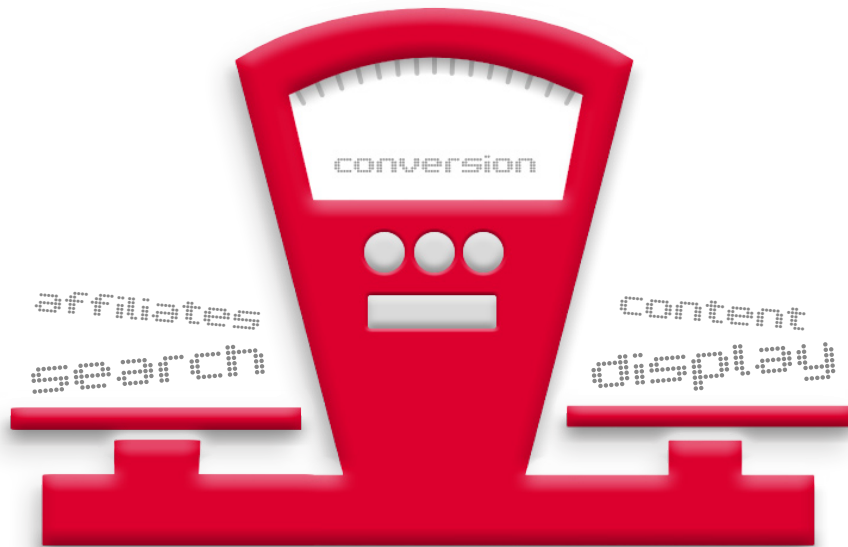


I IAVAS
DIGITAL

INSIGHT

ARTEMIS *search* *display*
ATTRIBUTION
WEIGHTING
MANAGING THE **DIGITAL MEDIA MIX**



Improve your ROI through
Algorithmic Attribution

I IAVAS
M E D I A

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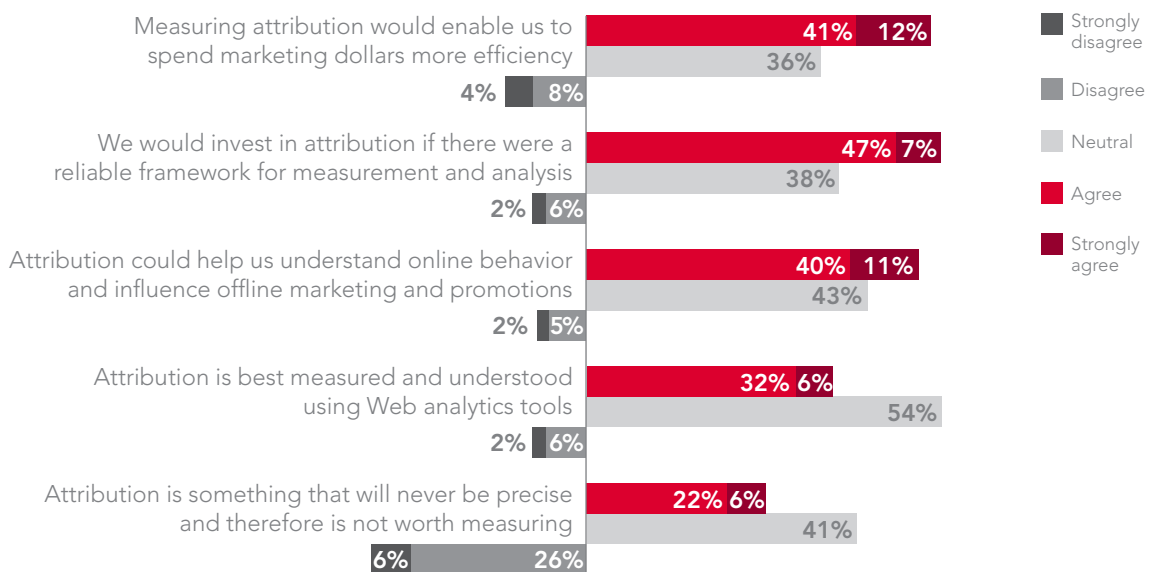
INTRODUCTION

As Campaign Attribution increasingly becomes a popular topic of discussion in the industry, Havas Digital is delighted to present the third *Insight* of our **Attribution series**. Witness to this growing interest, OMMA Metrics accurately summarises the issues as:

“If the click is dead, how do I know how to attribute success to my campaign? Should it be on the first impression view, the click or the viewthrough?”⁽¹⁾

A recent Forrester⁽²⁾ study shows that **52% of surveyed Marketers think that measuring attribution beyond last click would help them to spend marketing dollars more effectively**. Havas Digital believes these Marketers are right and that this number will increase as more Marketers become aware of the opportunities to measure campaign success beyond last click attribution.

“WHAT DESCRIBES YOUR ORGANIZATION’S ATTITUDES ON THE FOLLOWING STATEMENTS REGARDING ATTRIBUTION?”



Base: 275 US Web site decision-makers (percentages may not total 100 because of rounding)

Source: JupiterResearch e-Rewards Executive Survey (2/08)



Havas Digital, a leading global agency dedicated to accountability, has long been focused on Campaign Attribution and understanding how the different pieces of the digital media mix interplay to help Marketers funnel customers through to purchase.

As defined by Forrester⁽³⁾, attribution is “The practice of distributing credit for an action or conversion across multiple ads rather than assigning full credit to the most recent ad. In other words...giving credit where credit is due”.

In a previous HD Insight –*Artemis Attribution weighting*, April 2009– we introduced Artemis Attribution Weighting for Search⁽⁴⁾, Havas Digital’s evidence-based algorithmic attribution methodology developed in collaboration with external consultants active in the fields of Mathematics and Modelling.

