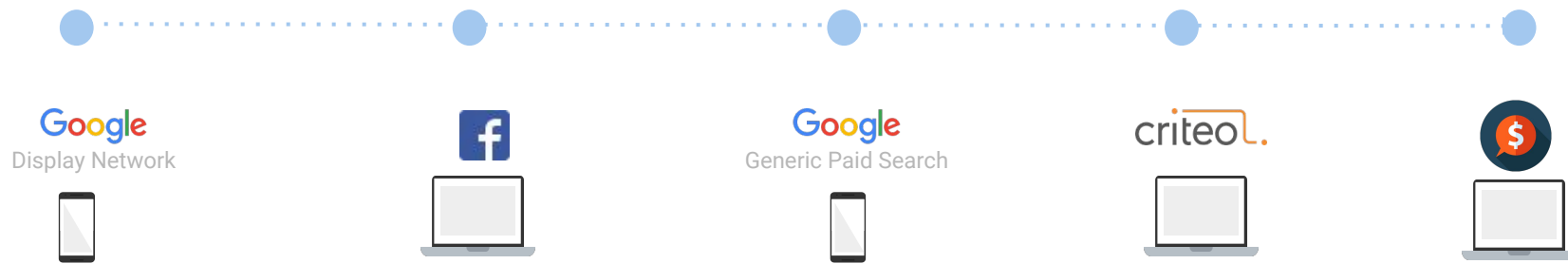


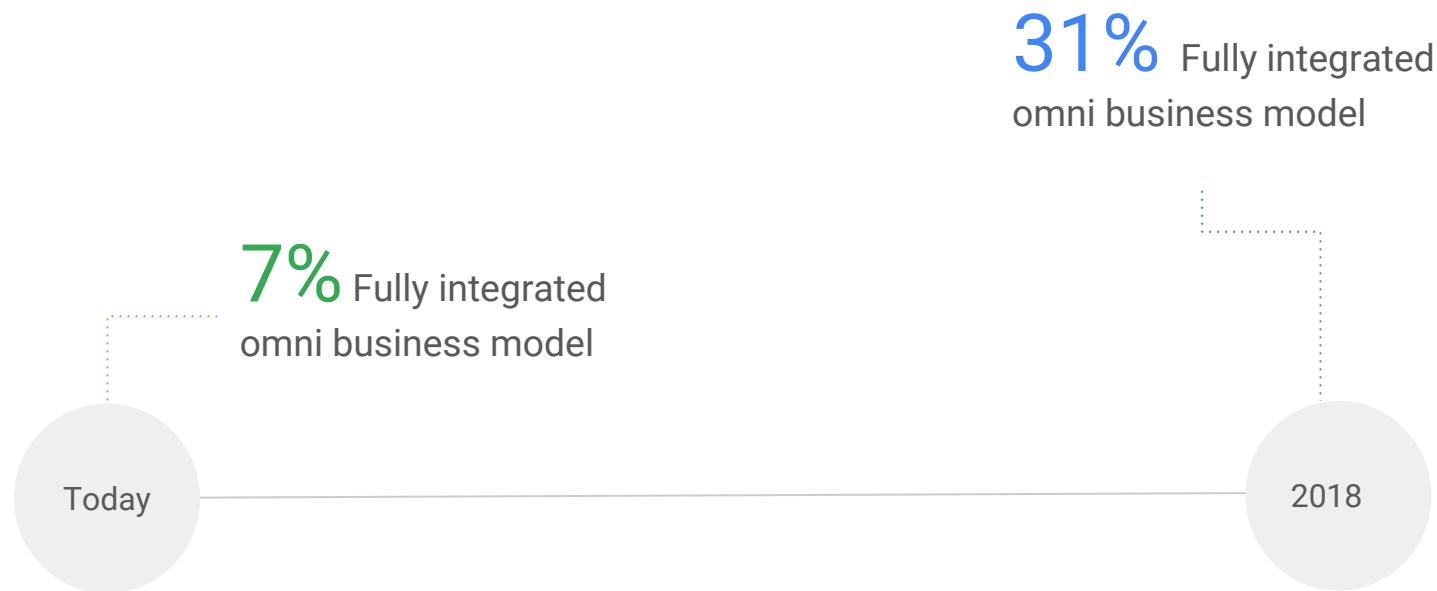
# Making Attribution happen in Google Search

*Thyge Backen - Measurement & Attribution Specialist*  
*Miriam Tappe - Measurement & Attribution Specialist*

# A typical customer journey today



# Very few have mastered multi-screen attribution



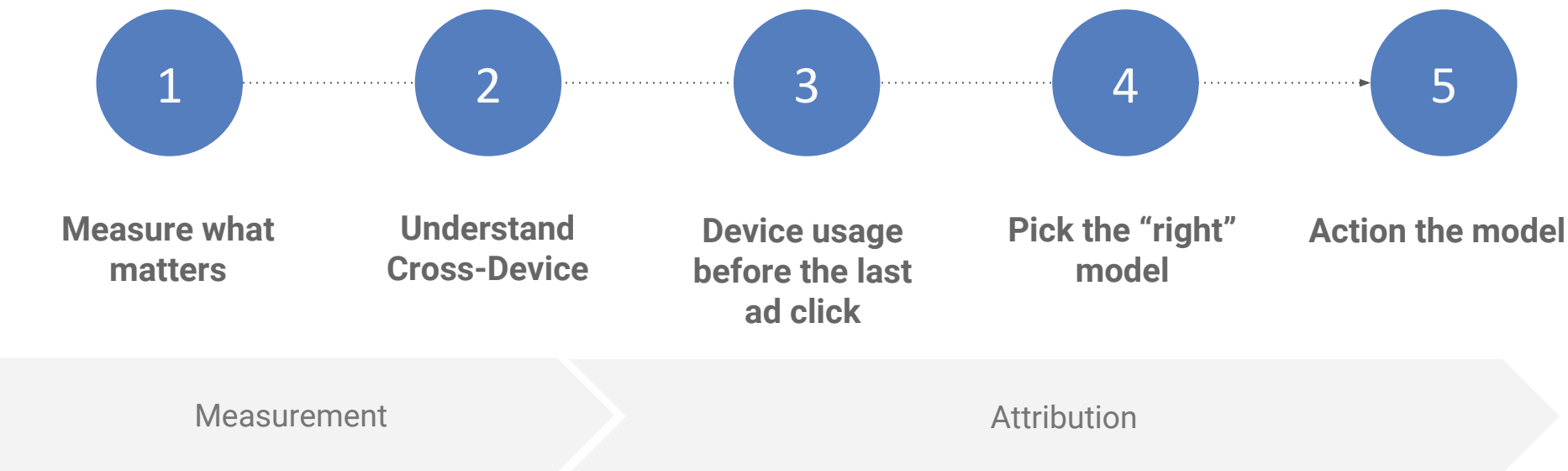
Source: Global Consumer Executive Top of Mind Survey, KPMG and the CGF, 2016



Source: Wikimedia commons

Perfect is the  
enemy of good

# 5 Steps towards Attribution in Google Search



| Measure what matters

# What are the relevant actions for your business? A customer-centric view



SEE

People who **enjoy the outdoors**  
and **lead active lifestyles**



THINK

People who enjoy the outdoors and lead active  
lifestyles and **are interested in the latest**  
**outdoor equipment trends**



DO

People who enjoy the outdoors and lead active lifestyles and are  
interested in the latest outdoor equipment trends and **are at the later**  
**stage of purchase**



CARE

Current customers,  
with **two or more commercial transactions**

# Define KPIs in a measurement plan: example

**Help people enjoy the outdoors through innovative products and cultivate their love for the outdoors.**





# What is possible in AdWords? Three types of conversions

Select the source of the conversions that you'd like to track.

