



## MRS CGG Autumn seminar: Multi-channel Targeting

# Death of “Last Click Wins”

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23/11/09



# Agenda

The relevance of 'last click' reporting in the online world

A new approach to attribution that includes all online media touchpoints

A case study experiment conducted for Monarch Airlines

The uses and benefits of attribution modelling



# History Lesson – Last click rules

*“The site which referred a visitor immediately before purchase is credited with the sale. Previous referrals influenced by other customer touchpoints on other sites are ignored”<sup>1</sup>*

Default model since post click tracking began online in the mid nineties and adopted as standard by Google AdWords, DoubleClick and analytics vendors

In recent times aggregators like MoneySupermarket have used a model that allows them to own the prospect for up to as much as 60 days

1 – Dave Chaffey E-marketing glossary



# History Lesson – suspicion starts

Many (**particularly financial controllers**) were failing to understand the need for integrated marketing campaigns when the majority of sales were coming from a few sites/channels.

Growing need from marketers for an alternative to the ‘last click’ method

Gained momentum in the last two years, with authorities like Neil Mason and Forrester talking about it as an area of interest

Analytics and media systems started to add attribution style reports from around the same time.



# History Lesson – media attribution

Search for ‘media attribution’ on the Forrester Research website produces 6 newly commissioned reports in the last 4 months alone.

*“The practice of attributing credit to all marketing exposures that led to a Web site and subsequently resulted in a conversion event, rather than attributing all credit to the exposure immediately preceding the conversion.”<sup>2</sup>*

2 – Forrester Research Report 2009, A Framework of Multicampaign Attribution Measurement



# History Lesson – slow progress

The debate has been ahead of the application.

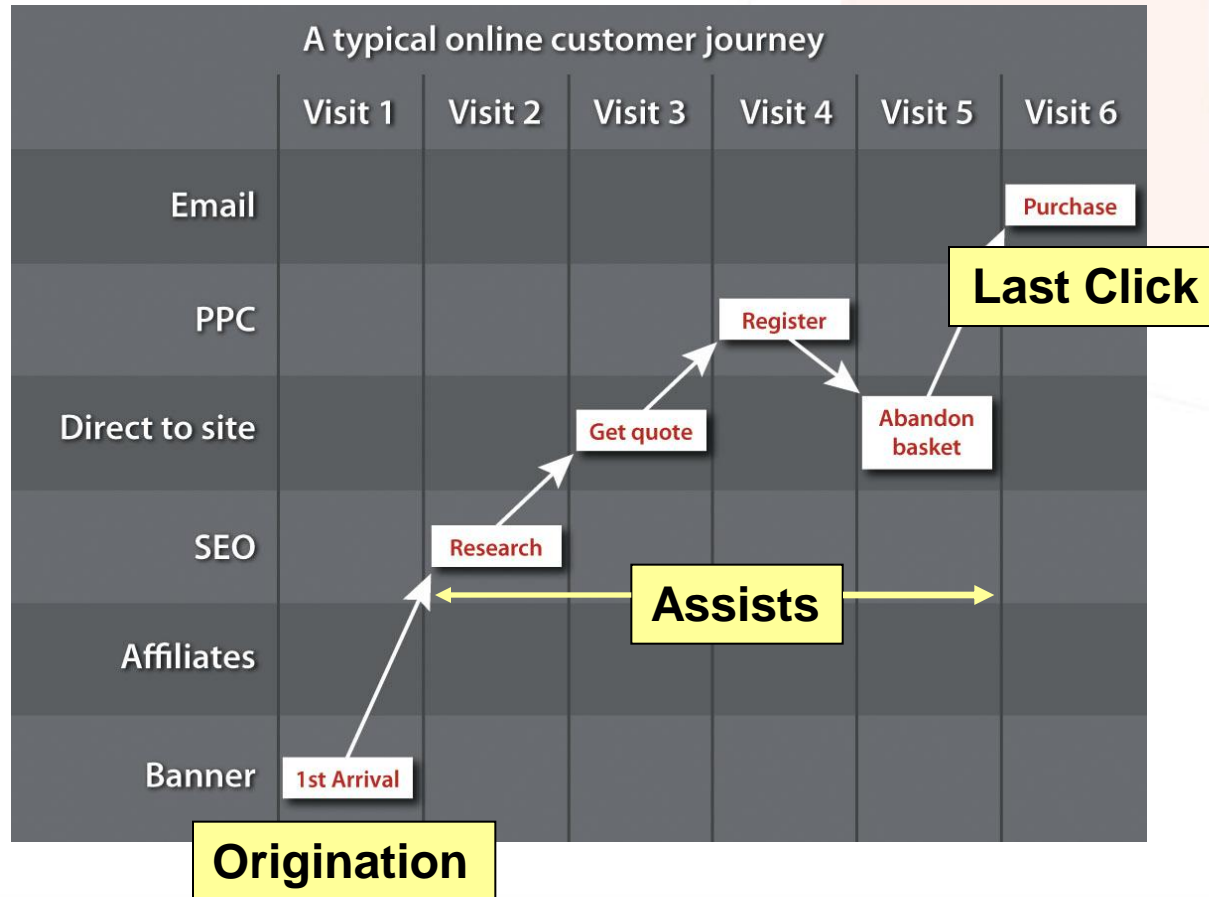
Four key reasons why accurate media attribution has not developed fast enough:

