

Attribution Marketing Tailored for your Business

Charlie Cole

CEO

The Line

So who are you?

- Former EVP, Online Advertising at Integrated Media Solutions – sold to MDC holdings in 2010
- Former VP, E-Commerce at Lucky Brand – grew company from 14 million to 50 million in online revenue
- Former VP, E-Commerce at Schiff Nutrition (sold to Reckitt Benckiser) – helped grow company from 260 million dollar market cap to 1.4 billion upon sale
- Currently CEO of The Line, a multi-brand online retailer, launched in October 2013
- Also function as an operating partner for Assembled Brands, a holding company which invests in designers looking to build lasting brands on the intersection of online + offline

There's a lot of noise out there...

Marketing Channels

Organic
Search

Paid Search

CRM Email

Display
Advertising

Social
Advertising

Organic Social

Referral Traffic

Re-Targeting

Acquisition
(Sponsored)
Email

Content
Advertising

Affiliate
Marketing

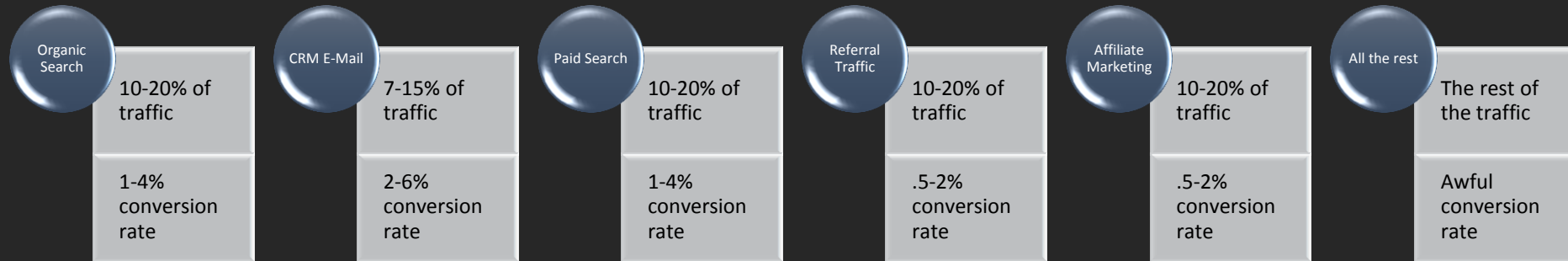
How do you Evaluate Marketing Channels?

- Cost per visitor
- Conversion Rate (regardless of e-Commerce vs. lead gen – there's always a conversion)
- Device (Tablet, Mobile, Desktop)
- Time on Site
- Page views/visit
- ROI on spend (if paid channel)
- Bounce/Exit Rate

Evaluating Marketing Channels – 3 Years Ago

(ecommerce example)

- ‘Last Click’ evaluation
 - Each channel was evaluated in a vacuum, and the results usually looked something like this:



Branding is dead

- Branding is irrelevant in the age of the social networks. The consumer wants facts, not a fictional story about a product, a brand or a company, says the American media theorist, public speaker and author, Douglas Rushkoff, in this interview with MarketMagazine.

✍ By: Karsten Bengtsson | 🕒 Published: 20-12-2013

The American author and public speaker Douglas Rushkoff is an adviser on cultural affairs, not only to the United Nation, but also for corporate businesses. Rushkoff is often called in as a consultant to work with marketing companies and other businesses. His role is pretty clear. Business people want Rushkoff to express something that runs contrary to the public opinion. Something provocative, something out of the ordinary. The opposite of what most people in the profession dare to say. Just like the little boy in Hans Christian Andersen's fairytale *The Emperor's New Clothes*.