Artemis Attribution Weighting helps marketers understand the value of digital media exposure by spreading credit for **customer conversions** across full exposure paths, and **credits every exposure** according to its role in the desired outcome.

Algorithmic attribution is necessary to ensure that the performance of the campaign is being measured accurately and therefore the campaign can be truly optimised.

Artemis, Havas Digital’s proprietary marketing analysis platform, has been instrumental to Havas Digital’s understanding of customer behaviour as it relates to digital campaign optimization. Havas Digital has always been a leader in using the full exposure path to conversion in order to understand the contribution of each piece of the Digital Media Mix.

Once you have considered this *Insight* document, we would be delighted to discuss individual business issues and opportunities, whether you are already a Havas Digital client or simply just interested in a more case-specific perspective. Please contact your Havas Digital account director, the appropriate Havas Digital country Managing Director or any authors to find out how many of the emerging opportunities in digital marketing can play a key role in your overall marketing plans.

THE COST OF LAST CLICK ATTRIBUTION

2

As stated by Forrester ⁽²⁾, "A lack of attribution can portray unrealistic views of marketing performance, for example: Independent tracking systems result in fuzzy math that doesn't add up (...), Extended sales cycles mask the impact of first clicks (...), Search looks heroic, but advertising really provides lift (...)"

Havas Digital's Artemis Attribution Weighting addresses all Forrester's points, and more:

Independent tracking systems result in fuzzy math that doesn't add up.

Havas Digital's Artemis provides Marketers with a unified tracking system that integrates all Digital Campaign data on the most granular level, as well as a Marketer's proprietary data, providing understanding of the true value of each exposure on each user and segment.

Extended sales cycles mask the impact of first clicks.

We have illustrated how early funnel exposures impact conversions in previous HD Insights ⁽³⁾. In an optimisation case for a Tour Operator, Artemis revealed that Customers start searching for a holiday up to 8 weeks before purchase, and the most expensive Generic keywords are used at the beginning of the search process. By phasing how bids on different segments of generic keywords were up-weighted (with different start dates for each segment), then widening coverage with more specific lower cost keywords to create relevance at each stage of the purchase process, Havas Digital hit monthly sales targets 10 days ahead of time with 30% increased cost efficiency.

Search looks heroic, but advertising really provides lift.

Havas Digital has long factored the effect of Display exposures on Search conversions rates in the optimisation process. If campaigns are optimized solely with the "last click before purchase" rule, there is a danger of under optimization of display buys and early funnel keywords. This limits the potential to recruit customers, resulting in less efficiency and lost customer volume. As illustrated on the following chart, this effect can be quite dramatic with conversion rates up to 83% better for users exposed to Display.

With Artemis Attribution for Search, released earlier this year, Havas Digital is able to accurately quantify the contribution of early funnel searches ⁽⁵⁾. We have extended the Artemis Attribution Weighting model to include Display, weighting every exposure in the journey to user conversion and helping allocate spend to each channel. Understanding interaction between channels and how it affects conversion rates is part of the standard optimisation process for Havas Digital.



ARTEMIS INSIGHT

Artemis allows advertisers to look at the interaction of display and search activity. Examples from actual campaigns show uplift

up to 83% on user groups exposed to display and search, above and beyond conversions from users exposed to search only. Not only is the last-click rule not enough to accurately optimize search campaigns it furthermore can ignore effective display activity.

EXPOSE TO GRAPHICAL?	SEARCH CLICKS	SEARCH ACTIVITIES	CONVERSION RATE	INDEX
Yes	1,093,878	6,280	0.57410%	183
No	1,364,383	4,277	0.31337%	100
Totals	2,458,713	10,557	0.42937%	

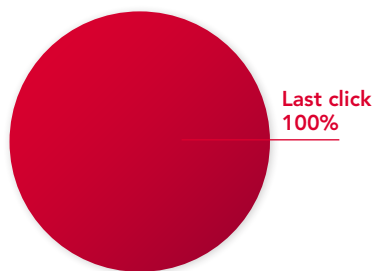
Artemis Attribution Weighting – Cross Channel quantifies the contribution of each exposure with the appropriate fraction of the sales/revenue generated, allowing for accurate attribution across Digital Channels.

DISPLAY CAN BE UNDERVALUED
IN LAST CLICK ATTRIBUTION

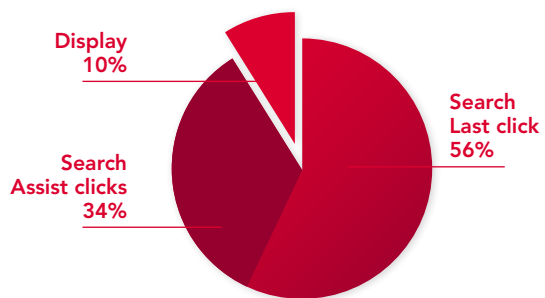
Havas Digital found that Artemis Attribution weighting **can reallocate as much as 10% of credit to Display away from last click**. The graph below shows an example from an Advertiser in the Travel sector, running Search and Display campaigns. For users converting from a last Search click, Artemis Attribution Weighting reallocated 34% of credit to earlier Search clicks and 10% of credit to Display. Crediting early funnel ad exposures for their role in sales can provide better, more efficient allocation decisions across digital channels.