- Multiple data sources – internal, agencies, analytics vendor...
- Data accuracy
- Investment of both time and money – Struggle to justify investment without any proven benefits
- Organizational structure – Companies are often split on owns different channels, so no incentive to look at a global picture

# So what is media attribution

- Rich database, showing the full interaction a customer has with the brand across all channels
- Enables you to see the time between visits, the influence a channel has on each sale
- ...unique 360 view of all online marketing activity which allows us to measure the ROI and relationship between Natural Search, PPC, Comparison sites, email etc...
- BUT – It's a lot of data to crunch

# Media mix customer journey analysis





# The reality of the data

Campaign Performance Report Ver 1.06 for Monarch, Created on 07/08/2008 at 12:17																	
Report Date Range: From 01/07/2008 00:00:00 to 31/07/2008 23:59:59																	
Campaign List: All Campaigns																	
Response: Sale Total																	
Reference Id	Response Time	Purchasing Campaign	Purchasing Site	Purchasing Sector	Purchasing Creat	Response Detail	(Previous (-1) Visit	(Previous (Previous (Previous (Previous (Previous (-2) Visit	(Previous (Previous (Previous (Previous (Previous (-3) Visit	(Previous (Previous (Previous (Previous (Previous (-4) Visit	(Previous (Previous (Previous (Previous (Previous (-5) Visit	(Previous (Previous (Previous (Previous (Previous (-6) Visit	(Previous (Previous (Previous (Previous (Previous (-7) Visit	(Previous (Previous (Previous (Previous (Previous (-8) Visit	(Previous (Previous (Previous (Previous (Previous (-9) Visit		
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2101151991	08/07/2008 14:26	2005 06 Cheeze Campai	Cheap Flights	Premium position li	Cheapflights Dees	Sale- Return	31/07/2008 18:53	2005 06 C Skyscanr	Flight Ser	Skyscanr	31/07/2008 16:10	Non-cam monarch.	Run of Si	n/a	31/07/2008 12:45	Non-cam monarch.	Run of Si
2106783461	31/07/2008 20:39	2005 06 Cheeze Campai	Skyscanner.net	Flight Search Ads	Skyscanner Link	Sale- Return	12/06/2008 11:37	Non-cam monarch.	Run of Si	n/a	07/06/2008 08:36	Non-cam monarch.	Run of Si	n/a	06/06/2008 23:58	Non-cam monarch.	Run of Si
2106790380	18/07/2008 16:36	2005 06 Cheeze Campai	Skyscanner.net	Flight Search Ads	Skyscanner Link	Sale- Return	22/07/2007 10:25	Non-cam (ZB) Fljrr	Run of Si	n/a	22/07/2007 08:31	2005 06 N (SE) Goo	Monarch	monarch.	03/09/2006 17:32	2005 06 N (SE) Goo	MA-G
2106381531	19/07/2008 21:46	2005 06 Monarch PPC	(SE) Google (uk	MA-G-10-Monarch	monarch	Sale- Return	30/01/2008 16:02	Non-cam (SE) Goo	Run of Si	monarch	30/01/2008 12:43	Non-cam (SE) Goo	Run of Si	monarch	12/11/2007 08:12	Non-cam (SE) Goo	Run of Si