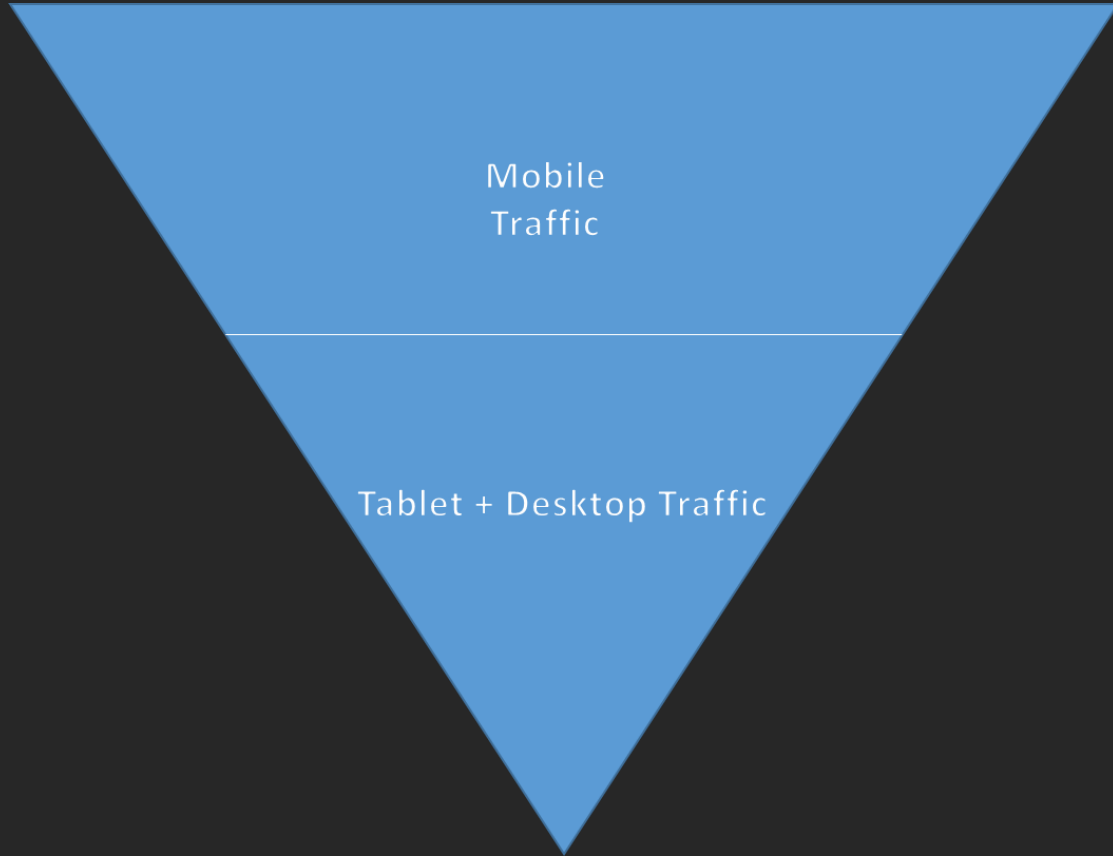
So there here he is in 2011 at Pivot, a conference on branding, the last speaker at the event. Earlier in the day a lot of marketing professionals has talked about their new "Twitter strategy" and their "Facebook branding efforts" and so on. And then Douglas Rushkoff take the stage with a bottle of water in his hand and tells the crowd that "branding is dead". The Emperor has no clothes on. He is naked.

Wrong. To appreciate branding, you must appreciate attribution marketing



*As you move down the funnel,
the # of people available to
reach gets smaller – but their
propensity to transact on their
next visit increases*

But it's more complicated than that...



