

> Media attribution <

How to actually do it



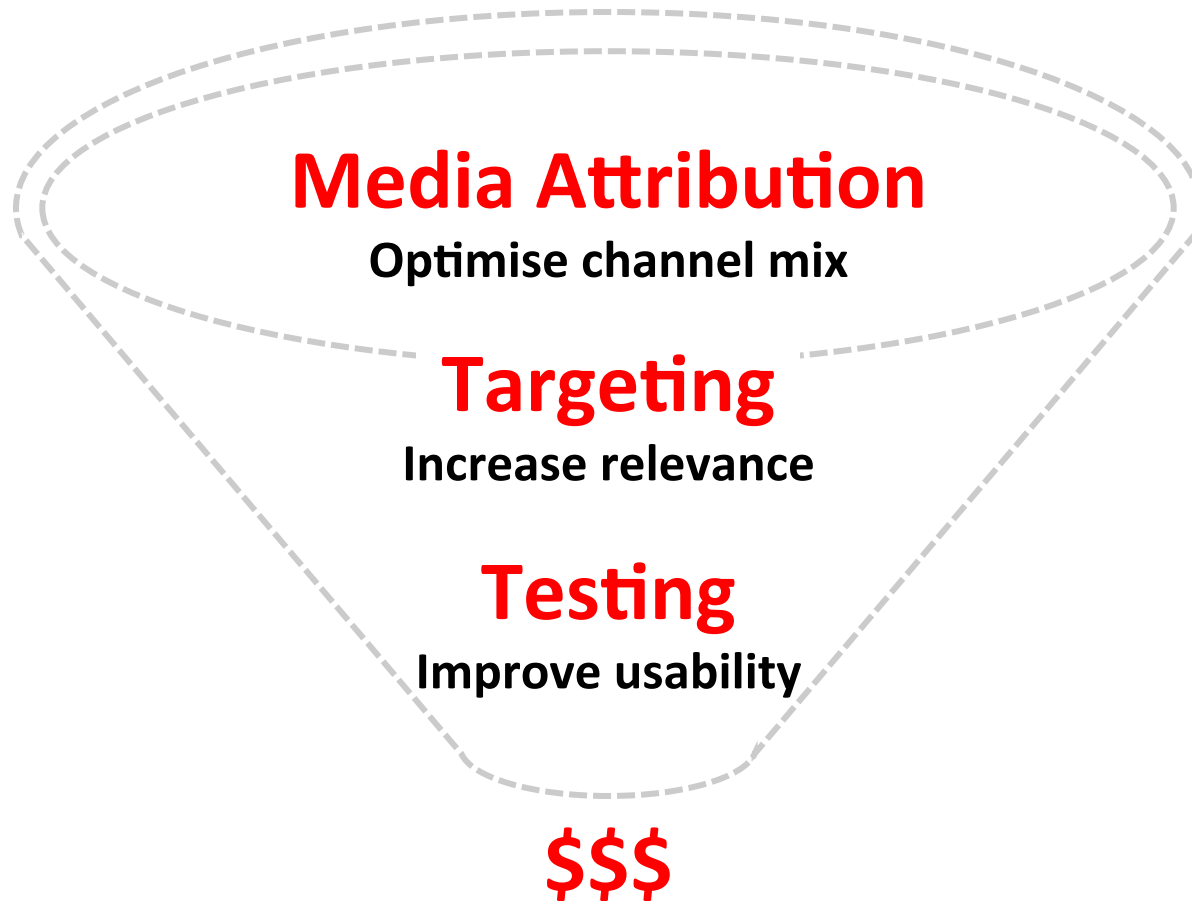
> **Short but sharp history**

- Datalicious was founded late 2007
- Strong Omniture web analytics history
- Now 360 data agency with specialist team
- Combination of analysts and developers
- Carefully selected best of breed partners
- Driving industry best practice (ADMA)
- Turning data into actionable insights
- Executing smart data driven campaigns

