

firstrate

leaders in search & performance

Cross channel attribution

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First Rate

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The Problem

- Prospect views a display ad, clicks.
- Next day, searches for the product, and clicks on a paid search result.
- Later, types the brand name, clicks on organic results and converts.

Which channel gets the credit?







The Plot Thickens – Multi click

AdWords:

- Click 1: “credit card”
- Click 2: “cheap credit card”
- Click 3: “balance transfer credit card” > Convert

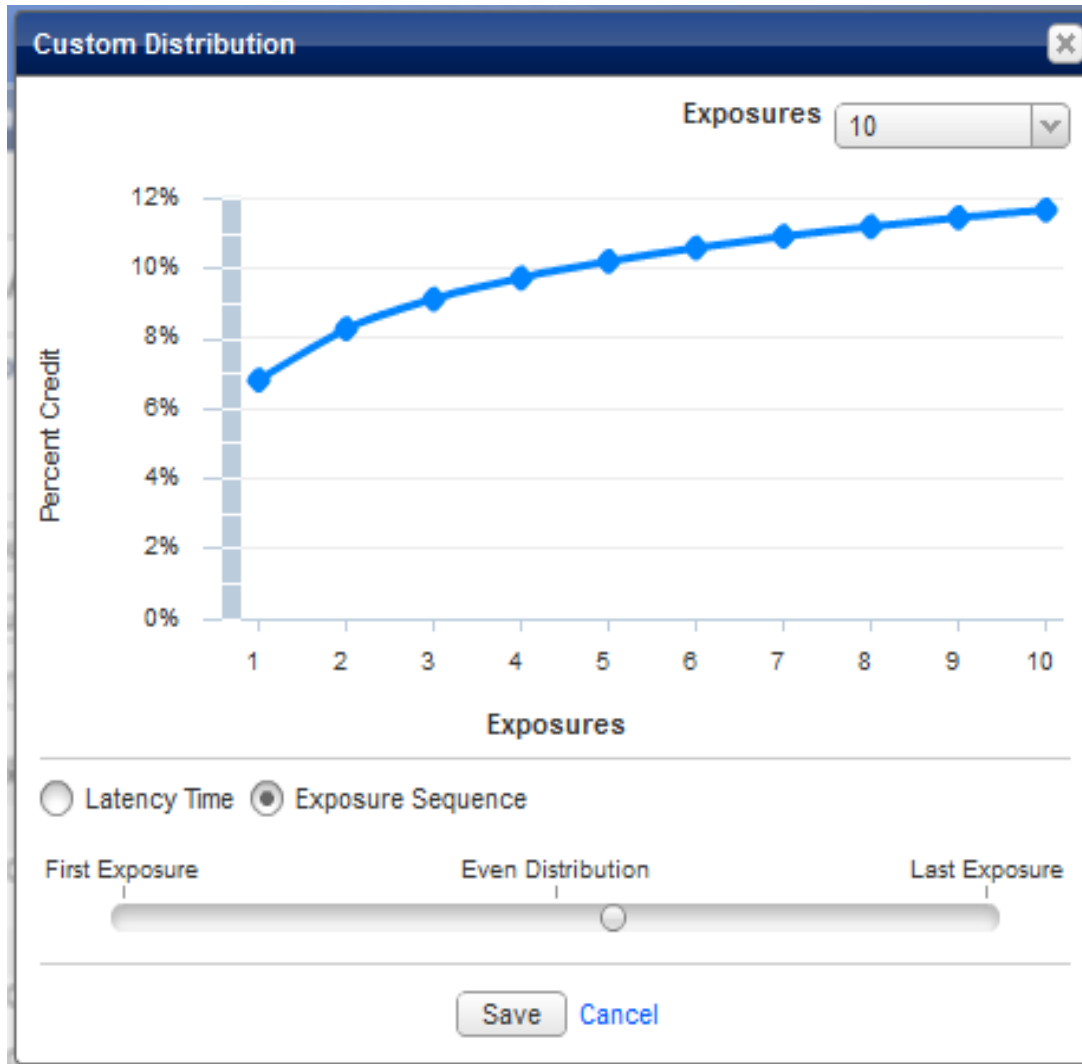
The Solution

Old way

1. 0% - Banner
2. 0% - SEM
3. 0% - Organic
4. 100% - SEM, convert

New way

1. 15% - Banner
2. 20% - SEM
3. 25% - Organic
4. 40% - SEM, convert



Analysis

Client 1:

- Average of 1.4 clicks to conversion
- Generally on the same keywords & channel
- Probably not worth the trouble

Client 2:

- Average of 2.1 clicks to conversion
- 2.1 = average. Some are much more.
- Cross channel, cross keywords



begin

end

Implementing Cross Channel Attribution

- Requires technology
- First Rate uses SearchIgnite which supports this out of the box
- Change in mindset: optimise toward weighted attribution
- Education for all involved

Implementation Challenges

- Technology needed
- Hooking in all the channels
– tricky in big companies
(especially display and organic)
- New ways of reporting



Political Challenges

- Education
- Client understanding and buy in
- Agency understanding and buy in - a new way of thinking
- Contract/KPIs (esp performance based)
- Found clients relatively receptive
- Mixed reception from agencies, but mostly positive

Summary

- Last click or simple de-duping can lead to poor channel optimisation, not the full story
- Marketing is a team sport
- Predicting click path complexity is hard
- Education is critical to smooth deployment

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Questions?

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