

WELCOME TO

Digital Jam





Digital Attribution: Hitting the Notes?

SESSION FIVE
DIGITAL JAM // 2024

DIGITAL ATTRIBUTION

A man stands in the center of the frame, wearing a bright yellow wide-brimmed hat, blue-tinted sunglasses, a white blazer over a blue shirt, and bright yellow trousers. He is standing in a room with walls and floor made of large, grey and white marble tiles. The lighting is bright, casting soft shadows.

is Easy... RIGHT?

Why Attribution Matters?

- ✓ Attribution is key **to understanding** how marketing efforts drive results.
- ✓ Without attribution, it's **impossible to measure** the true ROI of campaigns.
- ✓ **Clear attribution** helps allocate budgets effectively to high-performing channels.



The Complexity of Attribution?

- ✓ Attribution is rarely straightforward and involves **multiple layers of data**.
- ✓ Different channels offer **incomplete or contradictory data**.
 1. Platforms – Google ads, Meta, Connected TV, Programmatic, Microsoft Ads.
 2. Google Analytics
 3. Source Code Data
- ✓ Attribution **becomes difficult** when these perspectives don't *align perfectly*.



Attribution **Models** and Their Impact

- ✓ To create **alignment** there are what are called Attribution Models.
- ✓ Each model provides different insights into how channels **contribute** to conversions.
- ✓ Choosing the **right model** depends on your marketing goals and the complexity of the funnel.



Examples of attribution models:

First-click Attribution:

"A customer clicks a Google Ad first, then makes a purchase after several interactions—Google Ad gets all the credit."

Last-click Attribution:

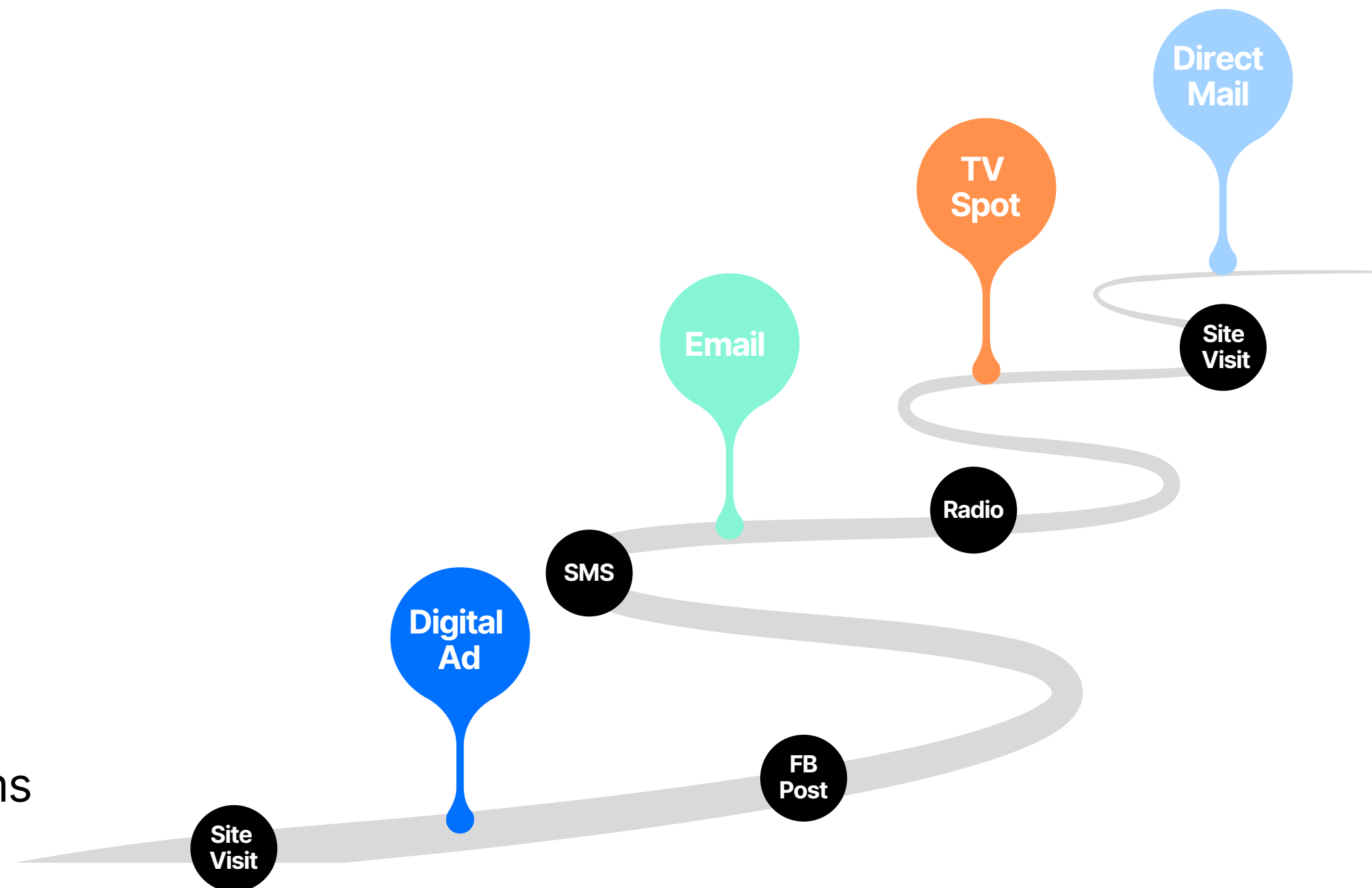
"A customer interacts with several channels, but the final Google search ad before purchase gets 100% of the credit."