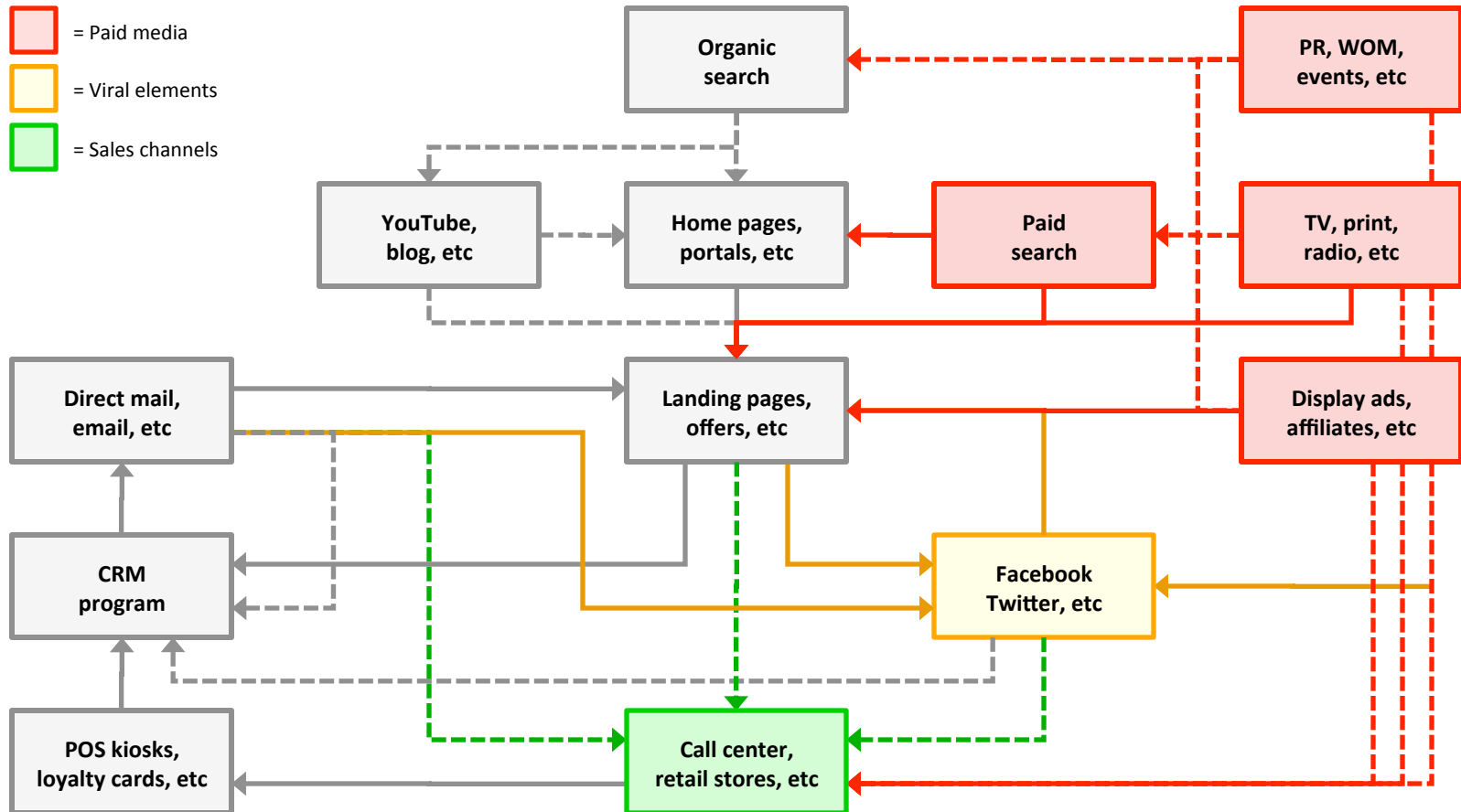
> Clients across all industries

The Telstra logo features the word "Telstra" in a bold, sans-serif font, with a stylized grey globe icon to its left.The Tourism New Zealand logo consists of a stylized black fern frond above the words "TOURISM" and "NEW ZEALAND" in a clean, sans-serif font.The E*TRADE logo features a stylized grey asterisk icon above the word "E*TRADE" in a bold, sans-serif font.The Suncorp logo features the word "SUNCORP" in a bold, sans-serif font, with a stylized sun icon to its right.The adma logo features the word "adma" in a lowercase, serif font, with a stylized arrowhead icon above the 'a'.The Aussie logo features a stylized black house icon above the word "Aussie" in a bold, sans-serif font.The Robert Half International logo features a grid of dots icon above the words "Robert Half" and "International" in a sans-serif font.The Bupa logo features the word "Bupa" in a bold, sans-serif font, with a stylized heartbeat line below it.The Sydney Festival logo features the words "sydney" and "festival" in a bold, sans-serif font, with "sydney" above "festival".