ARTEMIS INSIGHT

LAST CLICK ATTRIBUTION
% of conversions attributed to Display



ARTEMIS ATTRIBUTION WEIGHTING
% of conversions attributed to Display

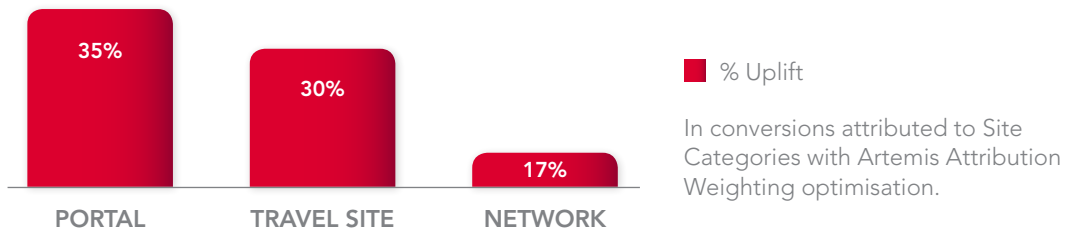


SPECIFIC DISPLAY SITES ARE PREVALENT IN EARLY FUNNEL STAGES

Drilling down into site types, we found that **not all sites get the same uplift in sales credit allocation** through Artemis Attribution Weighting. For this same Advertiser, Portals and Travel Sites got around 30% uplift in credit allocation when Artemis Attribution Weighting was used, whereas Networks received nearly half the uplift from the other categories. This shows that users tend to visit different websites as they make purchase decisions and assigning credit solely to the user's last click presents major flaws in media mix optimisation for Display as well as for search.

ARTEMIS INSIGHT

ARTEMIS ATTRIBUTION WEIGHTING UPLIFT (BY SITE CATEGORY)

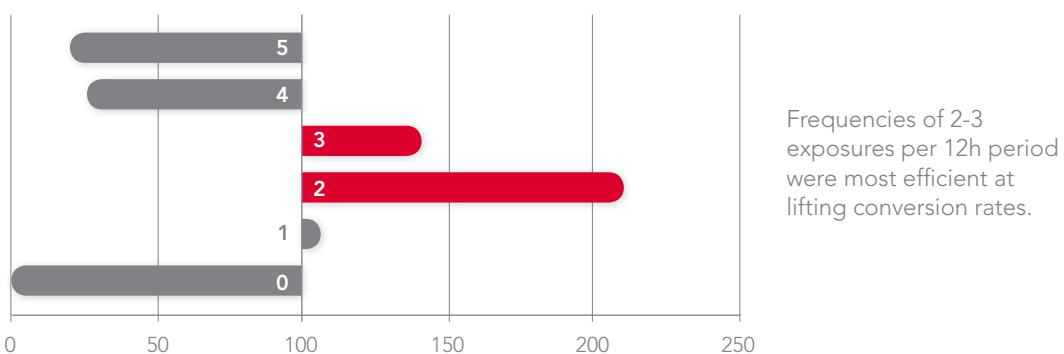


FREQUENCY OF EXPOSURE CAN INFLUENCE CONVERSION RATES

If early funnel exposures influence conversion rates, it is legitimate to wonder about the **ideal frequency of exposure**. As purchase windows can be quite different according to the product category, we analyse not only frequency, but frequency per period of time, a notion we call **"Density"**. Artemis Attribution Weighting showed that Densities of 2-3 exposures per 12-hour period were most efficient at positively influencing conversion rates.

ARTEMIS INSIGHT

ARTEMIS ATTRIBUTION WEIGHTING UPLIFT BY DENSITY (frequency of exposure per 12h period)



Density is used by Havas Digital in Digital Media Planning to optimise campaign phasing by spreading or concentrating ad exposures over periods of time in order to influence conversion rates.

MARKETER'S CHECKLIST

DOES YOUR AGENCY HAVE THESE OPTIMISING CAPABILITIES?

HAVAS DIGITAL	YES	NO
UNIFIED TRACKING SYSTEM FOR ALL DIGITAL MEDIA	X	-
FULL EXPOSURE PATH TO CONVERSION ON USER LEVEL	X	-
EVIDENCE-BASED ATTRIBUTION MODELS FOR DISPLAY AND SEARCH	X	-



3

FINDING BALANCE IN THE DIGITAL CHANNEL MIX

Digital Marketing Mix optimisation helps Marketers leverage all Digital communication channels **to achieve goals with optimal efficiency**. Optimising digital campaigns on last click only causes an imbalance in spend allocation to Digital channels, resulting in Marketers either overpaying on a cost per conversion basis, or losing out on potential conversion volumes.

The following case study shows how an Advertiser in the Telco sector was able to lower their overall digital marketing mix efficiency whilst hitting sales targets by optimising Display and Search channels to leverage early funnel ad exposures in consumer conversion process.

CASE STUDY

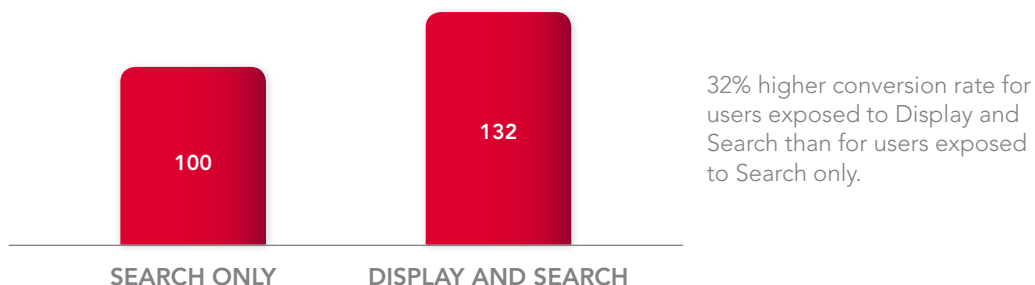
MEDIA MIX OPTIMISATION FOR TELCO ADVERTISER

Havas Digital recommended to a prominent European Telco Advertiser promoting 2 similar products to test diversifying how introducing Display in one of the two products' Media Mix could help sales volumes and campaign efficiency.