Data-driven Attribution:

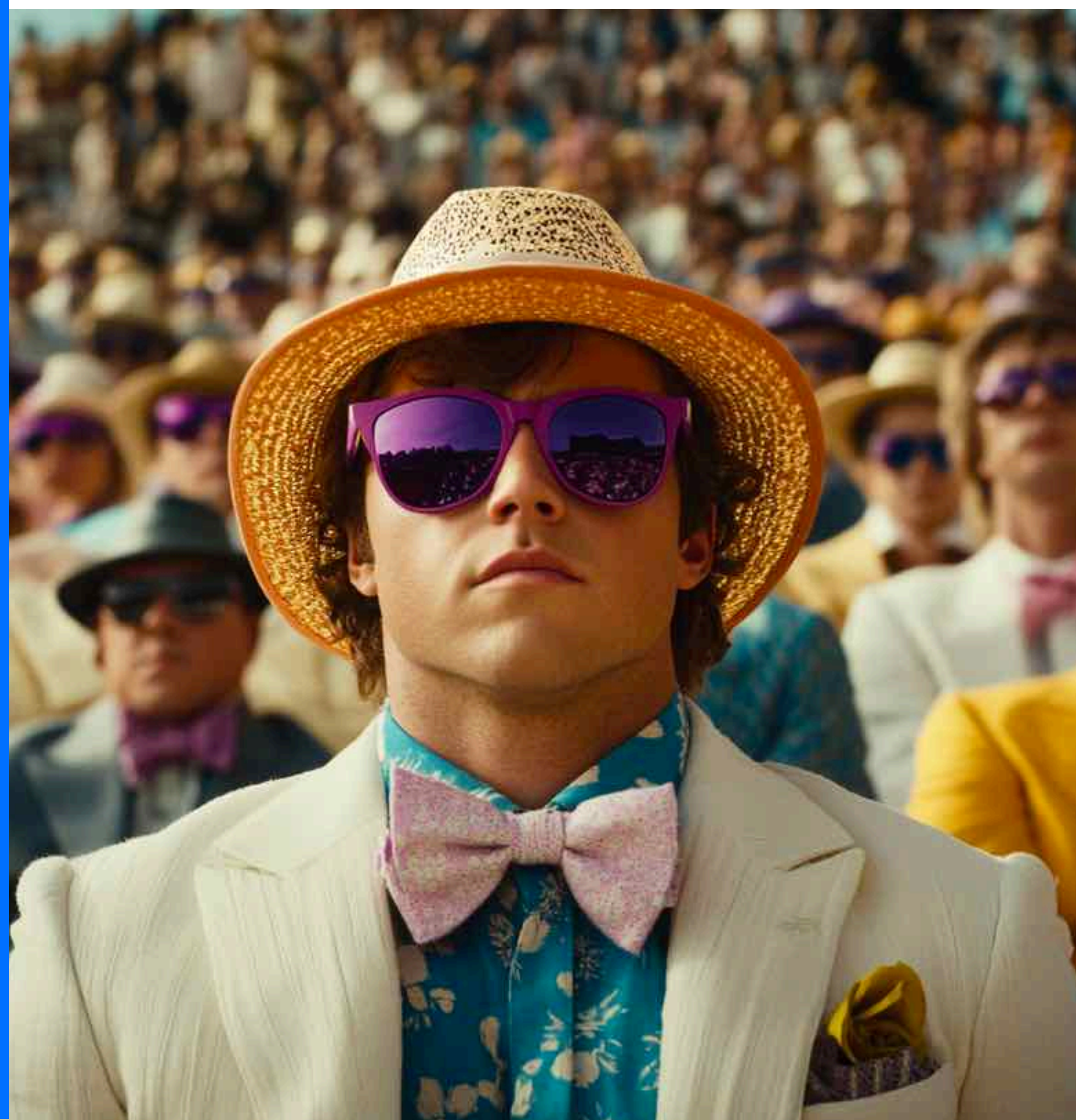
"Each touchpoint, from ads to emails, gets a share of credit based on its actual influence in the customer's journey."