2106420284	17/07/2008 18:55	2005 06 Monarch PPC	(SE) Deja.com (l	Run of Site	monarchairlines	Sale- One Wag	16/06/2008 10:36	2005 06 N (SE) Goo	MA-G-10	monarch	12/05/2008 08:45	Non-cam (ZB) Fljrr	Run of Si	n/a	01/04/2008 09:09	Non-cam (SE) Deja	Run of Si
2107130250	03/07/2008 16:02	Non-campaign activity	(SE) Deja.com (l	Run of Site	monarchairlines	Sale- One Wag	11/04/2008 15:08	Non-cam (SE) Deja	Run of Si	monarch	10/03/2008 12:19	Non-cam (SE) Goo	Run of Si	monarch	08/03/2008 13:24	Non-cam (SE) Deja	Run of Si
2108235315	04/07/2008 13:44	Non-campaign activity	(SE) Google (loc	Run of Site	fly monarch	Sale- One Wag	16/07/2008 15:19	2005 06 C Cheap	Flj booked	Cheapflig	20/06/2008 20:39	Non-cam monarch.	Run of Si	n/a	20/06/2008 19:56	Non-cam (SE) Goo	Run of Si
2105840721	20/07/2008 20:41	Non-campaign activity	(SE) Google (loc	Run of Site	fly monarch	Sale- One Wag	06/07/2008 08:34	Non-cam (SE) Goo	Run of Si	monarch	05/07/2008 11:24	Non-cam monarch.	Run of Si	n/a	04/07/2008 22:09	Non-cam (SE) Goo	Run of Si
2105061322	06/07/2008 16:44	Non-campaign activity	(SE) Google (loc	Run of Site	fly monarch	Sale- One Wag	06/07/2008 08:34	Non-cam (SE) Goo	Run of Si	monarch	05/07/2008 11:24	Non-cam monarch.	Run of Si	n/a	04/07/2008 22:09	Non-cam (SE) Goo	Run of Si
2112884424	07/07/2008 13:24	Non-campaign activity	(SE) Google (loc	Run of Site	monarch flights	Sale- Return	09/07/2008 15:03	Non-cam (SE) Goo	Run of Si	monarch	07/07/2008 06:49	Non-cam (SE) Goo	Run of Si	monarch	26/06/2008 11:40	Non-cam (SE) Goo	Run of Si
2108244442	10/07/2008 09:14	Non-campaign activity	(SE) Google (otl	Run of Site	flymonarch airline	Sale- One Wag	08/07/2008 15:27	Non-cam (SE) Yah	Run of Si	flymonarc	03/04/2008 10:50	Non-cam (ZB) Fljrr	Run of Si	n/a	03/04/2008 09:42	Non-cam (SE) Yah	Run of Si
2118053004	08/07/2008 21:54	Non-campaign activity	(SE) Yahoo UK (	Run of Site	n/a	Sale- Return	05/07/2008 15:32	Non-cam (SE) Goo	Run of Si	monarch	18/06/2008 16:08	Non-cam (SE) Goo	Run of Si	monarch	06/05/2008 14:46	E-Autom	1 Day afte Partn
2109830274	05/07/2008 16:09	Non-campaign activity	Direct	Run of Site	n/a	Sale- Return	25/06/2008 16:14	E-Autom	1 Day afte Partner	Mjg Mon	22/06/2008 15:52	E-Autom	1 Day afte Partner	Mjg Mon	18/06/2008 16:04	Non-cam monarch.	Run of Si
2109834495	10/07/2008 18:30	Non-campaign activity	Direct	Run of Site	n/a	Sale- Return	25/06/2008 16:14	E-Autom	1 Day afte Partner	Mjg Mon	22/06/2008 15:52	E-Autom	1 Day afte Partner	Mjg Mon	18/06/2008 16:04	Non-cam monarch.	Run of Si
2103598283	18/07/2008 16:04	Non-campaign activity	flycheapo.com	Run of Site	n/a	Sale- Return	18/07/2008 09:58	Non-cam flycheap	Run of Si	n/a	17/07/2008 16:17	Non-cam (SE) Goo	Run of Si	monarch	17/07/2008 15:53	Non-cam monarch.	Run of Si