1



## Website

Track purchases, form submissions or other actions by adding a tag to your website. [Learn more](#)

Select



## App

Track app downloads or in-app actions by adding a code snippet to your app. [Learn more](#)

Select



## Phone calls

Track calls to your business by using a Google forwarding number or by adding a tag to your website. [Learn more](#)

Select



## Import

Track offline or online conversions by uploading data from another system. [Learn more](#)

Select

2


**Automatically reported**  
Store Visits  
Cross Device Conversions

Goals/ eCommerce Transactions  
from **Google Analytics**

3

# Why you should make the “Conversion” column your source of truth

- You can **customize** it: which conversion types do you want to bid against?
- It is the source of truth for **Smartbidding** in AdWords: target CPA, target ROAS and eCPC
- If you change your **Attribution model**, this column will reflect the changes



Campaign	Conversion	All Conv.	Cross-Device Conversions
DE_DSA	700	1200	200
Sales	400	510	110
Leads	300	390	90
App Installs	--	300	--

# Pimp your conversion tracking with 5 settings

- Adjust counting settings
- Include in Conversions column
- Adjust time window
- Assign a dynamic or static value
- Evaluate using cross-account conversion tracking



# 1/ Adjust counting settings

**Count**

Choose how you'd like to count your conversions. [Learn more](#)

☒ **Every** Example: if one ad click leads to **three** purchases, that will count as **three** conversions.

☐ **One** Example: if **one** ad click leads to three purchases, that will count as **one** conversion.

Done

Cancel

Count all instances or unique instances

## 2/ Include in Conversions column

**Include in "Conversions"**

☒ Include data for this conversion action in your "Conversions" column, which is used by any conversion-based bid strategies you might have set up. [Learn more](#)

**Done** **Cancel**

Identify conversion types that should be included in your "conversions" column

### 3/ Decide on appropriate conversion window

**Conversion windows** Choose for how long you'd like to track conversions for the following:

**Conversion window**  
From ad clicks on Search or Display Network. [Learn more](#)

30 days

Custom

90 days

60 days

45 days

30 days

4 weeks

3 weeks

2 weeks

1 week

**Category** Other

What should be the maximum time window between click and conversion?

## 4/ Assign static or dynamic a conversion value

**Value**

Enter how much each conversion is worth to your business. [Learn more](#)

☒ Each time it happens, the conversion action has the same value

Euro (EUR €)

☐ The value of this conversion action may vary (for instance, by purchase price)

☐ Don't assign a value

**Done** Cancel

What should be the maximum time window between click and conversion?

## 5/ use cross-account conversion tracking where appropriate

- ★ Cross-Account Attribution modeling tool: understand how users interact across your different accounts/keywords
- ★ Simplified tagging: one tag for all AdWords accounts per conversion action
- ★ Deduplication: deduplicated conversion tracking across your different AdWords accounts

One single conversion tag across all of your AdWords accounts under an MCC



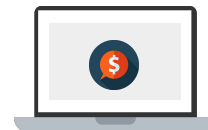
# | Understanding cross-device

# Cross-device and same-device conversions

Same-Device Conversions



AdW Ad Click

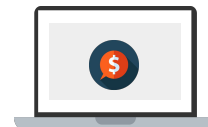


Conversion

Cross-Device Conversions



AdW Ad Click



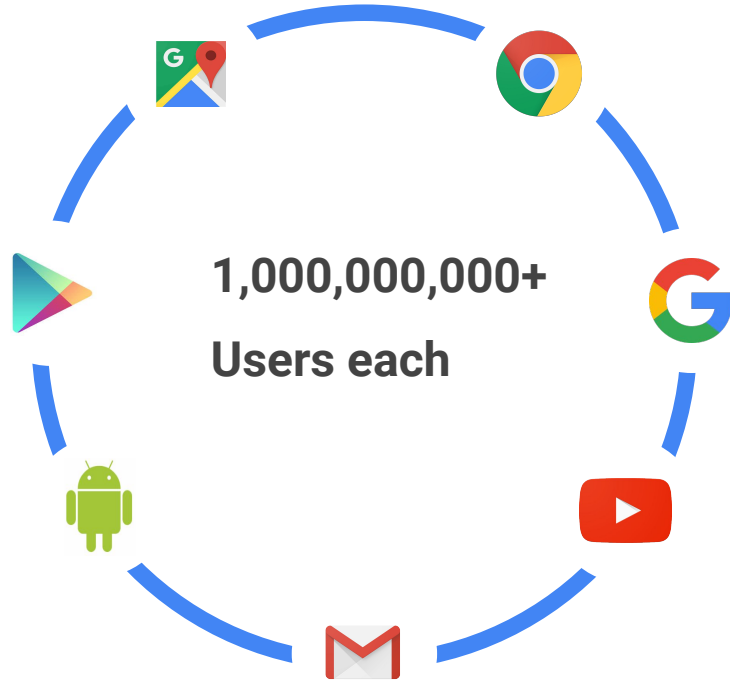
Conversion

# AdWords measures cross-device across search, display, app

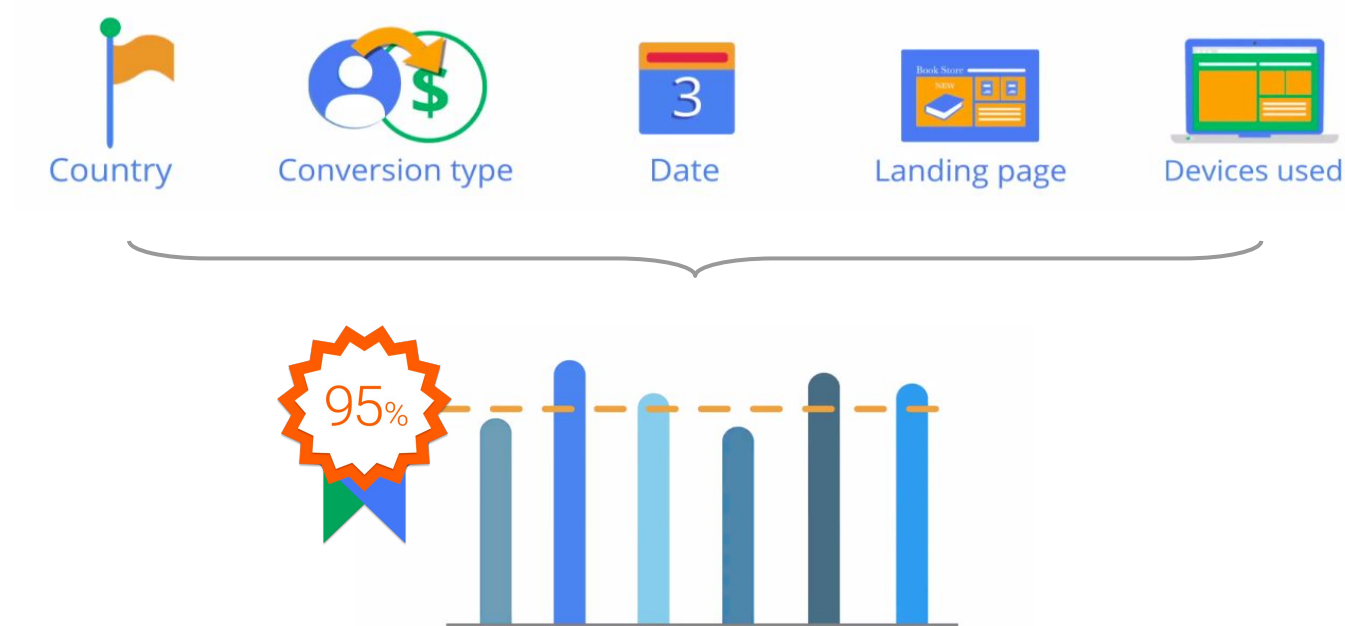
Cross-device measurement works across **all device types** and, **for display, across web and app.**