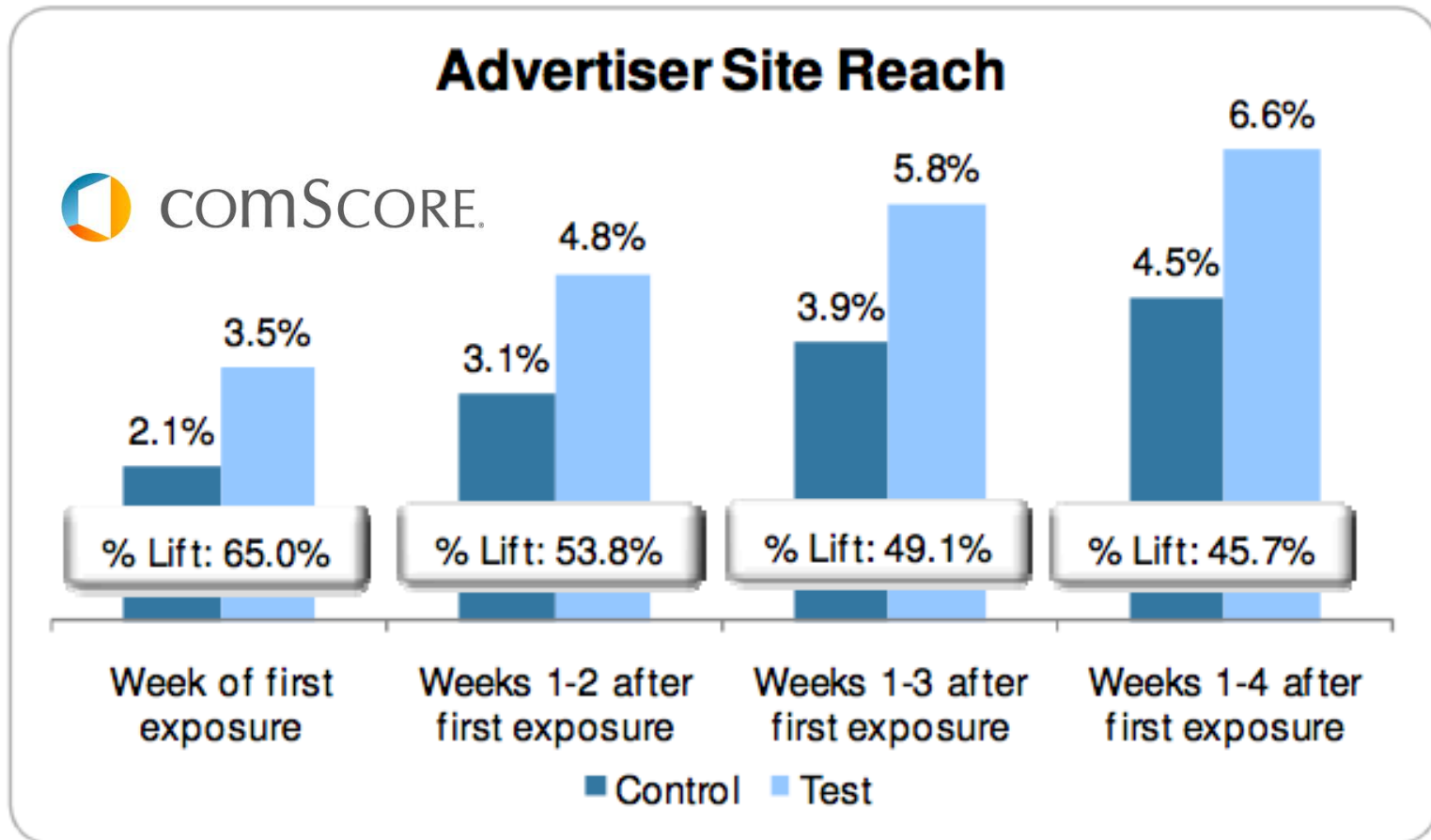
> Smart data driven marketing



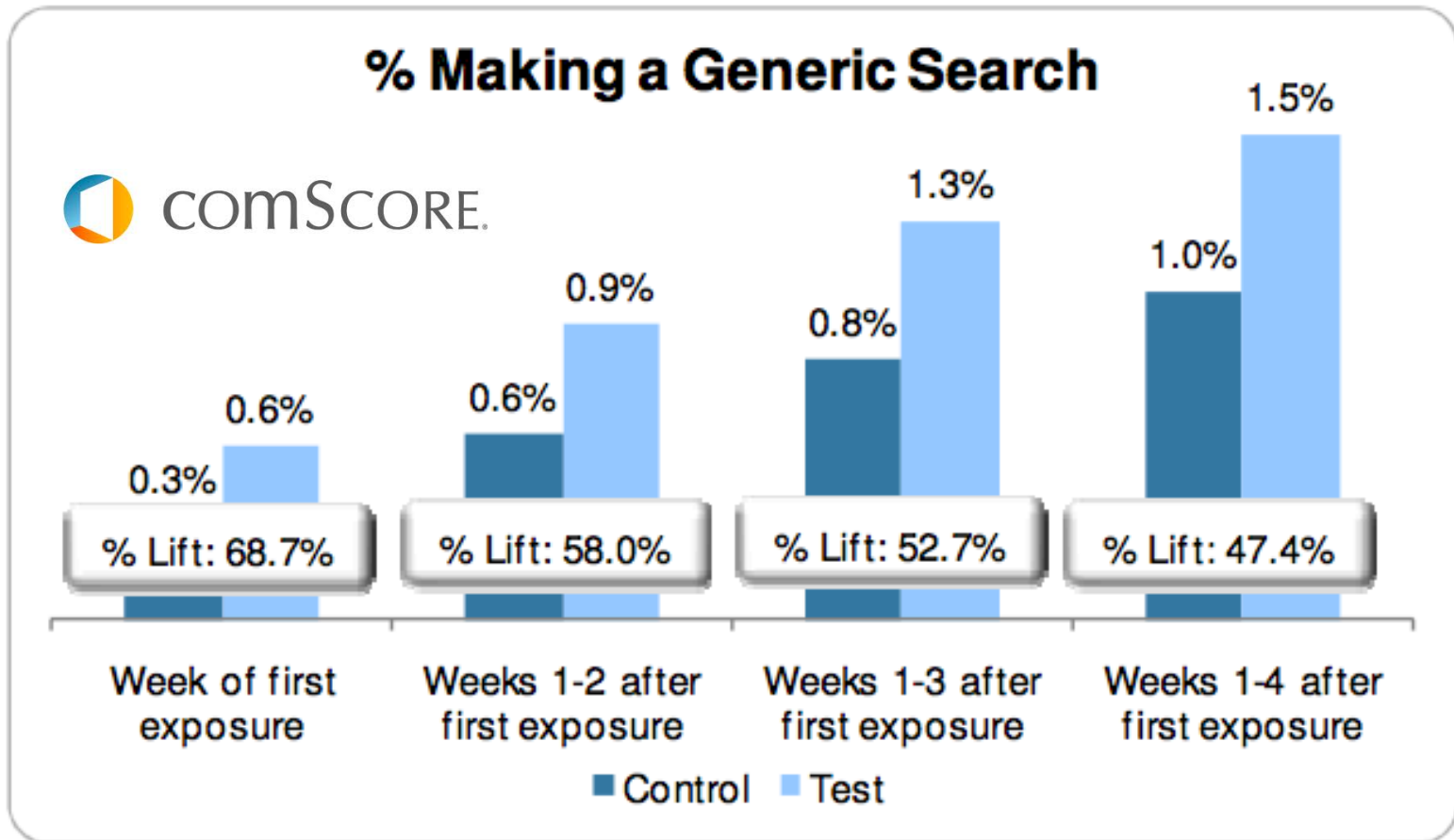
> Campaign flows are complex