2103713841	19/07/2008 06:49	Non-campaign activity	flycheapo.com	Run of Site	n/a	Sale- One Wag	18/07/2008 12:39	2005 06 N (SE) Goo	04-Mona	monarch.	14/05/2008 11:03	Non-cam (ZB) Fljrr	Run of Si	n/a	14/05/2008 10:52	Non-cam (ZB) Fljrr	Run of Si
2112349755	13/07/2008 13:20	Non-campaign activity	gatwickairport.co	Run of Site	n/a	Sale- Return	12/07/2008 11:44	Non-cam monarch.	Run of Si	n/a	24/07/2008 20:17	2005 06 C Cheap	Flj booked	Cheapflig	10/06/2008 17:05	Non-cam (SE) Dog	Run of Si
2113074190	25/07/2008 16:06	Non-campaign activity	gatwickairport.co	Run of Site	n/a	Sale- One Wag	25/07/2008 11:38	Non-cam (SE) Goo	Run of Si	monarch	24/07/2008 14:49	Non-cam (SE) Goo	Run of Si	monarch	10/06/2008 17:05	Non-cam (SE) Goo	Run of Si
2108019250	24/07/2008 10:20	Non-campaign activity	gestaltur.com	Run of Site	n/a	Sale- Return	23/07/2008 22:34	Non-cam gestaltur.	Run of Si	n/a	23/07/2008 20:39	Non-cam gestaltur.	Run of Si	n/a	22/06/2008 09:59	Non-cam monarch.	Run of Si
2112307214	09/07/2008 07:34	Non-campaign activity	gibraltar.gov.gi	Run of Site	n/a	Sale- Return	08/07/2008 07:35	Non-cam gibraltar.g	Run of Si	n/a	08/07/2008 07:35	Non-cam gibraltar.g	Run of Si	n/a	08/07/2008 07:35	Non-cam gibraltar.g	Run of Si
2112907214	09/07/2008 07:41	Non-campaign activity	gibraltar.gov.gi	Run of Site	n/a	Sale- One Wag	08/07/2008 07:35	Non-cam gibraltar.g	Run of Si	n/a	08/07/2008 07:35	Non-cam gibraltar.g	Run of Si	n/a	08/07/2008 07:35	Non-cam gibraltar.g	Run of Si
2113071580	25/07/2008 11:53	Non-campaign activity	http://search.coi	Run of Site	monarch	Sale- Return	21/07/2008 20:22	Non-cam (SE) Goo	Run of Si	monarch	12/07/2008 20:24	Non-cam http://sea	Run of Si	monarch	06/07/2008 08:18	Non-cam http://sea	Run of Si
2113121015	30/07/2008 19:25	Non-campaign activity	http://search.coi	Run of Site	monarch	Sale- Return	29/07/2008 15:02	Non-cam monarch.	Run of Si	n/a	29/07/2008 15:00	2005 06 N (SE) Goo	Monarch	monarch.	29/07/2008 12:11	2005 06 N (SE) Goo	Monarch
2113054930	23/07/2008 18:17	Non-campaign activity	http://search.coi	Run of Site	monarch airlines	Sale- Return	23/07/2008 18:17	Non-cam monarch	airlines	monarch airlines	23/07/2008 18:17	Non-cam monarch	airlines	monarch airlines	23/07/2008 18:17	Non-cam monarch	airlines
2110939880	24/07/2008 13:20	Non-campaign activity	http://search.jm	Run of Site	monarch airlines	Sale- Return	24/07/2008 00:55	2005 06 N (SE) Goo	MA-G-10l	flight_mo	23/07/2008 10:04	2005 06 N (SE) Goo	MA-G-10	monarch	21/07/2008 12:20	2005 06 N (SE) Goo	MA-G
2112836226	03/07/2008 15:57	Non-campaign activity	http://search.jm	Run of Site	monarch airlines	Sale- Return	02/07/2008 16:53	Non-cam http://sea	Run of Si	monarch	29/06/2008 10:23	Non-cam http://sea	Run of Si	monarch	29/06/2008 09:43	Non-cam spanish-a	Run of Si

