought has to be put into choosing a model for attribution.

Typically, single touch models are more suitable if the lifecycle is small and if there are less touchpoints involved. They are also suitable if the required result is to just see which channels generate more leads or direct most revenue.

When the lifecycle is longer and spread across a number of touchpoints, a custom model is preferable, but the amount of data and expertise it requires is also high. Alternatives to this are U-shaped, W-shaped, or Time Decay model. Then again, some customization yields better results. Hence, it is better to test different and a combination of models customized for your needs.

04 How Can Grazitti Help?

As mentioned above, often times there isn't a one-size-fits-all attribution model that will work for your business. At Grazitti, our team performs attribution analysis using different models. We give you the choice of the model that you can select and weights to be used to assign credit.

Along with that, we also provide you with basic and custom reports in Tableau. These reports tell you which campaigns or channels are working and the ROI that they generate. This ensures that your marketing efforts are effective and efficient.

Let's take a look at what we do. If attribution is being done through Salesforce, we require the following:

> **Actual Cost of Campaigns**

Total cost associated with all campaigns so we can see Return on Investment made for campaigns.

> **Campaign Members**

Leads and Opportunities associated with different campaigns and whether they responded or not.

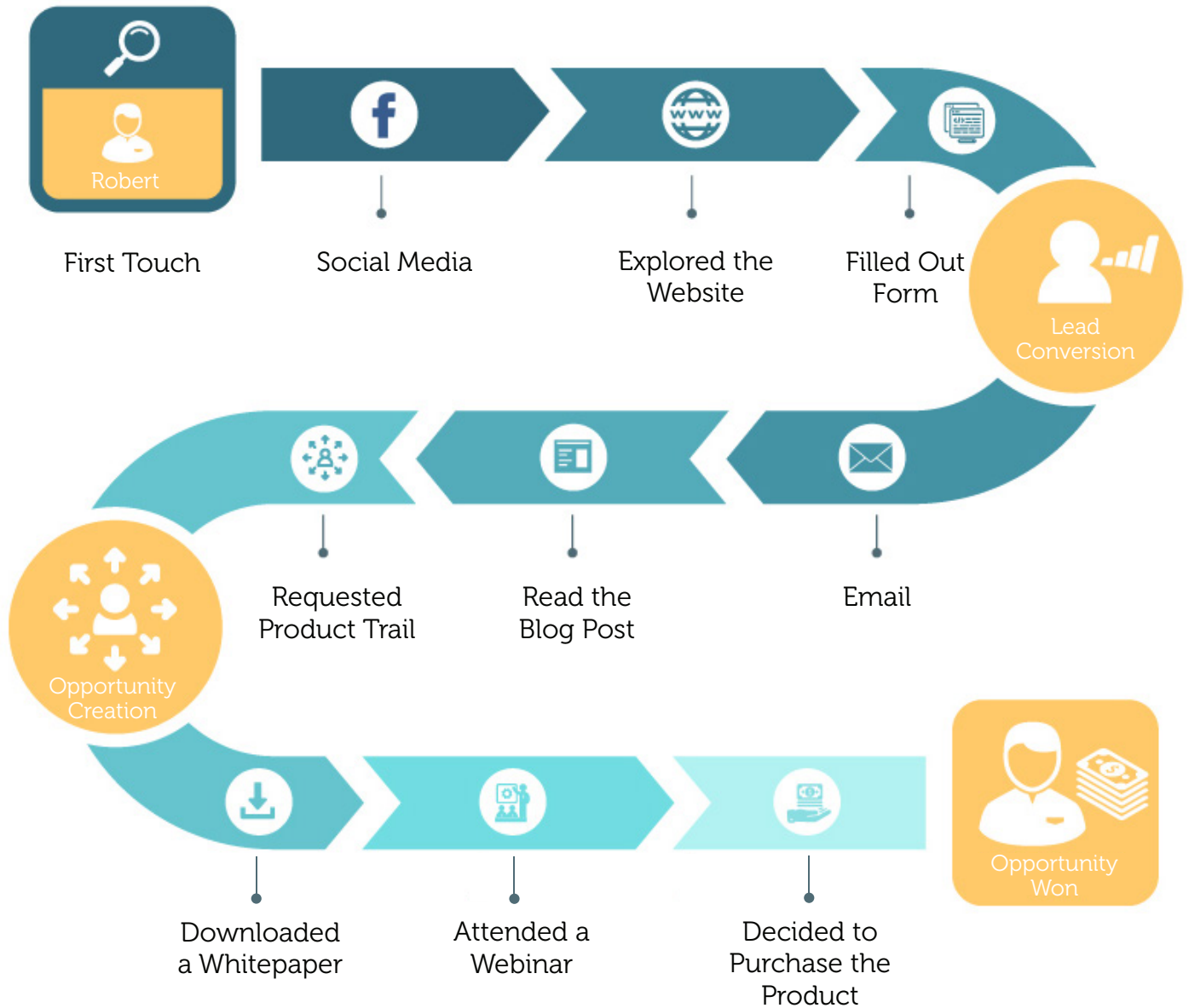
> **Lead Source/Promotional Source**

At every touchpoint or milestone, we need the associated campaign and channel associated with leads.

Once the data prep is done, we can choose a particular attribution model or try out with different combinations, attributing credit to different touchpoints. This would give us the Channel and Campaign which was most successful. A number of reports can then be built utilizing this data, giving us insight into the marketing effort. These reports can act as guides to drive future marketing activities with a more focused and result oriented approach.

05 Robert's Lifecycle

Let's look at an example





About Grazitti

Grazitti Interactive is a global digital services provider leveraging cloud, mobile and social media technologies to reinvent the way you do business. Since 2008, Grazitti has been helping companies power their business with its data analytics and business intelligence service.

As a global consultancy, we have strategic partnerships with technology pioneers like Alteryx, Marketo, Salesforce.com, Adobe, Optimizely and Jive. We combine these new platforms with our innovative approaches to provide effective solutions to our clients. Doing this has allowed us to help hundreds of companies to transform their business and save millions.

For more info about marketing attribution, drop us an email at info@grazitti.com.