# Google's panel is huge and diverse



# Cross-device methodology for extrapolation




# Cross-device conversion column is available in AdWords

(Same-Device) + Cross-Device =  
**All Conversion**

<div><div>+ CAMPAIGN</div><div>Edit</div><div>Details</div><div>Bid strategy</div><div>Automate</div><div>Labels</div></div>									
<input type="checkbox"/>		Campaign	Budget	Status	Impr.	Clicks	Conversions	Cross-device conv.	All conv.
		Total - all campaigns	EUR2,600.00/day		10,795,221	1,021,632	58,432.00	3,368.00	61,800.00
<input type="checkbox"/>	●	Brand Campaign	EUR900.00/day	Eligible	3,800,676	703,125	45,703.00	+	2,971.00 = 48,674.00
<input type="checkbox"/>	●	Generic 1	EUR600.00/day	Limited by budget	4,147,465	145,161	4,544.00	+	114.00 = 4,658
<input type="checkbox"/>	●	Shopping Campaign	EUR400.00/day	Limited by budget	1,190,476	57,143	2,971.00	+	137.00 = 3,108
<input type="checkbox"/>	●	Generic 2	EUR400.00/day	Eligible	1,625,135	115,385	5,192.00	+	145.00 = 5,337
<input type="checkbox"/>	●	Generic 3	EUR300.00/day	Limited by budget	31,469	52,941	22.00	+	1.00 = 23.00

+ 5%

# Cross-device conversion lift depends on the device

	Impr. ?	Clicks ?	Conversions ?	Cross-device conv. ?	All conv. ?
 Total - search	10,795,221	1,021,632	58,432.00	3,368.00	61,800.00
Computers	4,426,041	459,734	28,632.00	438.00	29,070.00
Mobile devices with full browsers	4,641,945	423,977	22,204.00	2,593.00	24,797.00
Tablets with full browsers	1,727,235	137,920	7,596.00	337.00	7,933.00



+2% Desktop

**+12% Mobile**

+4% Tablet

# Performance improvements boost themselves








# Value cross-device behaviour by including cross-device conversions

Change under Tools>Conversions>Settings  
**for each account**

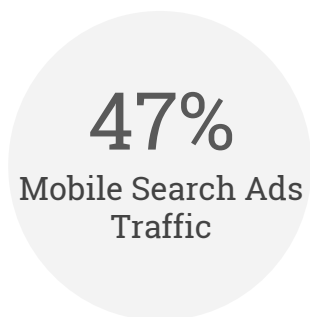
## Settings

Conversion bid metric		Conversions	
Include cross-device conversions		<input checked="" type="checkbox"/> Include cross-device conversions in your "Conversions" column, which is used by any conversion-based bid strategies you might have have set up.	
<div>Save</div>		<div>Cancel</div>	

# Case Study: ~30% more conversions for mobile

“We knew that people start on mobile and then convert on desktop. Due to this we had a problem where we underbid on mobile; we were losing a lot of potential valuable mobile clicks this way.”

Steven Tellers, SEM Manager



# Quiz Time!



Search  
ad click



Organic Search click  
& **convert**



Display  
ad click



Display ad click &  
**convert**



Search  
ad click



Organic Search click  
& **convert**

<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign	Budget <sup>?</sup>	Status <sup>?</sup>	Impr. <sup>?</sup>	Interactions <sup>?</sup> ↓	Conversions <sup>?</sup>	Cross-device conv. <sup>?</sup>	All conv. <sup>?</sup>
<input type="checkbox"/>	<input checked="" type="radio"/>	Search Campaign A	\$500.00/day	Eligible	220,074	3,024 clicks	42.00	8.00	50.00
		Computers <sup>?</sup>					30.00	??	A 0
		Mobile devices with full browsers <sup>?</sup>					6.00	??	B 0
		Tablets with full browsers <sup>?</sup>			19,417	282 clicks	6.00	0.00	6.00

Where is the conversion counted? in A or B?

AdWords Campaign report segmented by device type



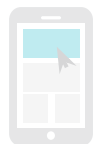
Search  
ad click



Organic Search click  
& **convert**



Display  
ad click



Display ad click &  
**convert**



Search  
ad click

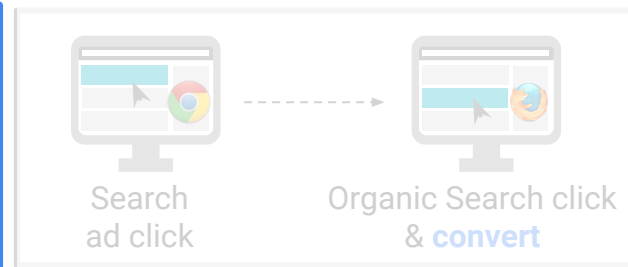
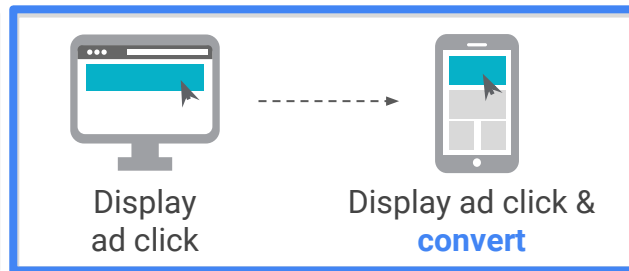
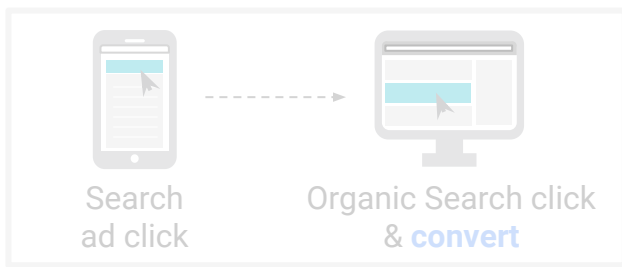


Organic Search click  
& **convert**

<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign	Budget <sup>?</sup>	Status <sup>?</sup>	Impr. <sup>?</sup>	Interactions <sup>?</sup> ↓	Conversions <sup>?</sup>	Cross-device conv. <sup>?</sup>	All conv. <sup>?</sup>
<input type="checkbox"/>	<input checked="" type="radio"/>	Search Campaign A	\$500.00/day	Eligible	220,074	3,024 clicks	42.00	8.00	50.00
		Computers <sup>?</sup>					30.00	2.00	32.00
		Mobile devices with full browsers <sup>?</sup>					6.00	??	B 0
		Tablets with full browsers <sup>?</sup>			19,417	282 clicks	6.00	0.00	6.00

Last **Ad** Click was on mobile

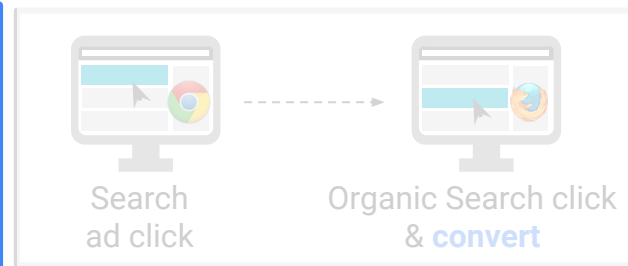
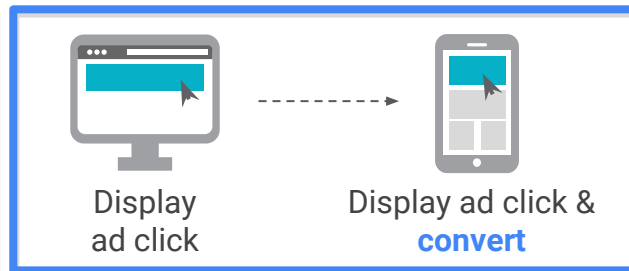
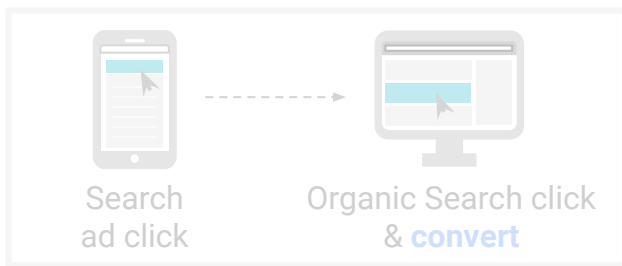
AdWords Campaign report segmented by device type