# Monarch case study

## The challenge

Monarch has always allocated media sales based on the traditional 'last click' method of reporting.

They has wanted to understand the true value of their online media and to understand the relationship between its online media channels, as well as investigate how those relationships affected sales and conversion.

# Monarch case study

## **Solution**

RedEye built a unique data view of campaign information, allowing Monarch to see the complete campaign history of users purchasing on their site.

This allowed Monarch to understand which channels influenced the completion of a sale to analyse the genuine attribution of media spend leading to each sale.

Various data modelling techniques were employed to assess the correlation between different media channels and test the hypothesis that that last click is not giving the true view.



# Contribution analysis report

Total Last Click Sales  
– Old way of viewing  
campaign success

## Price Comparison

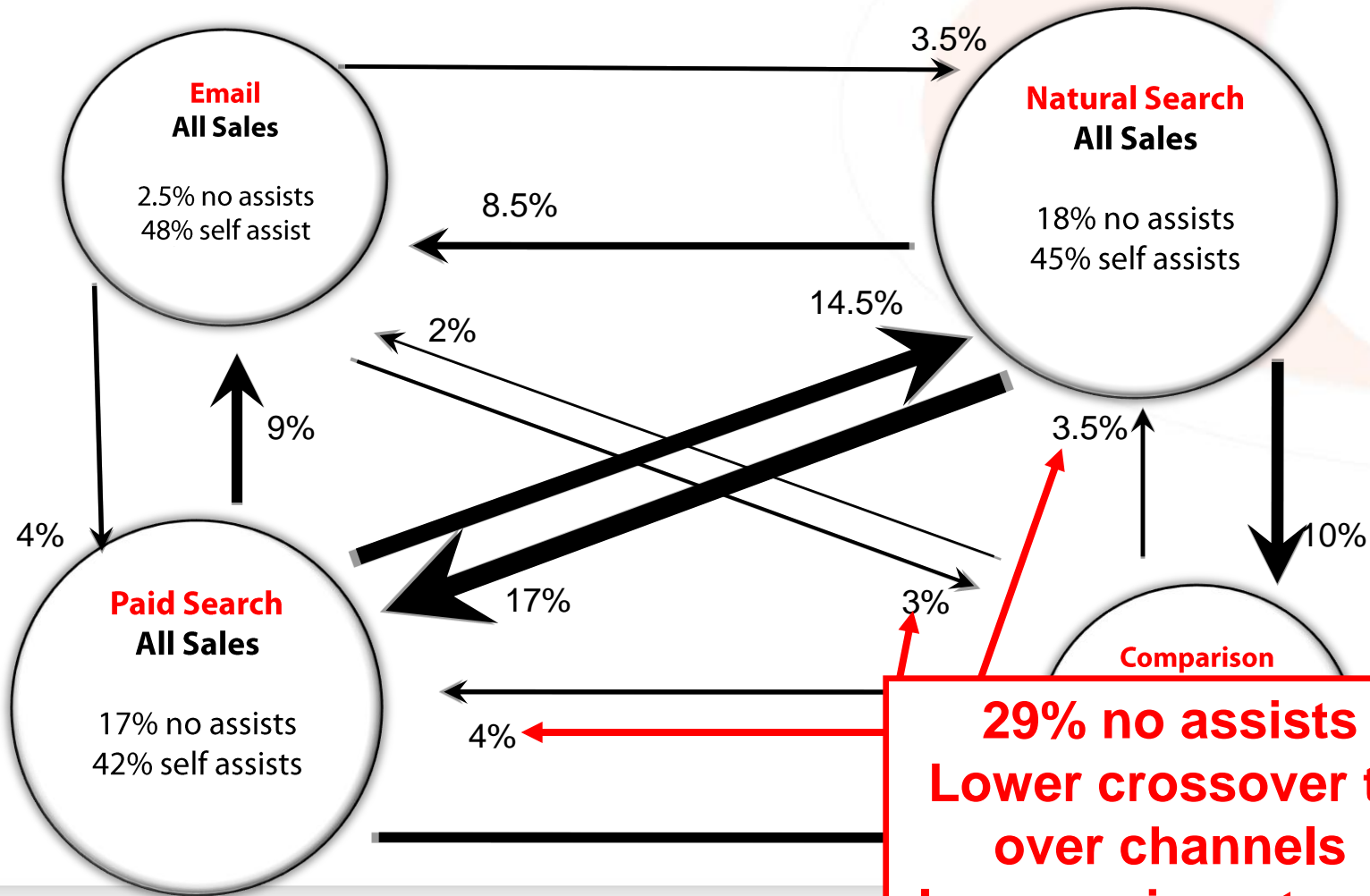
Total Sales	5010					
No assist	1523					
			30.4%			
		At least 1 assist	% Total Sales	Assist 1	Assist 2	Assist 3
SEO Brand Assists	860		17.2%	411	389	365
PPC Brand Assists	674		13.5%	296	286	252
Price Comparison	2078		41.5%	1515	975	683
Direct to Site Assists	1525		30.4%	927	833	799
Other	742		14.8%	338	325	306
Total brand sales including any assist	10703					
% increase of sales	113.6%					