As both products were quite similar, their Search campaigns used some common terms, which made comparison in efficiency easy and reliable.

Using Artemis Attribution Weighting to measure Display contribution to campaign conversions, Havas Digital demonstrated that **users exposed to Display banners had a conversion rate 32% higher when compared to users exposed to Search only**.

CONVERSION RATE INDEX FROM USERS EXPOSED TO SEARCH AND DISPLAY



Artemis Attribution Weighting also showed that Assist Clicks were credited 26% Display was credited with 7% of conversions previously allocated to Last Click.

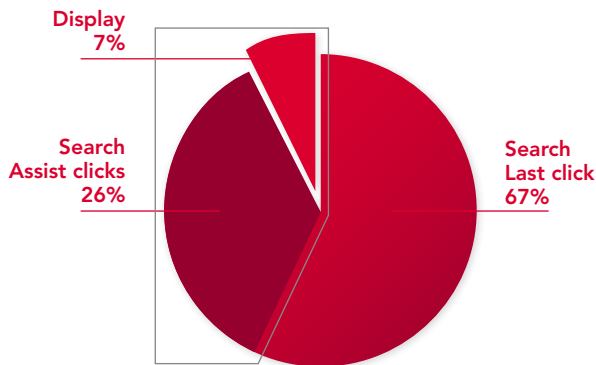


3. Finding balance in the digital channel mix

CASE STUDY

Artemis Attribution Weighting also showed that assist clicks were credited 26% Display was credited with 7% of conversions previously allocated to the final click.

ARTEMIS ATTRIBUTION WEIGHTING BY CHANNEL



Valuation of early funnel searches and Display exposures through Artemis Attribution Weighting let to 18% optimisation in CPA

After optimising the campaigns for 2 months, Havas Digital optimised the campaign Cost Per Acquisition by 18% whilst hitting sales volume targets and lowering the CPA of the most expensive generic search keywords by 21%, demonstrating that leveraging all digital channels in an accountable way helps Marketers drive better results from their Digital spend.

MARKETER'S CHECKLIST

DOES YOUR AGENCY HAVE THESE OPTIMISING CAPABILITIES?

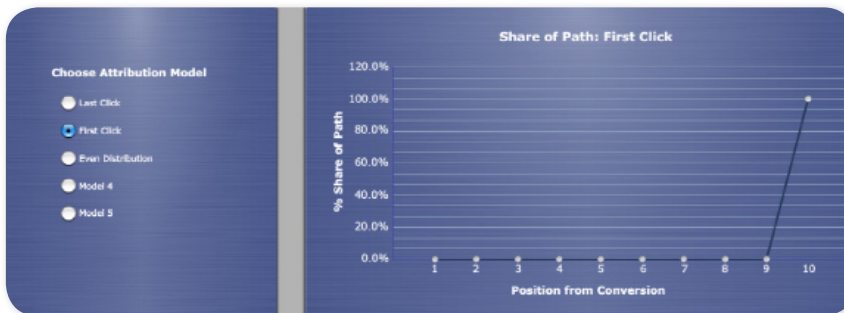
HAVAS DIGITAL	YES	NO
STRATEGIC DIGITAL MIX OPTIMISATION CAPABILITIES	X	-
HOLISTIC VIEW ON DIGITAL CHANNELS INTERACTION	X	-

4

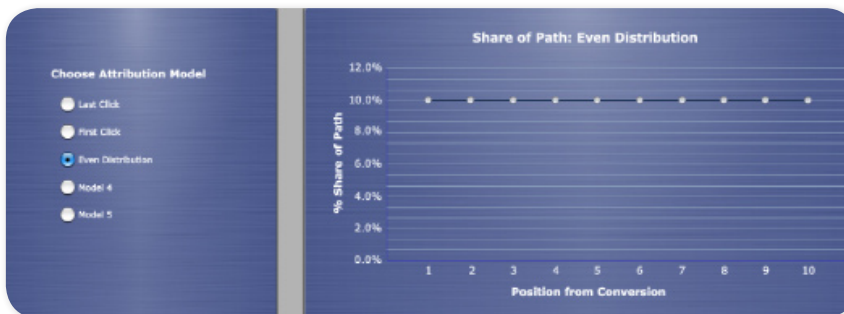
HOW DOES ARTEMIS ATTRIBUTION WEIGHTING WORK?

As Attribution gained traction in the Digital Marketing space, most Analytics companies started offering attribution capabilities beyond last click. However, most of them propose “set” alternatives like:

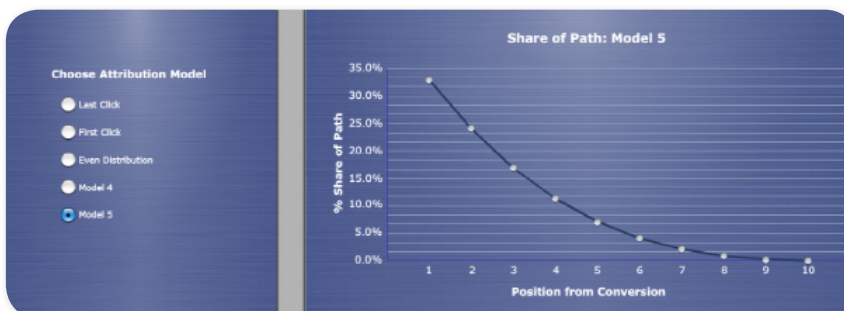
- **First Click: attributing all credit to the first click**