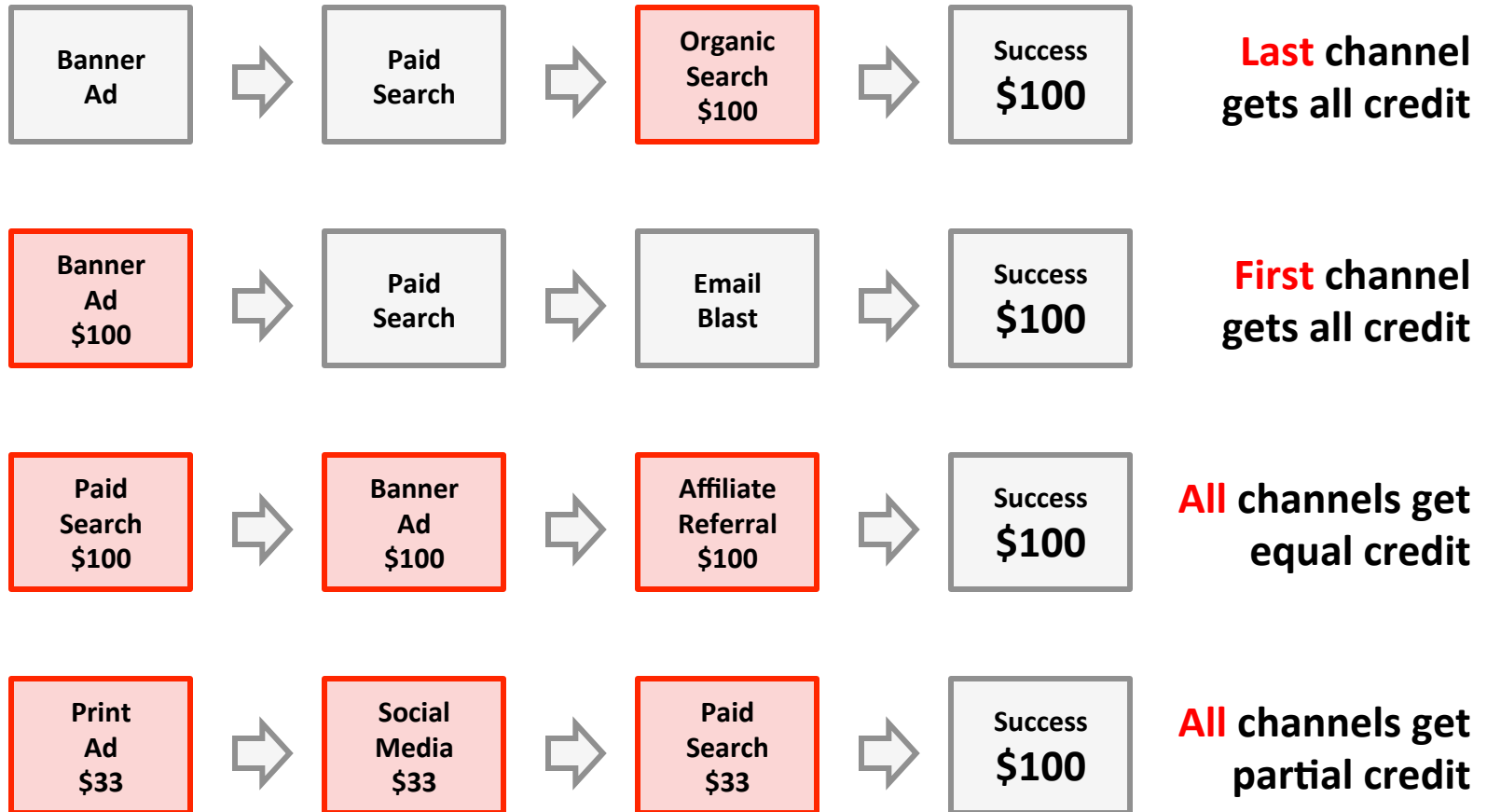
> Indirect display impact



> Indirect display impact



> Success attribution models



> First and last click attribution