<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign	Budget <sup>?</sup>	Status <sup>?</sup>	Impr. <sup>?</sup>	Interactions <sup>?</sup> ↓	Conversions <sup>?</sup>	Cross-device conv. <sup>?</sup>	All conv. <sup>?</sup>
<input type="checkbox"/>	<input checked="" type="radio"/>	Search Campaign A	\$500.00/day	Eligible	220,074	3,024 clicks	42.00	8.00	50.00
		Computers <sup>?</sup>			159,386	1,611	30.00	2.00	32.00
		Mobile devices with full browsers <sup>?</sup>					??	A	??
		Tablets with full browsers <sup>?</sup>					6.00	0.00	6.00

Where is the conversion counted? in A or B?

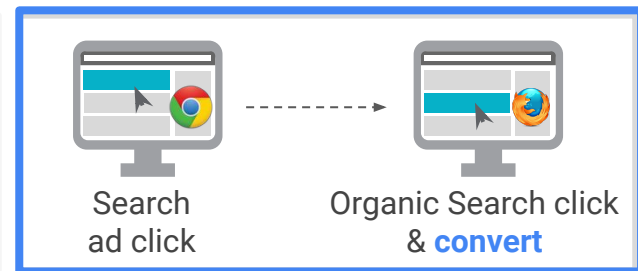
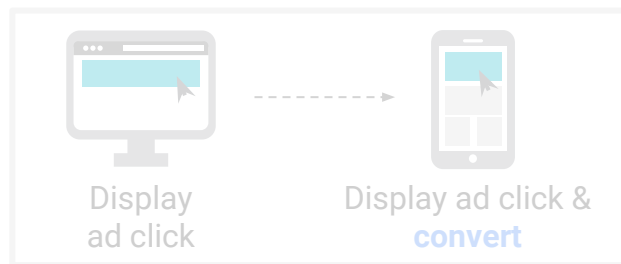
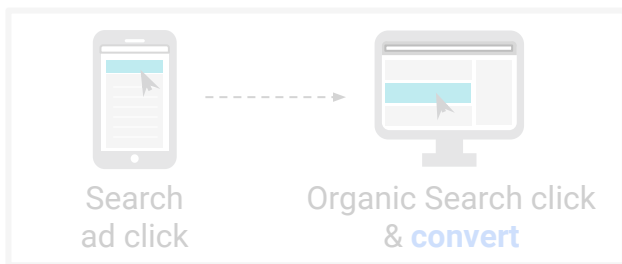
AdWords Campaign report segmented by device type



<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign	Budget <sup>?</sup>	Status <sup>?</sup>	Impr. <sup>?</sup>	Interactions <sup>?</sup> ↓	Conversions <sup>?</sup>	Cross-device conv. <sup>?</sup>	All conv. <sup>?</sup>
<input type="checkbox"/>	<input checked="" type="radio"/>	Search Campaign A	\$500.00/day	Eligible	220,074	3,024 clicks	42.00	8.00	50.00
		Computers <sup>?</sup>			159,386	1,611	30.00	2.00	32.00
		Mobile devices with full browsers <sup>?</sup>					??	A	6.00
		Tablets with full browsers <sup>?</sup>					6.00	0.00	6.00

Last ad click happened on same device

AdWords Campaign report segmented by device type

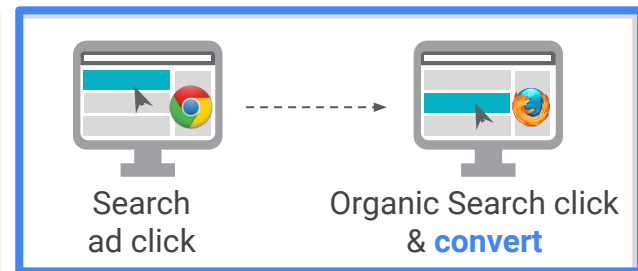
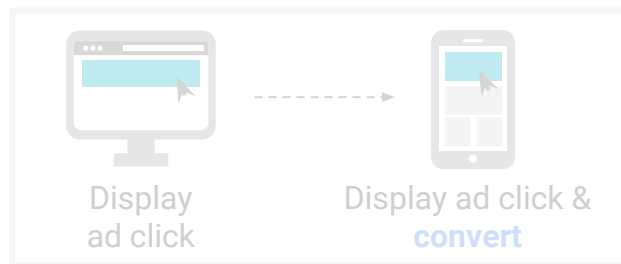
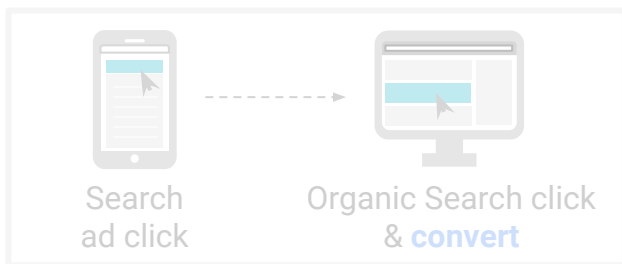


<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign	Budget ?	Status ?	Impr. ?	Interactions ? ↓	Conversions ?	Cross-device conv. ?	All conv. ?
<input type="checkbox"/>	<input checked="" type="radio"/>	Search Campaign A	\$500.00/day	Eligible	220,074	3,024	42.00	8.00	50.00
		Computers ?					??	A	??
		Mobile devices with full browsers ?					6.00	6.00	12.00
		Tablets with full browsers ?			19,417	282 clicks	6.00	0.00	6.00

Where is the conversion counted? in A or B?

AdWords Campaign report segmented by device type





<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign	Budget ?	Status ?	Impr. ?	Interactions ? ↓	Conversions ?	Cross-device conv. ?	All conv. ?
<input type="checkbox"/>	<input checked="" type="radio"/>	Search Campaign A	\$500.00/day	Eligible	220,074	3,024	42.00	8.00	50.00
		Computers ?					30.00	??	B 0
		Mobile devices with full browsers ?				clicks	6.00	6.00	12.00
		Tablets with full browsers ?			19,417	282 clicks	6.00	0.00	6.00

Different browsers are treated as different device

AdWords Campaign report segmented by device type

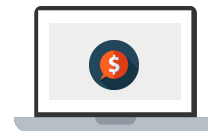
| Before the last ad click

# Cross-device activity starts before the last ad click

## Same-Device Conversions



AdW Ad Click

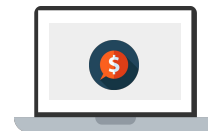


Conversion

## Cross-Device Conversions



AdW Ad Click



Conversion

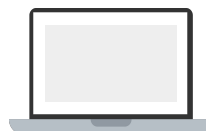
## Cross-Device Activity



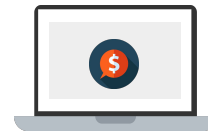
AdW Ad Click



AdW Ad Click



AdW Ad Click



Conversion

# Three Cross-device reports in AdWords answer multiple questions

1. How common is cross-device activity?
2. Which cross-device activity is most common?
3. What is the assist ratio per device?
4. Which cross-device journeys are most common?
5. How valuable are they? What is my conversion value ratio?
6. How many more cross-device touch points could I leverage?

# 1/ Devices

Tools > Attribution > Cross-Device Activity > Devices

## Devices

Conversion Scope ? Conversion Action ? History Window ?