- **Even Distribution: spreading credit evenly across events**

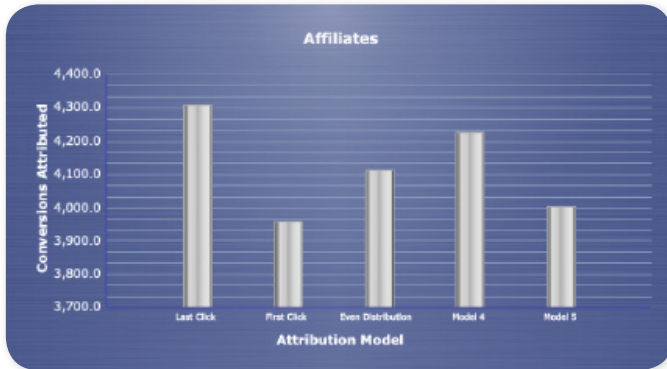


- **Other random models**

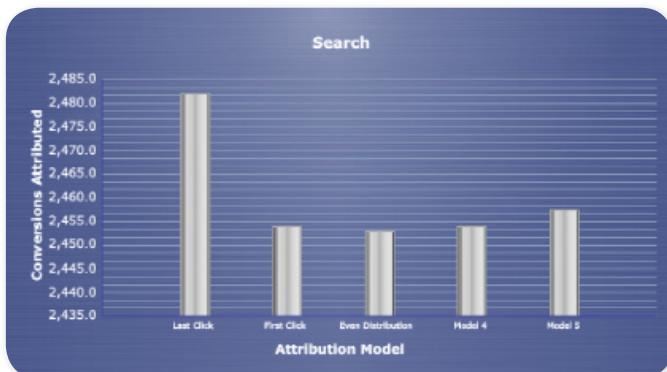


4. How does Artemis Attribution Weighting work?

However, though random attribution models are easy to build, they can negatively impact campaign optimisation. As shown on this graph, Affiliates get attributed vastly different amounts of conversions according to the chosen model.

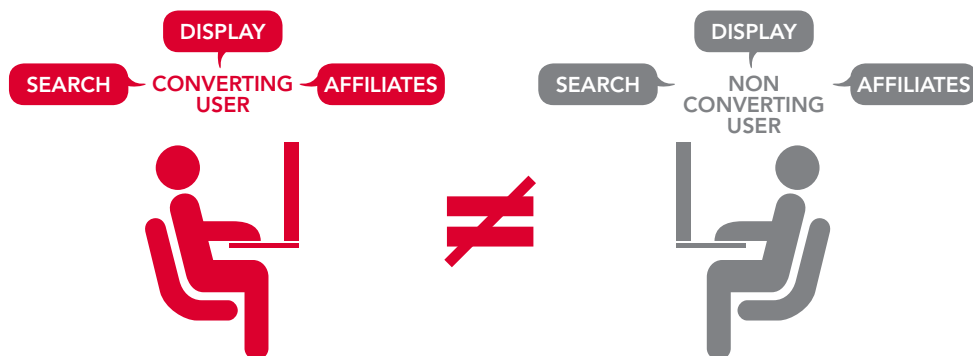


Search gets more credit on Last Click attribution than with models taking early funnel ad exposures into account.



Choosing an attribution model will impact campaign optimisation, so it should not be random. The question then becomes...

WHY CHOOSE ONE MODEL OVER ANOTHER?



4. How does Artemis Attribution Weighting work?

Havas Digital believes attribution models need to be based on an **understanding of how converting users are different from non converting users** as it relates to ad exposure, answering the question: ***have these ads made a difference in my campaigns conversions?***

This enables attribution of the correct credit for conversions to efficient ads, and eliminate inefficient ones from the media plan.

Artemis Attribution Weighting does just that. Using advanced statistical modeling methods, the system credits each exposure according to the role it plays in the probability of conversion for each campaign.

In order to attribute value correctly, every campaign must be looked at in isolation, there is not one silver bullet model that can be defined as the "right" model for every campaign.

So how can we isolate the most appropriate model for each campaign?

The appropriate model to attribute value most accurately is identified on a campaign by campaign basis across channels. Each time a data set combining campaigns for an advertiser is scored by Artemis Attribution Weighting, the system automatically builds bespoke models fitted to the data.

Here are some of the variables used in the modeling process:

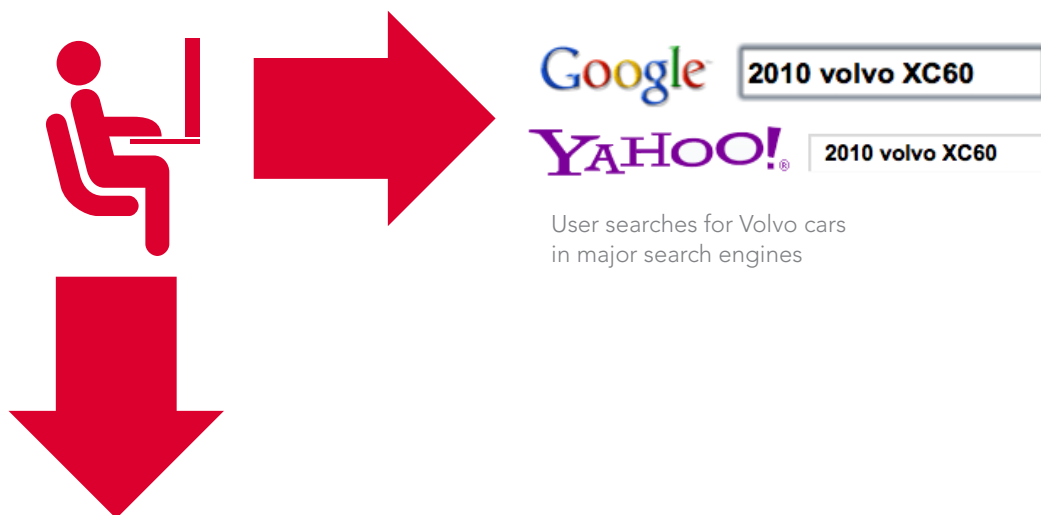
- Position in journey path
- For Search keywords, was it a Branded keyword? High or low volume?
- Position of Ad on Search Result Pages
- Recency of interaction
- Density (Frequency by period of time) of interaction
- And many more...