Mapping the Customer Journey

- ✓ **Customer journeys** span multiple channels, from social media to email to organic search.
- ✓ **Multi-touch attribution** helps track the entire journey rather than just the last touchpoint.
- ✓ **Challenges:**
 - Fragmented data
 - Complex attribution modeling
 - Privacy regulations/concerns
 - Inconsistent measurement across platforms
 - Offline-to-online integration



- ✓ Each channel is like a **different view** of the customer's interaction.
- ✓ Multi-touch attribution reveals that conversions are often **influenced by touchpoints** long before the final click.
- ✓ It is crucial for success to **understand the entire journey**, to understand how channels work together.



Data Collection & Metadata Influence: How Metadata Shapes Attribution

- ✓ Different platforms (Google Analytics, Meta, CTV, etc.) collect unique **metadata points** (device, user behavior).
- ✓ **Data silos** create gaps in the customer journey, limiting your view of attribution.
- ✓ **Profile data:** Customer interactions on social media vs. customer behavior on websites.
- ✓ Understanding these limitations helps **improve** your attribution models.
- ✓ **Incomplete data:** Data silos create gaps in the customer journey.
- ✓ **Example:** Facebook's limited tracking due to privacy policies affects cross-platform attribution.

Privacy, Fingerprinting, and Tracking Challenges

- ✓ **Privacy regulations** create tracking limitations.
- ✓ **Popular** tracking methods:
 - **Fingerprinting:** Identifying users based on unique device and browser settings.
 - **Server-side tracking:** Collecting data directly from your server instead of relying on browser cookies.
- ✓ These challenges increase attribution complexity but also present new **opportunities** for innovation.
- ✓ **Example:** How privacy affects multi-touch attribution across platforms (some platforms will comply with regulation A, others with regulation B).



Making Data Work for You – The Reality of Imperfect Attribution

- ✓ **No** attribution model is perfect—each comes with its limitations
- ✓ THE **GOAL**: Use attribution to guide strategy, don't expect perfection.
- ✓ **Continuous** iteration: Testing and optimizing your model as campaigns evolve.
- ✓ **Focus** on actionable insights, even with incomplete data.
- ✓ Reiterate that **understanding attribution** leads to better decisions, even when not all data is available.
- ✓ **Attribution is a PROCESS, not the final answer.**

Questions



What are **2 key conversions** for your organization? (e.g. donations, emails, overall traffic, etc.)



What are the **challenges** your organization faces with attribution (e.g., data fragmentation, inconsistent tracking, privacy regulations, etc)?



THANK YOU!

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