All conversions ▾ Default ▾ 30 Days ▴ ▾

8,794 of 8,794 total Conversions with Cross-Device Activity (100.00%)

Based on Clicks Based on Impressions

Show Chart View ⌵

Conversions with Cross-Device Activity

8,794

% of Total: 100.00%

Conversions

61,800

% of Total: 100.00%

% of Conversions with Cross-Device Activity

14.23%

% of Average: 100.00%

Which cross-device activity is most common?

Ad Interaction Device

Conversion Device

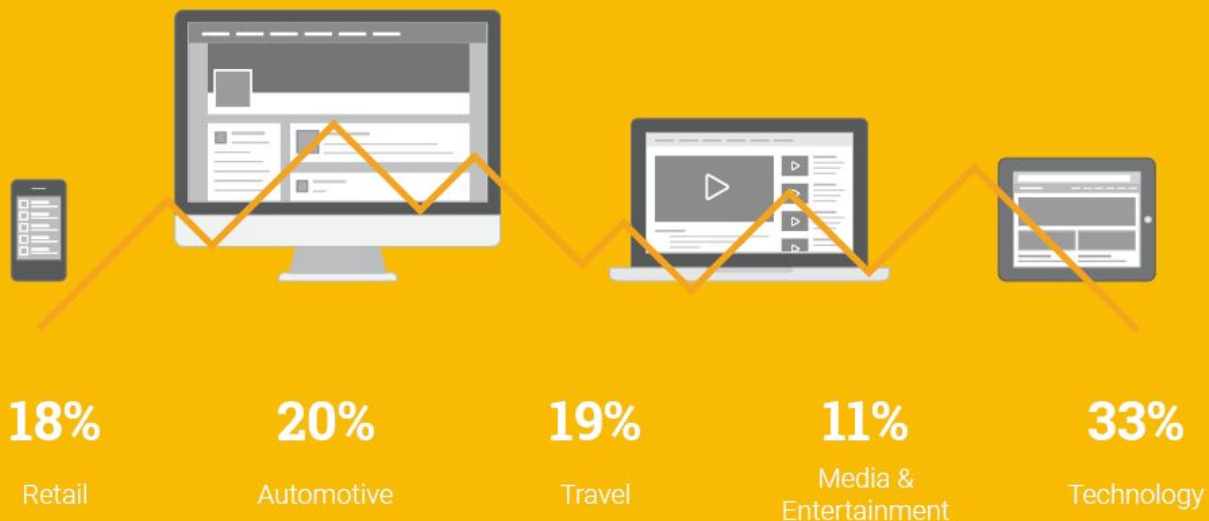
	Mobile	Tablet	Desktop
Mobile	425	1,145	4,680
Tablet	268	581	677
Desktop	347	382	451

Only conversions which involved multiple devices are counted in this table.

How common is cross-device activity?

# Germany

In these German industries,



of all conversion paths include search impressions across devices.

## 2/ Assisting Devices

### Assisting Devices

Conversion Scope ? Conversion Action ? History Window ?

All conversions ▾

Default ▾

30 Days ▴▾

 72,770 of 72,770 of total Assisted Conversions (100.00%)

**Based on Clicks**

Based on Impressions

[Show Chart View](#) ▾

Mobile Assist Ratio

1.55

38,435 Click-Assisted / 24,797 Last-Click

Tablet Assist Ratio

1.25

9,916 Click-Assisted / 7,933 Last-Click

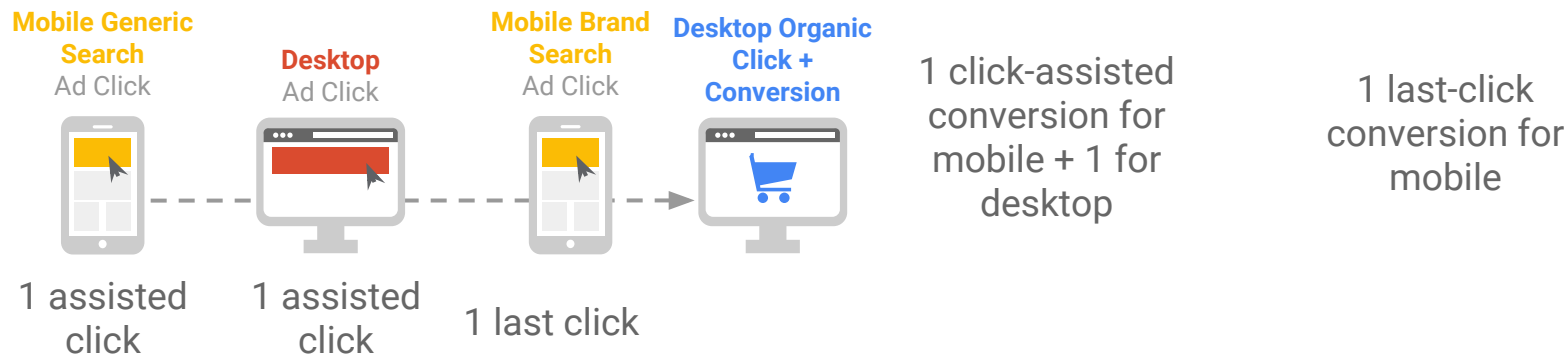
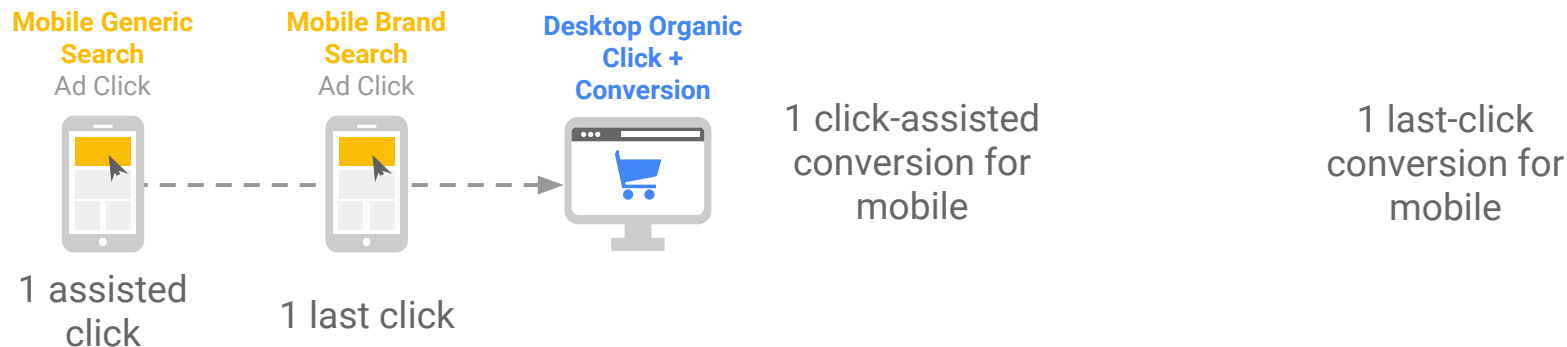
Desktop Assist Ratio

0.84

24,419 Click-Assisted / 29,070 Last-Click

</

# Click-assisted conversion = conversion with min 1 click before to last-click





# Assisting devices report reveals the assist ratio

## Assisting Devices

Conversion Scope ? Conversion Action ? History Window ?