The following section shows more examples of how this helps optimise campaign efficiency.

5

MEASURING THE EFFICIENCY OF ADVANCED TARGETING VEHICLES

To further optimise cross-channel efficiency, Havas Digital uses the most advanced targeting technologies on the market, including Re-targeting Behavioural Targeting, Contextual Targeting and Display Advertisement Re-targeting on Search keywords. Artemis attribution weighting does not simply help us avoid over-valuing the last click. Artemis attribution weighting is critical to isolating the success of one technique over another. Some publishers are able to expose users to specific messages in determined sequences according to what keywords the user clicked on, or what type of content the user just viewed.



User gets exposed to Volvo Ad on website

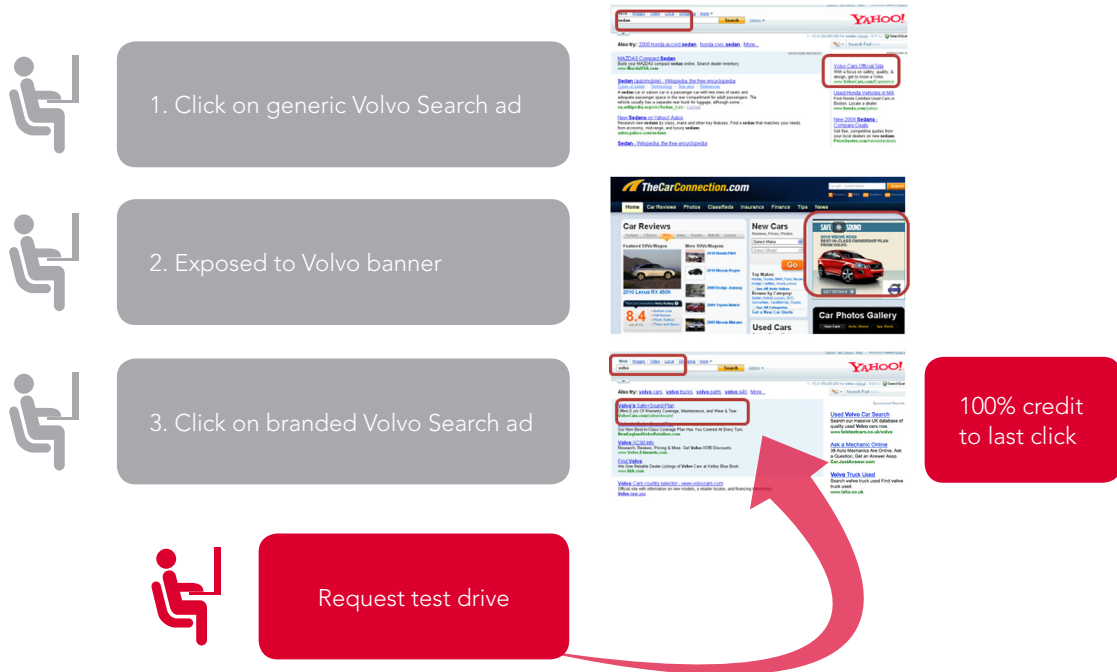
These powerful techniques are often under-valued when optimising campaigns on last click only. Last Click attribution masks the effect of Display exposures by attributing the credit to the last clicked keyword.



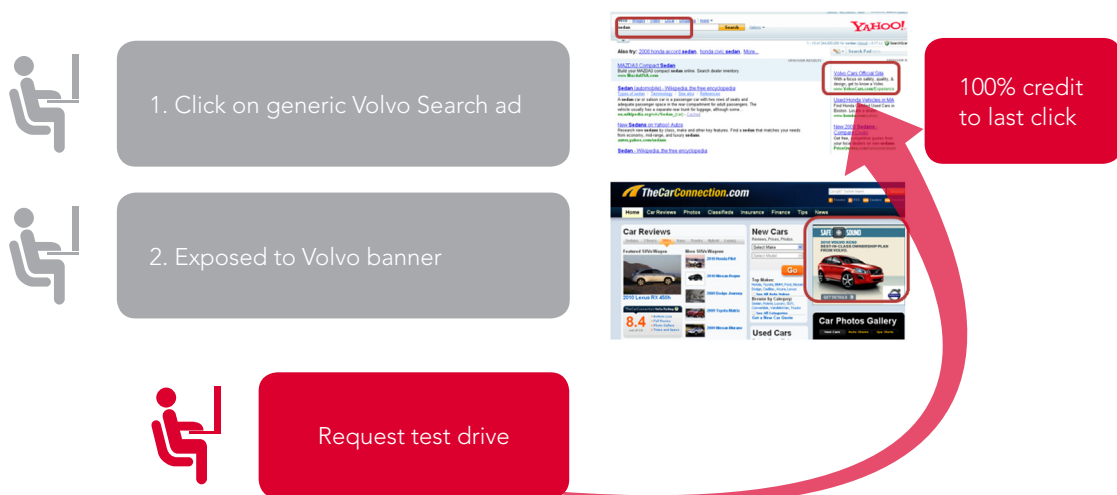
5. Measuring the efficiency

In this example, a user clicks on a generic Volvo search ad in Yahoo, gets exposed to a Volvo banner, then click on a Volvo brand search ad in Yahoo, and requests a car test on the website.

The credit for the conversion goes to the Volvo branded search ad.