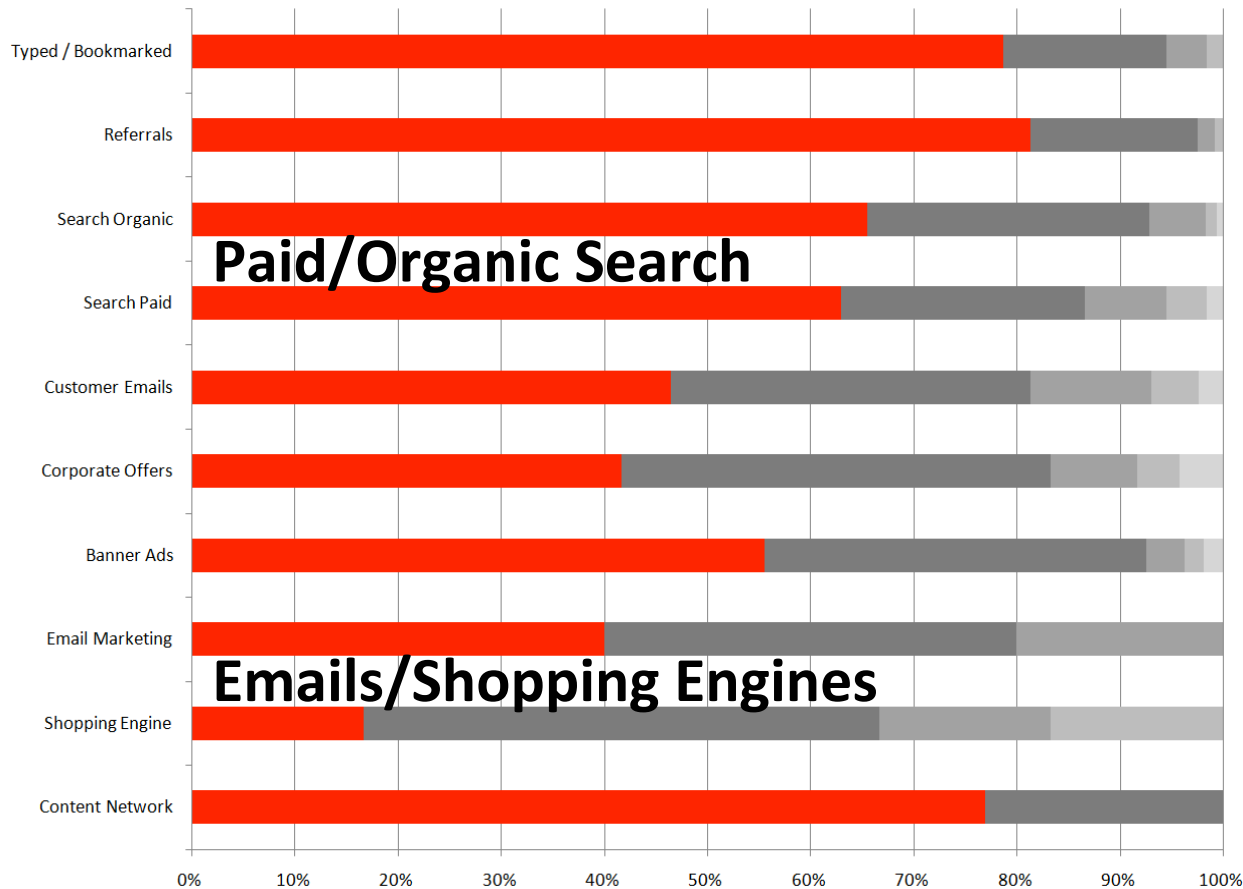


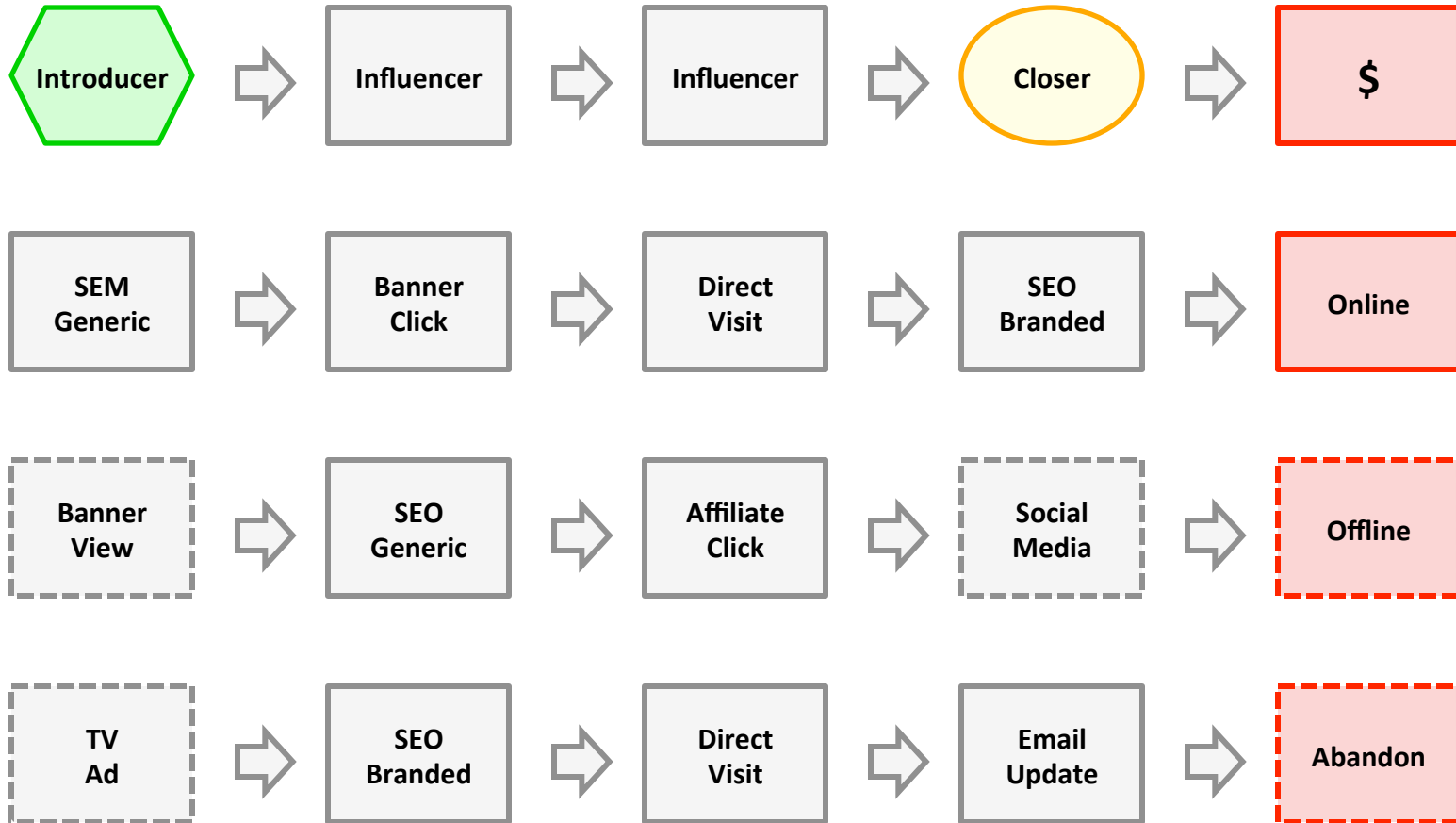
Chart shows percentage of channel touch points that lead to a conversion.