All conversions ▾

Default ▾

30 Days ⬆️⬆️

 72,770 of 72,770 of total Assisted Conversions (100.00%)

**Based on Clicks**

Based on Impressions

[Show Chart View](#) ⌵

Mobile Assist Ratio

**1.55**

38,435 Click-Assisted / 24,797 Last-Click

Tablet Assist Ratio

**1.25**

9,916 Click-Assisted / 7,933 Last-Click

Desktop Assist Ratio

**0.84**

24,419 Click-Assisted / 29,070 Last-Click



Overall ▾	↓ Last Click Conversions	Last Click Conversion Value	Click-Assisted Conversions	Click-Assisted Conversion Value	Click-Assisted Conversions / Last Click Conversions
1 Device					
Mobile	24,797	289,412.56	38,435	539,414.75	1.55
Tablet	7,933	145,965.45	9,916	218,717.58	1.25
Desktop	29,070	945,623.14	24,419	954,549.85	0.84

# Assisting devices report reveals the assist ratio

## Assisting Devices

Conversion Scope ? Conversion Action ? History Window ?

All conversions ▾

Default ▾

30 Days ▾

72,770 of 72,770 of total Assisted Conversions (100.00%)

Based on Clicks

Based on Impressions

### Mobile Assist Ratio

1.6

Click-Assisted Conversions: 38,435  
Last Click Conversions: 24,797



Desktop Assist Ratio

0.84

24,419 Click-Assisted / 29,070 Last-Click

For every last-click conversion, mobile assisted on average

**1.6 additional conversions** on other devices

Overall ▾	↓ Last Click Conversions	↓ Last Click Conversion Value	Click-Assisted Conversions	Click-Assisted Conversion Value	Click-Assisted Conversions / Last Click Conversions
1 Device					
Mobile	24,797	289,412.56	38,435	539,414.75	1.55
Tablet	7,933	145,965.45	9,916	218,717.58	1.25
Desktop	29,070	945,623.14	24,419	954,549.85	0.84

# 3/ Device Paths

## Device Paths

Conversion Scope ? Conversion Action ? History Window ? Path Length

All conversions ▼ Default ▼ 30 Days ⬆️⬆️ 2+ ⬆️⬆️

● 8,794 of 8,794 total Conversions with Cross-Device Activity (100.00%)

Based on Clicks

Based on Impressions

Show Chart View ⌵

Which cross-device journeys  
are most common?

How valuable were they?



Device Path	↓ Conversions with Cross-Device Activity	Cross-Device Conversion Value
1 Mobile > Desktop	2,501	62,142.16
2 Desktop > Mobile > Desktop	1,493	37,547.68
3 Mobile > Mobile	801	26,547.65
4 Tablet > Desktop	682	14,947.56
5 Desktop > Desktop	363	9,217.20
6 Mobile > Tablet	247	5,145.06
7 Desktop > Mobile	131	2,854.44
8 Tablet > Mobile	122	3,412.98
9 Mobile > Desktop > Mobile > Desktop	89	2,137.47
10 Desktop > Tablet	64	1,641.84

# Conversion Value Ratio

$$\text{Conversion Value Ratio} = \frac{\text{Average value conversions with cross-device activity}}{\text{Average value all other conversions}}$$

# Conversion Value Ratio

Average value  
conversions with  
cross-device activity:

$$= \frac{\text{Value Conversions with cross-device activity}}{\text{Conversions with cross-device activity}}$$

### 3/ Device Paths

All conversions ▾ Default ▾ 30 Days ▾ 2+ ▾

8,794 of 8,794 total Conversions with Cross-Device Activity (100.00%)

Based on Clicks

Based on Impressions

Show Chart View



Device Path	↓ Conversions with Cross-Device Activity	Cross-Device Conversion Value
1 Mobile > Desktop	2,501	62,142.16
2 Desktop > Mobile > Desktop	1,493	37,547.68
3 Mobile > Mobile	801	26,547.65
4 Tablet > Desktop	682	14,947.56
5 Desktop > Desktop	363	9,217.20
6 Mobile > Tablet	247	5,145.06
7 Desktop > Mobile	131	2,854.44
8 Tablet > Mobile	122	3,412.98
9 Mobile > Desktop > Mobile > Desktop	89	2,137.47
10 Desktop > Tablet	64	1,641.84

All conversions with cross-device activity

Σ 8,794

223,807 €

Value of all conversions with cross-device activity

# Conversion Value Ratio

Average value  
conversions with  
cross-device activity:

$$= \frac{\text{Value Conversions with cross-device activity}}{\text{Conversions with cross-device activity}}$$

# Conversion Value Ratio

Average value  
conversions with  
cross-device activity:

$$= \frac{223,807 \text{ €}}{8,794}$$



# Conversion Value Ratio

Average value  
conversions with  
cross-device activity:

=

25.45 €

# Conversion Value Ratio

Average value all other  
conversions: =

$$\frac{(\text{Value of all last-click conversions} - \text{Value conversions with cross-device activity})}{(\text{All last-click conversions} - \text{Conversions with cross-device activity})}$$

## 2/ Assisting Devices

Overall ▾	↓ Last Click Conversions	Last Click Conversion Value	Click-Assisted Conversions	Click-Assisted Conversion Value	Click-Assisted Conversions / Last Click Conversions
1 Device					
Mobile	24,797	289,412.56	34,487	539,414.75	1.55
Tablet	7,933	145,965.45	9,485	218,717.58	1.25
Desktop	29,070	945,623.14	49,153	954,549.85	0.84

**Σ 61,800**

**1,381,001 €**

Value of all last-click conversions

All last-click conversions

# Conversion Value Ratio

Average value all other  
conversions: =

$$\frac{(\text{Value of all last-click conversions} - \text{Value conversions with cross-device activity})}{(\text{All last-click conversions} - \text{Conversions with cross-device activity})}$$

# Conversion Value Ratio

Average value all other conversions:

$$= \frac{(1,381,001 \text{ €} - 223,807 \text{ €})}{(61,800 - 8,794)}$$

# Conversion Value Ratio

Average value all other  
conversions:

$$= \frac{1,157,194 \text{ €}}{53,006}$$

# Conversion Value Ratio

Average value all other  
conversions: = 21.83 €

# Conversion Value Ratio

$$\text{Conversion Value Ratio} = \frac{25.45 \text{ €}}{21.83 \text{ €}}$$



# Conversion Value Ratio

Conversion Value Ratio = 1.17

A conversion with cross-device activity is **1.17x as valuable** as a conversion without.

# Device Paths surfaces multiple touch points

## Device Paths

Conversion Scope ? Conversion Action ? History Window ? Path Length

All conversions ▾ Default ▾ 30 Days ▾ 2+ ▾

● 8,794 of 8,794 total Conversions with Cross-Device Activity (100.00%)

Based on Clicks

Based on Impressions

Show Chart View ▾

Device Path		↓ Conversions with Cross-Device Activity	
1	Mobile > Desktop 2x	2,501	= 5,002
2	Desktop > Mobile > Desktop 3x	1,493	= 4,389
3	Mobile > Mobile 2x	801	= 1,602
4	Tablet > Desktop 2x	682	⋮
5	Desktop > Desktop 2x	363	⋮
6	Mobile > Tablet 2x	247	
7	Desktop > Mobile 2x	131	
8	Tablet > Mobile 2x	122	
9	Mobile > Desktop > Mobile > Desktop 4x	89	
10	Desktop > Tablet 2x	64	

Σ 26,567

# Last-Click only knows path length = 1

## Device Paths

Conversion Scope ? Conversion Action ? History Window ? Path Length

All conversions ▼ Default ▼ 30 Days ⬆️⬆️ 2+ ⬆️⬆️

8,794 of 8,794 total Conversions with Cross-Device Activity (100.00%)

**Based on Clicks** Based on Impressions

Show Chart View ⌵

Device Path			↓ Conversions with Cross-Device Activity	
1	Desktop	1x	2,501	= 2,501
2	Desktop	1x	1,493	= 1,493
3	Mobile	1x	801	= 801
4	Desktop		682	⋮
5	Desktop		363	
6	Tablet		247	
7	Mobile		131	
8	Mobile		122	
9	Desktop		89	
10	Tablet		64	