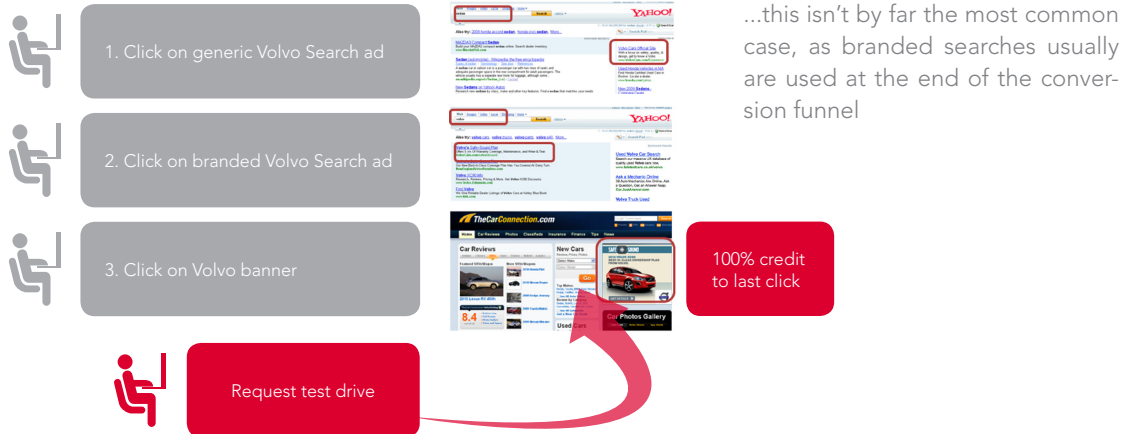


Because the Display ads are targeted to users having clicked on search ads, even if this user had gone back to the Volvo website without clicking on branded Volvo search ad, the credit for the test drive would still not go the Display banner, as clicks take precedence over impressions when using last click attribution.



The only cases where the Display banner ad gets credit for the conversion are if:

The banner ad got the last click



The user did not click on a search ad



Havas Digital believes that to accurately measure the efficiency of sophisticated targeting on sites/placement, alternative measurement strategies must be used.

Measuring the effect of Display banners exposure on Search conversion rates, rather than with conventional Last Click attribution, shows a dramatically different picture of the efficiency of Search re-targeted Banners.

CASE STUDY

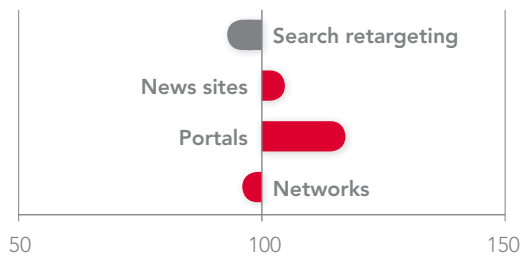
MEASURING DISPLAY ON SEARCH RETARGETING, FINANCE ADVERTISER

Havas Digital recommended using Display on Search re-targeting to help a finance advertiser funnel consumers to the last stages of the conversion to bank account openings on their website.

CASE STUDY

When measured on Last Click attribution, the Search Re-targeting placements didn't look efficient when compared to other Display placements. In fact, they were the least efficient placements on the schedule, as shown on the graph below.

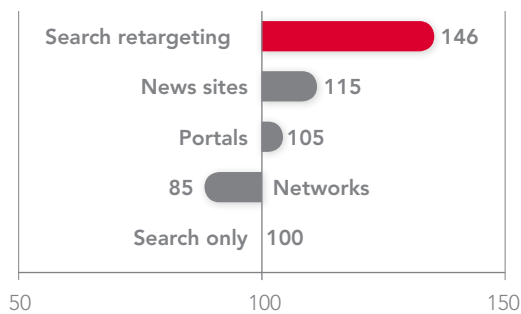
CPA INDEX



Search Retargeted Display placements do not appear efficient when measured with last click attribution.

Using Artemis Attribution weighting, Havas Digital demonstrated that users exposed to the Search re-targeting placements were converting 46% better than users exposed to Search only, which was the best uplift on search conversions when compared to other Display placements.

CONVERSION RATE INDEX FROM USERS EXPOSED TO SEARCH AND...



Artemis Attribution Weighting valuation of early funnel Search Retargeted Display placements shows 46% uplift on Search conversion for exposed users.

MARKETER'S CHECKLIST

DOES YOUR AGENCY HAVE THESE OPTIMISING CAPABILITIES?

HAVAS DIGITAL	YES	NO
UNDERSTAND MEASUREMENT OF SOPHISTICATED TARGETING FOR DISPLAY	X	-
OPTIMISE CROSS-CHANNEL DIGITAL MEDIA IN A HOLISTIC WAY	X	-

6

CONCLUSIONS AND NEXT STEPS

More than ever in times of increased focus on accountability, Marketers need to understand how their efforts are contributing to their company's bottom line. Increased scrutiny on marketing budgets means that Advertisers need to look more closely than ever at which pieces of their marketing mix are effective at driving customers to purchase. Of all Marketers, Digital Marketers certainly have the best tools at hand to manage this process.