Combination of no assist and self assist – Very High

Includes all sales of other channels it influences

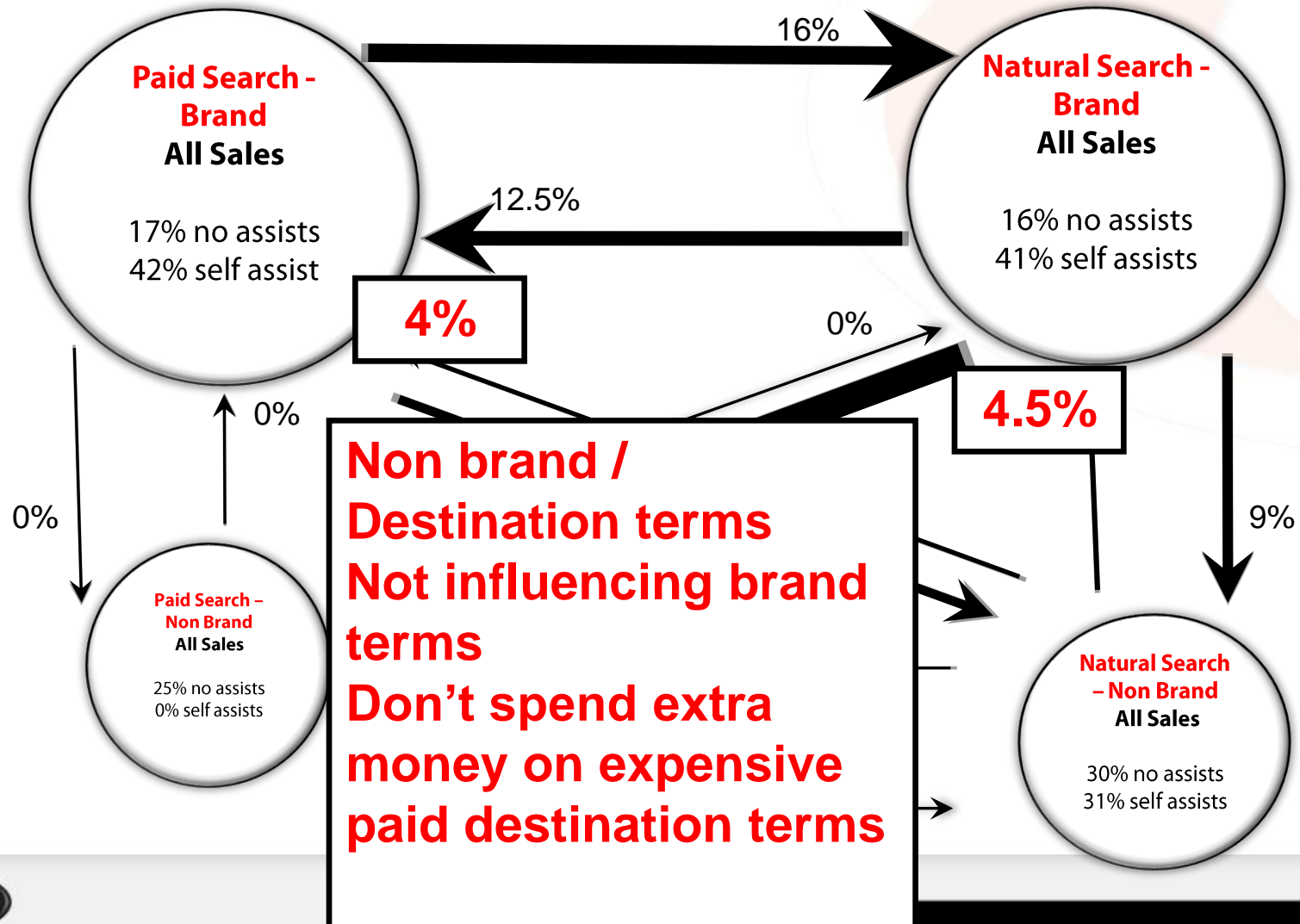


# Assist Correlation Nodes – January 08



# Assist Correlation Nodes – January 08

## Drilled into search



# Monarch – summary of actions

- Led them to streamline online marketing activity
- Increased investment in comparison site activity
  - Noticed less cross over to other channels
  - Unique & incremental sales being driven
- Migrating from PPC to SEO for destination terms
  - Paid destination terms expensive & not converting OR supporting SEO terms
- Better value measurement of email
  - Improved use of behavioural email going forward