Σ 8,794

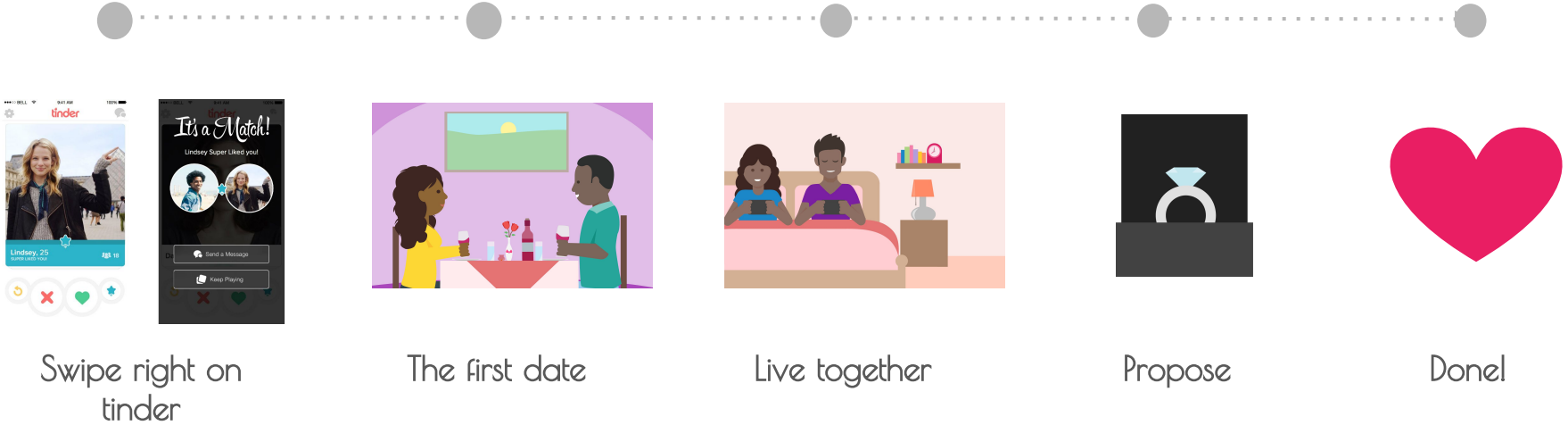
**2/3** of clicks are ignored  
under last-click

| Pick the “right” model

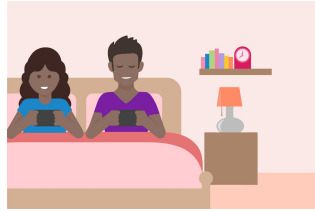
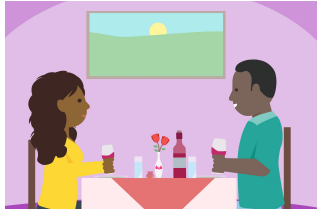
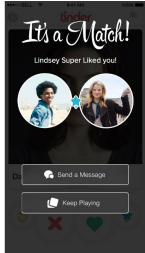
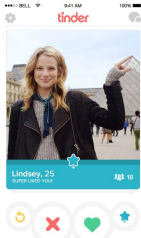
A simple question: “How to get married?”



# The different steps may look like this



# Which one deserves the credit?



x 1

○

x .3

○

○

x .2

○

○

x .2

○

x 1

x .3

Tinder

Husband/ wife

Data Scientist

# Typical customer journeys in Google search



AdW Ad Click



AdW Ad Click



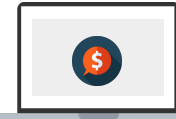
AdW Ad Click



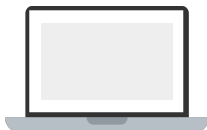
AdW Ad Click



AdW Ad Click



Conversion



AdW Ad Click



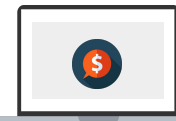
AdW Ad Click



AdW Ad Click



AdW Ad Click



Conversion



# Search attribution needs to account for two aspects

1/ Cross-Device



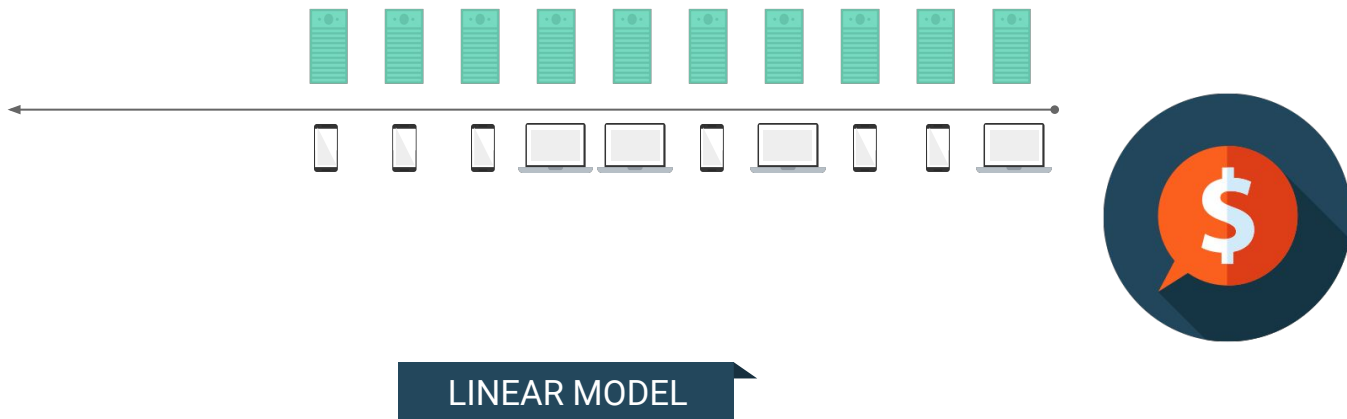
2/ Multi-Touch



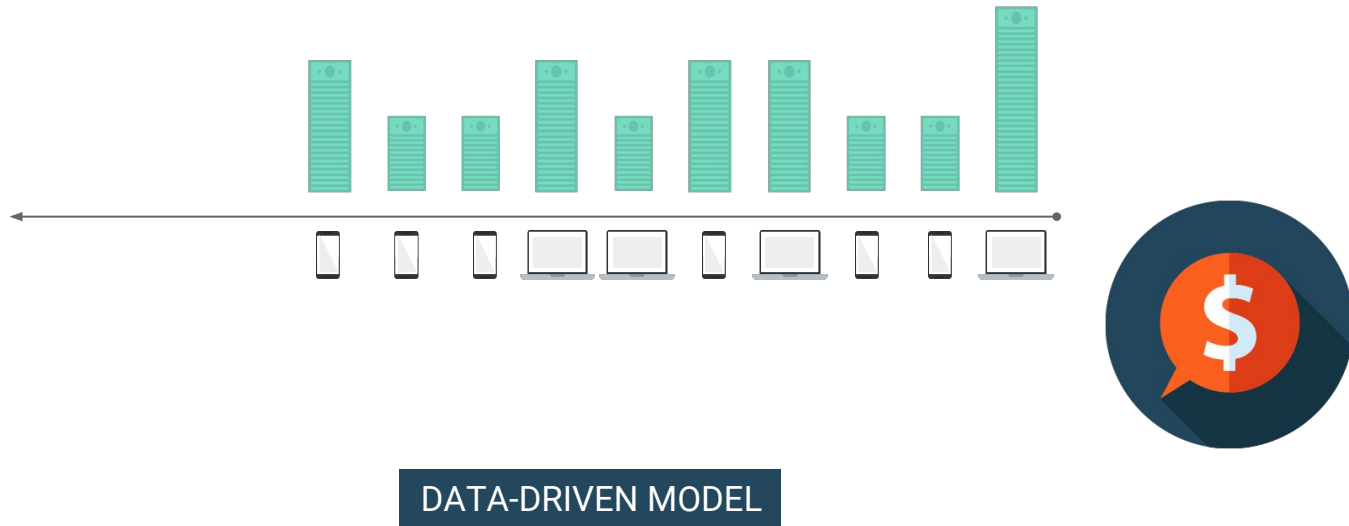


Which model should  
I pick?