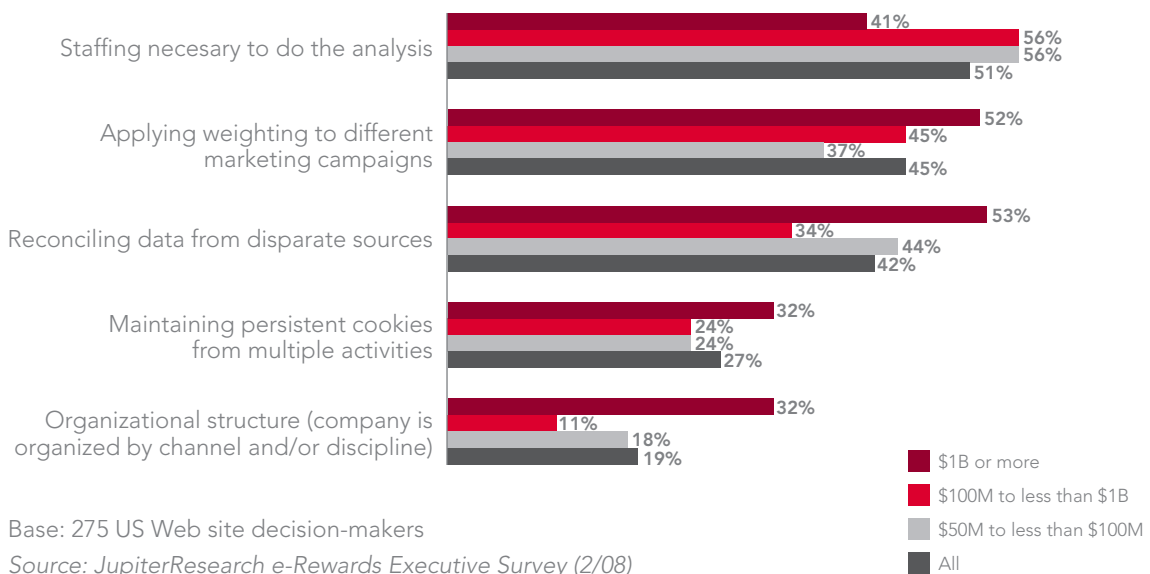
“Given today’s challenging economic times, attribution is critically important because so many organizations are questioning the value of their outbound marketing efforts Marketers should begin measuring multi-campaign attribution now, before it becomes a corporate mandate”.

Forrester, Multi-campaign Attribution, February 2009

Moving away from Last Click attribution can be a challenge for Marketers, unless they are equipped with the appropriate resources.

Havas Digital maps a solution for each one of the 5 challenges identified by Forrester ⁽⁶⁾ in for Marketers quantifying multi-campaign attribution.

“WHAT ARE YOUR ORGANIZATION’S GREATEST CHALLENGES IN QUANTIFYING MARKETING ATTRIBUTION?”



- Havas Digital has fully qualified analysts serving 40 countries in our global network.
- Artemis Attribution Weighting credits each exposure with the appropriate fraction of the conversion.
- Artemis provides Havas Digital clients with a unified tracking system for all Digital spend.
- Havas Digital manages all Digital channels in an integrated way.

Havas Digital believes that accurate management and optimisation of the Digital Media Mix provide better effectiveness and efficiency to Marketers, helping get more value for spend.

Havas Digital has a global presence and qualified teams who use market leading technology such as Havas Digital's Artemis to help Marketers achieve their goals.

In the coming months, we will extend Artemis Attribution Weighting to account for Video exposures, valuing each interaction to provide even more accurate optimization of the digital media mix.

MARKETER'S CHECKLIST

DOES YOUR AGENCY HAVE THESE OPTIMISING CAPABILITIES?

HAVAS DIGITAL	YES	NO
UNIFIED TRACKING SYSTEM FOR ALL DIGITAL MEDIA	X	-
FULL EXPOSURE PATH TO CONVERSION ON USER LEVEL	X	-
EVIDENCE-BASED ATTRIBUTION MODELS FOR DISPLAY AND SEARCH	X	-
STRATEGIC DIGITAL MIX OPTIMISATION CAPABILITIES	X	-
HOLISTIC VIEW ON DIGITAL CHANNELS INTERACTION	X	-
UNDERSTAND MEASUREMENT OF SOPHISTICATED TARGETING FOR DISPLAY	X	-
OPTIMISE CROSS-CHANNEL DIGITAL MEDIA IN A HOLISTIC WAY	X	-

RESOURCES AND SUGGESTED READING

7

RESOURCES

Media Contacts – www.mediacontacts.com

Adwords – adwords.blogspot.com

Shumans, Business, Media & Technology – shumans.com

John Batelle's Search Blog – battellemedia.com

Pay Per Click Blog – www.ppcblog.co.uk

Search Engine Watch – searchenginewatch.com

Enquisite – www.enquisite.com/blog/

Wikipedia – www.wikipedia.com

Forrester Research – www.forrester.com

Gartner Research – www.gartner.com

SOURCES

(1) <http://www.mediapost.com/events/?/showID/OMMAMetricsMeasurement.09.NYC/type/Agenda/itemID/735/OMMAMetricsMeasurement-Agenda.html>

(2) Forrester, *Framework for Multi-Campaign Attribution Measurement* (2009)

(3) Forrester, *Measuring The ROI Of Online Marketing -The Art Of Attribution* (2009)

(4) HD Insight, *Artemis Attribution Weighting, Managing the Purchase Funnel* (2009)

(5) HD Insight, *Searching for Real Attribution* (2008)

(6) Forrester, *Multi-Campaign Attribution* (2009)

SUGGESTED READING

MARK JEFFERY, *Data-Driven Marketing* (John Wiley & Sons, 2010)

BART MILNER, *Google and the Mission to Map Meaning and Make Money* (Electric Book Company, 2004)

JAMES SUROWIECKI, *The Wisdom of Crowds* (Anchor, 2005)

DAVID A. VISE & MARK MALSEED, *The Google Story* (Delta, 2006)

JOHN BATELLE, *The Search* (Portfolio Trade, 2006)

AKIN ANIKAN, *Multichannel Marketing: Metrics and Methods for On and Offline Success* (Sybex, 2008)



CONTACT DETAILS

We encourage you to contact us directly to discuss, in more details, any concerns you may have regarding this Havas Digital Insight issue. **We will be happy to assist you.**

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