Paid/Organic Search

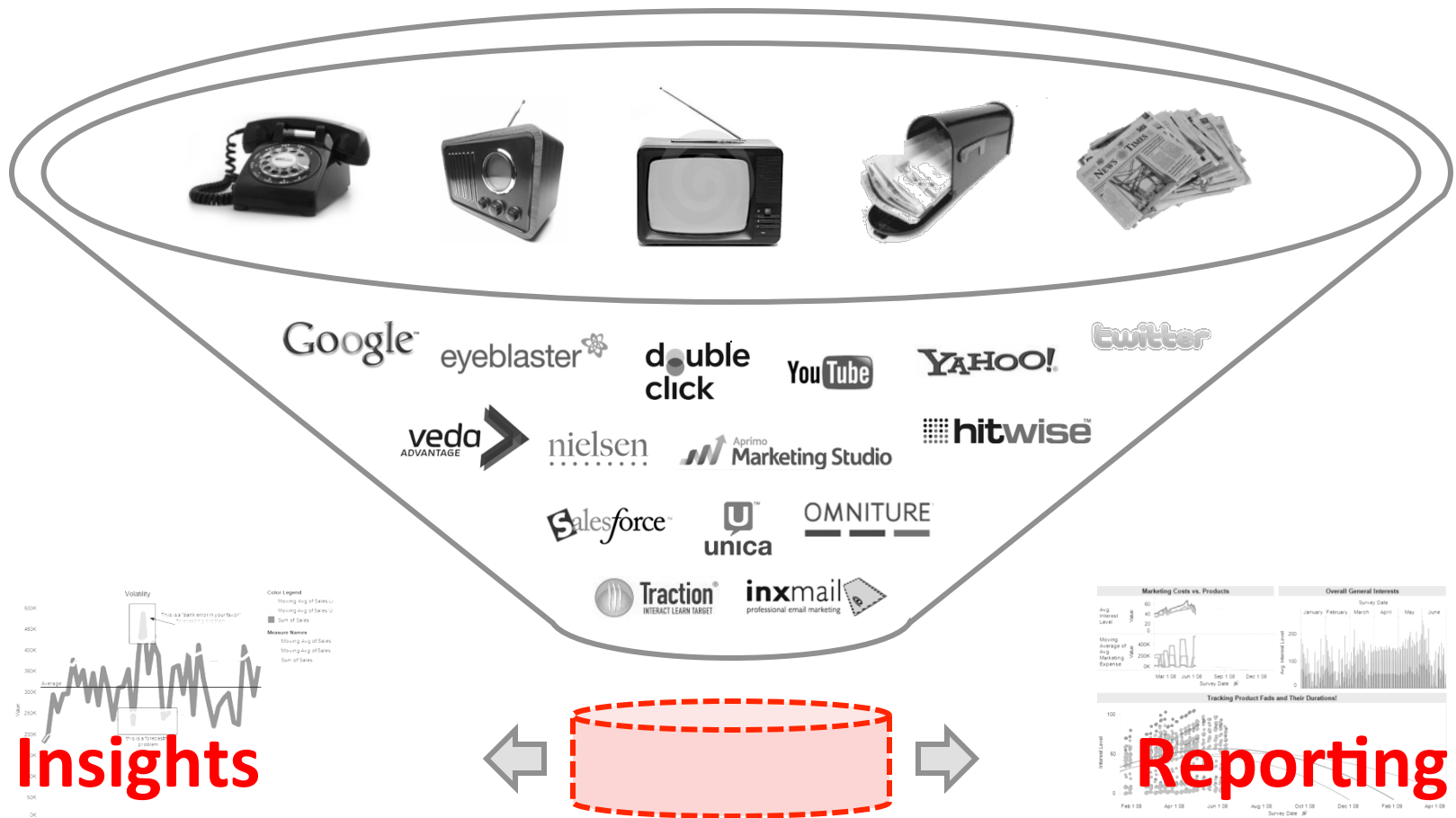
Emails/Shopping Engines

Neither first nor last-click measurement would provide true picture

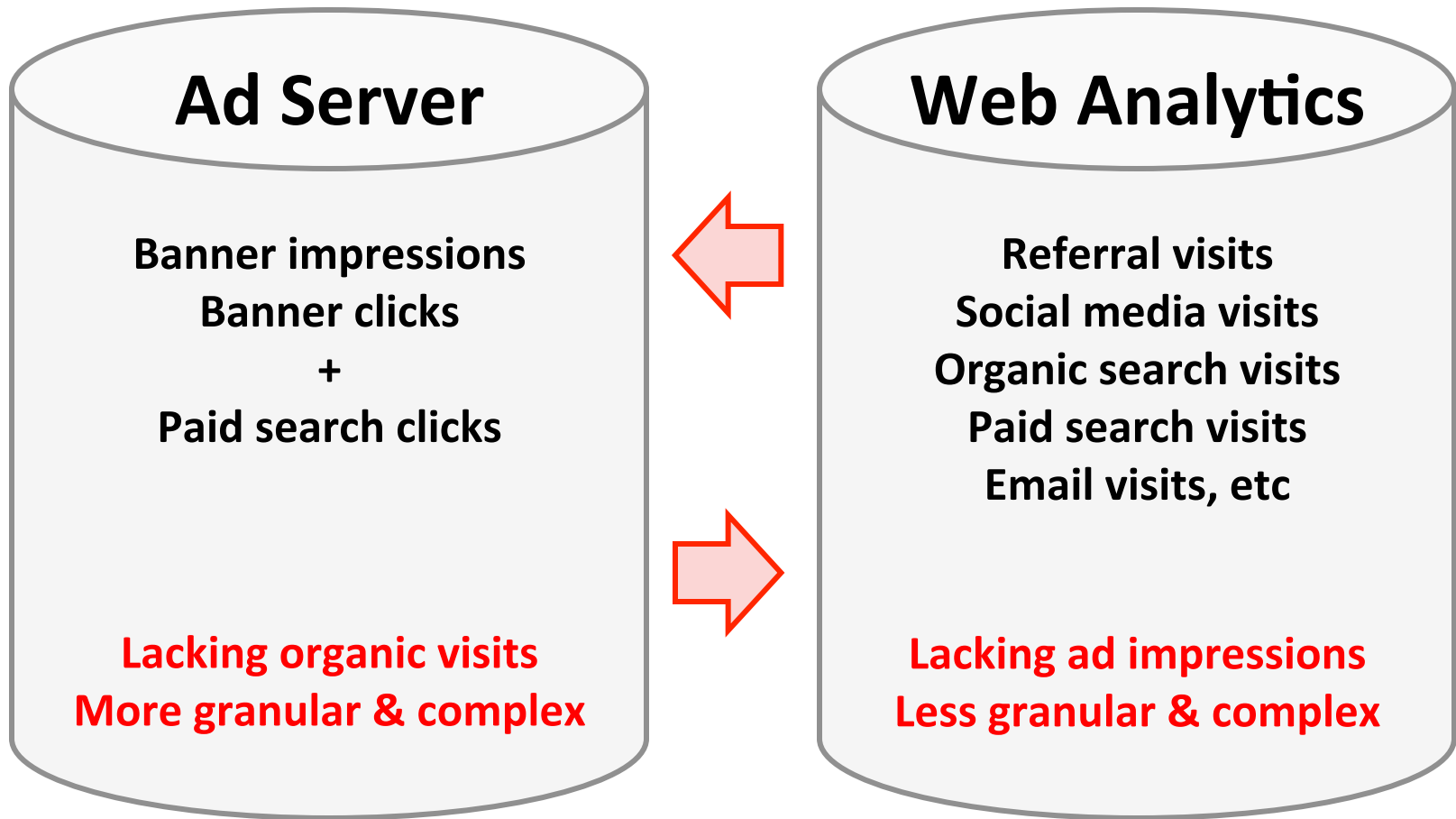
> Full path to purchase



> Single source of truth reporting



> Where to collect the data



> Raw attribution data

Web Analytics

AFFILIATE > SEO > \$\$\$

SEM > SOCIAL > EMAIL > DIRECT > \$\$\$

Ad Server

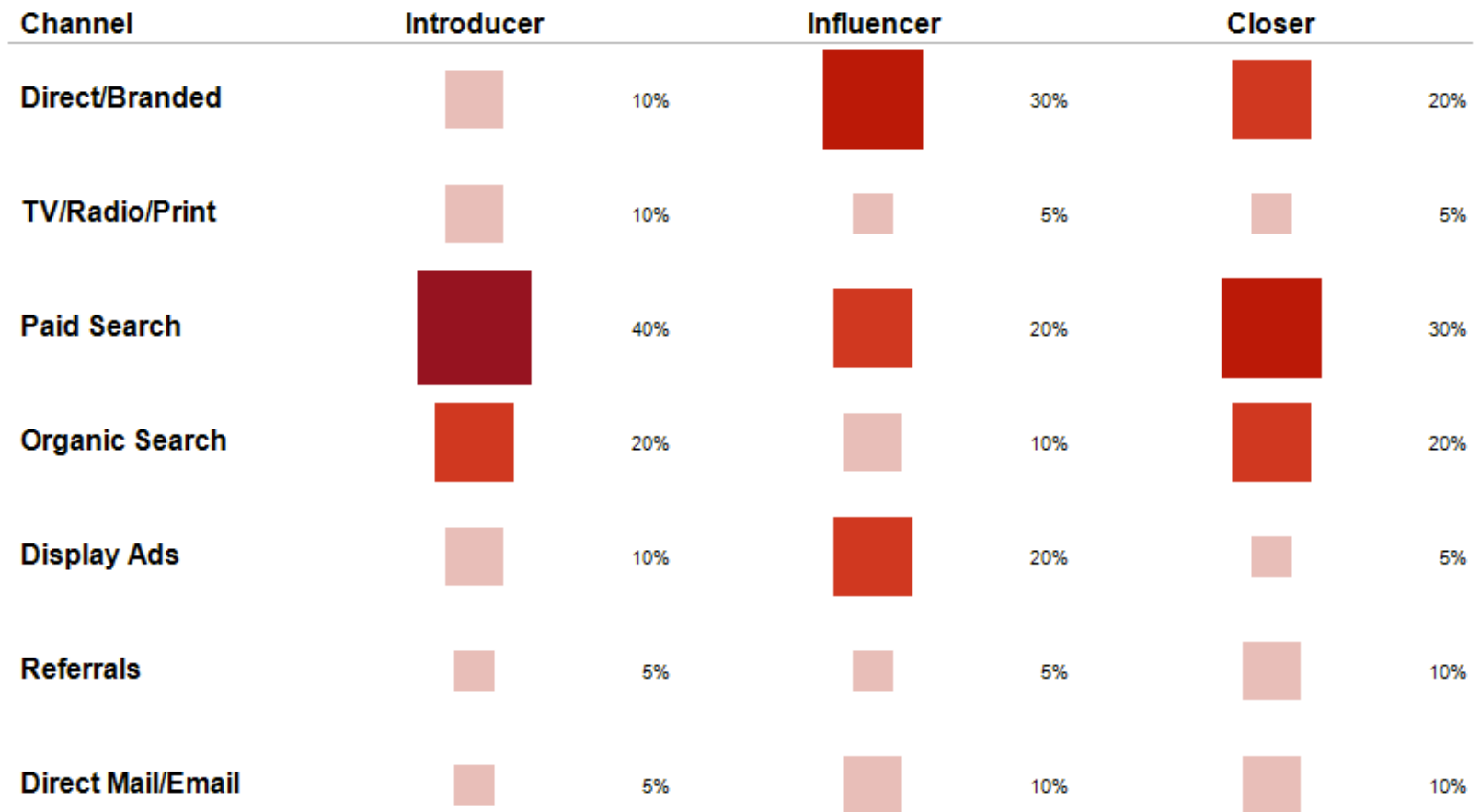
01/01/2011 12:00 AD IMPRESSION

01/01/2011 12:05 SEO

07/01/2011 17:00 EMAIL

08/01/2011 15:00 \$\$\$

> Understanding channel mix





suncorp [X] Search

About 1,460,000 results (0.07 seconds) [Advanced search](#)

- Everything
- Images
- Videos
- News
- Realtime
- More

Sydney New South Wales
[Change location](#)

The web
[Pages from Australia](#)

- Any time
- Latest
- Past 24 hours
- Past week
- Past month
- Past 3 months
- Past year
- Custom range...

- [More search tools](#)
- Something different
- westpac
- commonwealth bank

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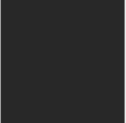