# Moving forward

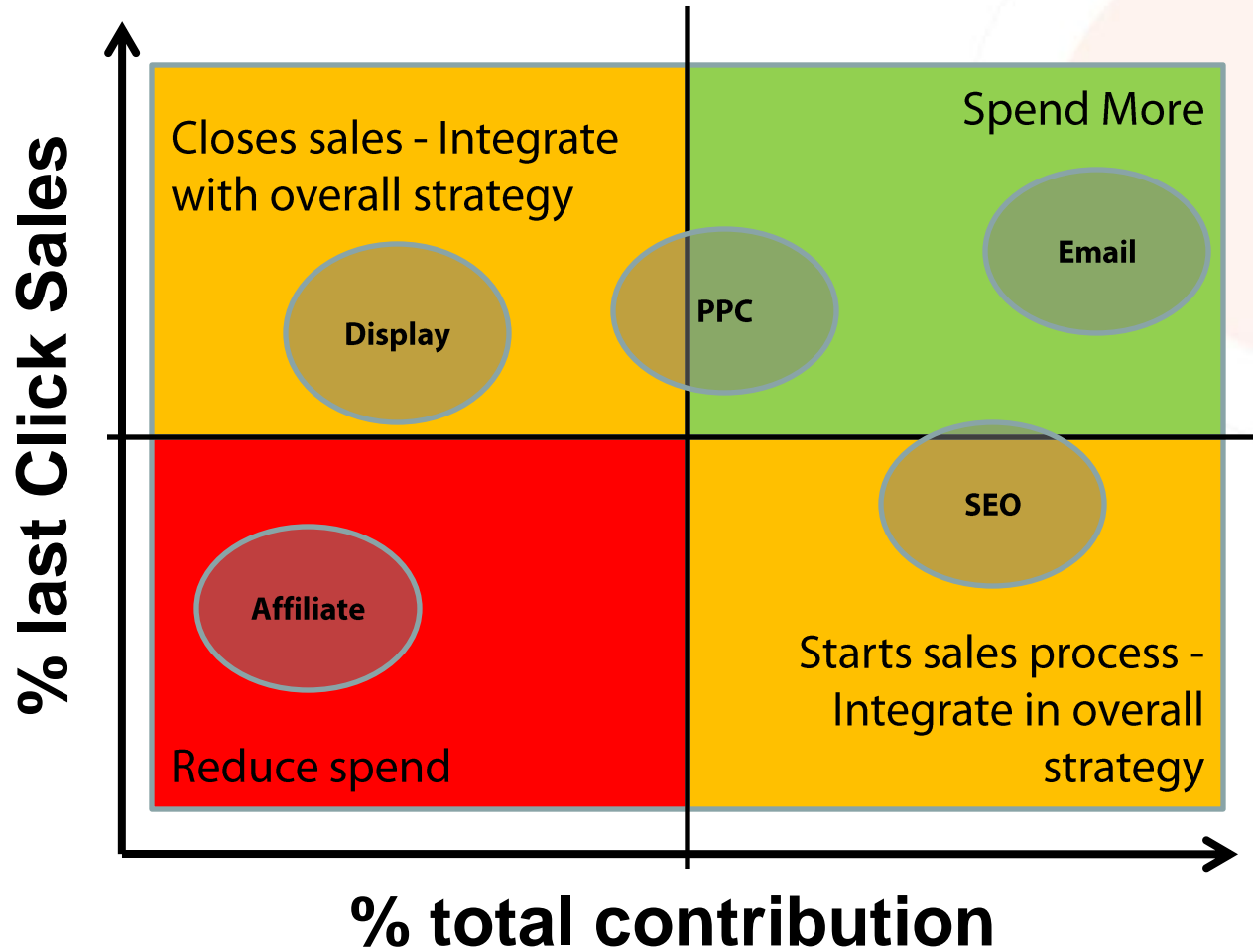
Our investigations across multiple websites has shown

- On average 60% of sales have some form of assist
- Half of all sales with an assist complete on a different channel from the assist
- In some cases you can attribute up to 60% more of your sales to tracked media rather than 'unknown' or 'direct to site'
- It's being used to move the dial because there is no single dashboard answer
- However, we are getting smarter with how we use the data and convert it into outputs that give clearer initial action





# Example output matrix



# Moving forward

- Currently use is expanding more and more into decision making
- 50% of our clients are now engaged in some work around attribution
- But none have it at the heart of their media planning or are using it to actually pay sites
- It's a fast developing area but it's still very early stages