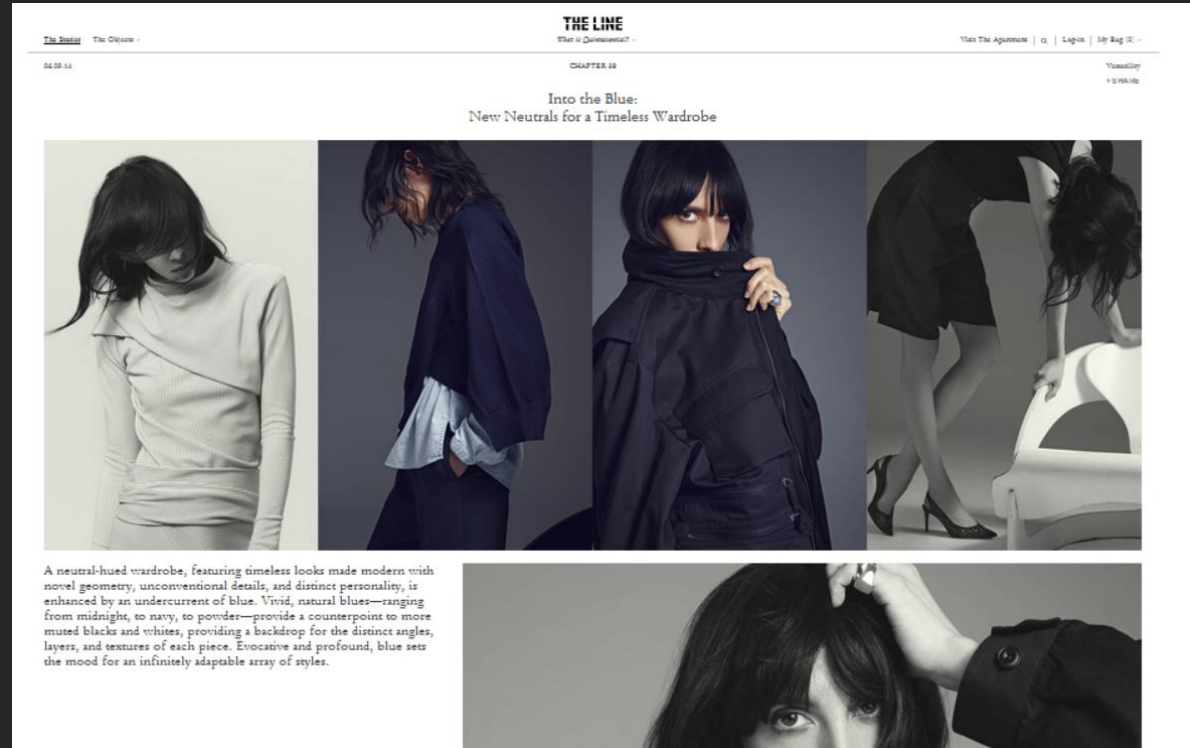
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So what do you do?

- Decide which attribution model is right for you
 - Linear model
 - First click/last click (my favorite)
 - Buying windows
- You have to tailor this to YOUR business

An example: The Line

- The Line's website has an average order value over \$500
 - Inherently – we can expect:
 - Lower Conversion Rates
 - Longer buying cycles
 - (Hopefully) more loyalty



The screenshot displays the top portion of The Line's website. At the top right, the brand name 'THE LINE' is visible, along with navigation links for 'Visit The Apartment', 'Log in', and 'My Bag'. Below the navigation, the page title 'CHAPTER 18' is centered, followed by the sub-header 'Into the Blue: New Neutrals for a Timeless Wardrobe'. The main visual is a grid of four fashion photographs: a woman in a white turtleneck, a woman in a dark blue jacket, a woman in a dark blue turtleneck, and a woman in a black dress. Below the grid, a paragraph of text describes the collection's aesthetic, and a fifth photograph shows a close-up of a woman's face and hand.

THE LINE
Visit The Apartment | Log in | My Bag

CHAPTER 18
Into the Blue:
New Neutrals for a Timeless Wardrobe

A neutral-hued wardrobe, featuring timeless looks made modern with novel geometry, unconventional details, and distinct personality, is enhanced by an undercurrent of blue. Vivid, natural blues—ranging from midnight, to navy, to powder—provide a counterpoint to more muted blacks and whites, providing a backdrop for the distinct angles, layers, and textures of each piece. Evocative and profound, blue sets the mood for an infinitely adaptable array of styles.

What we're up to

- Our thesis: use context to help people discover items in their lives that they will cherish and give more value to because of understanding their origins
- How do we do it? By using rich editorial to contextualize the goods in a way that simple product photography can not do it
- Our strategy: Drive people's first interaction with our brand to our editorials as much as possible and use that interaction to drive more interaction

DEMO

Results

- 2% of our readers provide us with email addresses – of which their open rates are >30% for future email interactions
- Content marketing readers return at a rate of 30%
- Content marketing when looked at from a first click basis has a conversion rate 3x of last click
- Other channels, particularly unbranded search, have a huge attribution uptick