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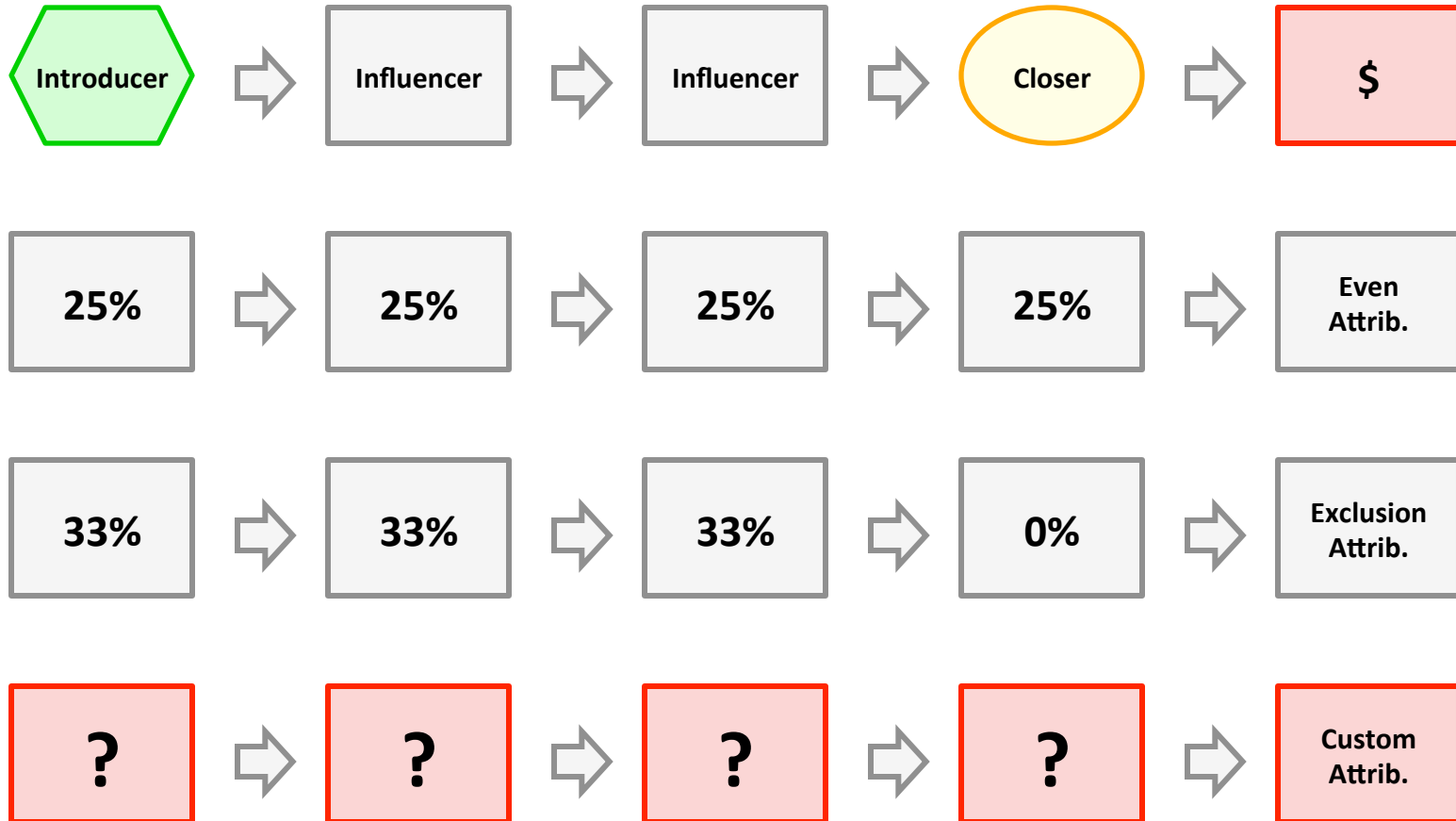
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[Debts force farm into receivership](#)
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> Adjusting for offline impact

Channel	Introducer		Influencer		Closer	
Direct/Branded		-5		-15		-10
TV/Radio/Print		+5		+15		+10
Paid Search		40%		20%		30%
Organic Search		20%		10%		20%
Display Ads		10%		20%		5%
Referrals		5%		5%		10%
Direct Mail/Email		5%		10%		10%

> Custom attribution models



> ClearSaleing media attribution

Purchase Path Data as of 7/7/2010

Purchase Path	Gross Profit	Revenue	Order Count	Forecasted Profit	Forecasted Revenue
AdWords Google > AdWords Google	\$11,045.47	\$22,090.94			
Direct > AdWords Google	\$7,758.17	\$15,516.33			
AdWords Google > Natural	\$7,452.50	\$14,904.99			
Direct > Natural	\$6,894.14	\$13,788.27			
Direct > Direct	\$5,459.87	\$10,919.73			
Natural > AdWords Google	\$4,463.44	\$8,926.87			
DoubleClick > Direct	\$3,291.79	\$6,583.58			
Natural > Natural	\$3,088.90	\$6,177.79			
Natural > Direct	\$2,769.11	\$5,538.21			
Direct > Email					
DoubleClick > AdWords Google					

Purchase Path Detail

DART (MSN_Retargeting_160x600 - 160x600_1718526) > A

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Overview Summary

Ad Spend \$497,923 ↑ 3.1%	Profit \$25,132,861 ↓ 4.2%	Revenue \$51,233,211 ↓ 1.1%	Visits 864,290 ↑ 2.9%
Orders 37,293 ↑ 3.8%	ConvRate 2.23% ↓ 0.2%	Cost/Order \$34.98 ↓ 6.2%	ROI 45.72% ↑ 1.1%

Distribution

Current Period: [Bar Chart]

Last Period: [Bar Chart]

Last Year: [Bar Chart]

Legend: Paid Search, Banners, Affiliates, Natural, Email, Comparison

Purchase Path Summary

Average Path Length	2.4 Steps	↑ 0.5%
Avg # of Days 1st Visit > Order	1.3 Days	↓ 0.2
Avg # of Days Last Visit > Order	2.9 Days	↑ 1.4%
Average Latency	6 Days	↓ 0.9%

Rankings

Type	Orders 1 step	Orders Multi-step	Influencer	Clear
PPC	8,884	8,882		
SEO	9,256	6,308		
DART	9,822	12,887		
Email	2,728	2,838		
Affiliates	8,824	5,974		
Natural	12,422	13,959		

Order Summary

Order Type: All

Orders

[Bar Chart: Orders over time]

Revenue - Gross Profit

[Line Chart: Revenue and Gross Profit over time]

Revenue: \$0.00, Gross Profit: \$0.00

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