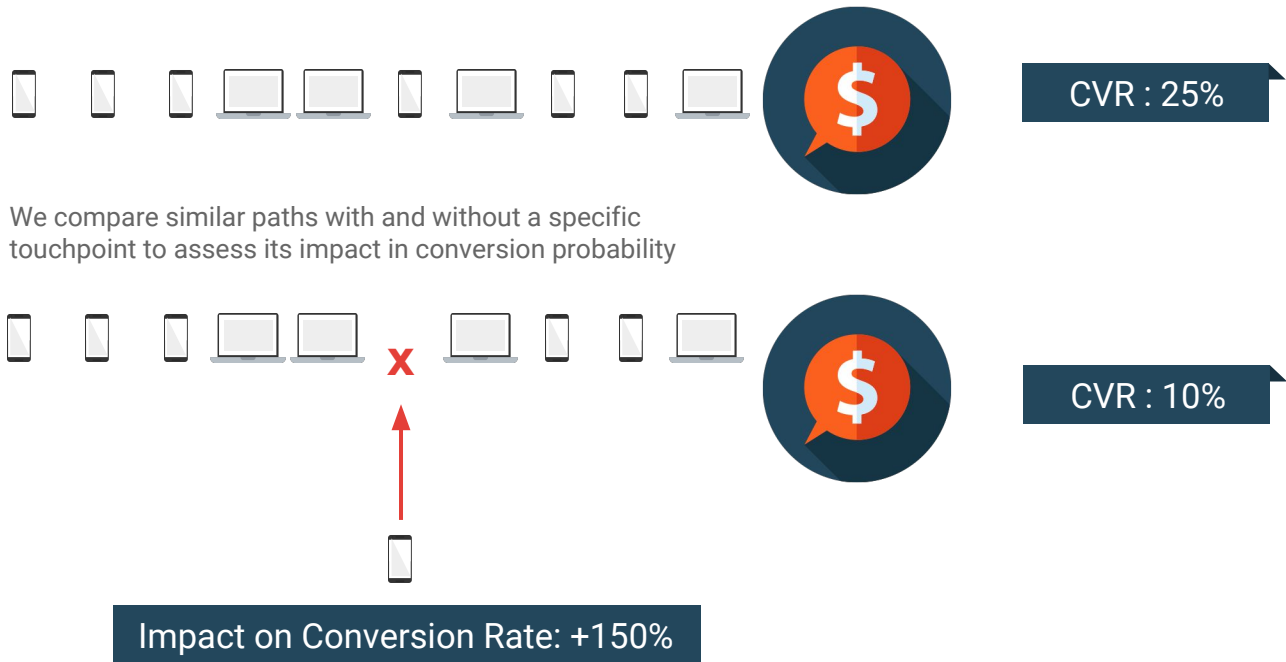
# Rules-based models have existed for a while



# The alternative: a Data-Driven model in AdWords



# How does it work?



# Advantages of a Data-Driven attribution model



1

## **Unique**

A DDA model is based on your individual AdWords account (either MCC-level or single account-level)



2

## **Dynamic**

A DDA model accounts for changes in the auction and in the account. It retrains on a regular basis

# Case Study: Purple Brick -28% CPA for generics

“ [...] Targeted CPA and Data-driven Attribution have given us lower CPAs, and allowed us to compete and thrive in a competitive and volatile space. ”

Neil Jones, Digital Acquisitions Manager,  
Purplebricks

**28%**

Reduzierung des  
CPA f. Generische  
Kampagnen

**70%**

Anstieg der  
Conversion Rate  
für Mobile

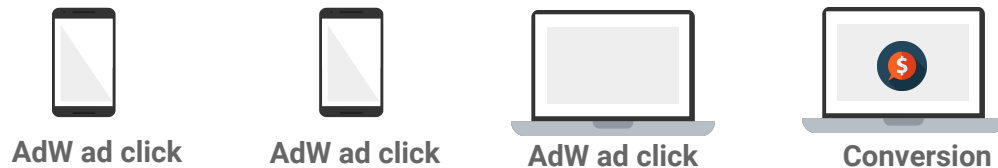


# Requirements for a DDA model: conversion-type level





# A DDA model is cross-device enabled



Attribution Model	Mobile	Mobile	Desktop
Last-Click Model <b>Default Today</b>	0 ( <i>ignoriert</i> )	0 ( <i>ignoriert</i> )	1 Conversion
Data-Driven Attribution Model	0.3 Conversion	0.1 Conversion	0.6 Conversion

# You can model the impact of a DDA model

## Attribution Modeling

Conversion Action

History Window

All actions ▾

30

days

Sept 26, 2015 - Oct 25, 2015 ▾

13,305.00 of 13,305.00 total Conversions (100.00%)

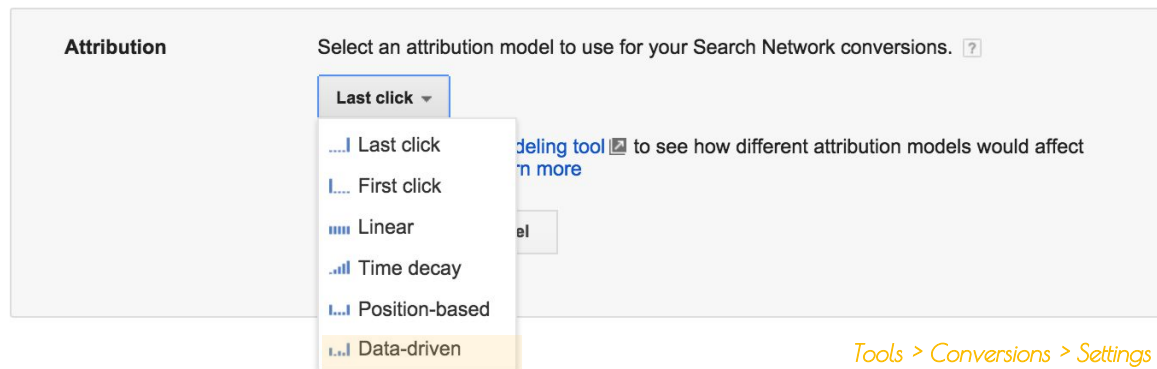
		Conversions & Cost / conv. ▾					
		Last click ▾		Data-Driven		% Change	
Campaign ▾	+	Cost	↓ Conversions	Cost / conv.	Conversions	Cost / conv.	Conversions ▾ ?
1 Brand Campaign		\$200,326.76	16,624.00	\$12.05	16,619.89	\$12.05	-0.02% ↕
2 Brand Campaign Mobile		\$21,057.34	2,341.00	\$9.00	2,392.86	\$8.80	2.22% ↕
3 Brand Campaign - Misspellings		\$44,267.22	1,402.00	\$31.57	1,408.49	\$31.43	0.46% ↕
4 Brand Campaign - Local		\$18,478.83	953.00	\$19.39	955.48	\$19.34	0.26% ↕
5 Generic Campaign - Product		\$10,286.96	923.00	\$11.15	870.80	\$11.81	-5.66% ↕
6 Generic Campaign - Category		\$963.81	498.00	\$1.94	496.01	\$1.94	-0.40% ↕
7 Generic Campaign - Research		\$1,494.20	161.00	\$9.28	168.86	\$8.85	4.88% ↕

Tools > Attribution > Attribution Modeling

- Data-Driven
- Last click
- First click
- Linear
- Time decay
- Position-based

# The activation of the new model only takes seconds

Always chosen at conversion type level. If cross-account conversion tracking is used, model needs to be switched at MCC-level



| Taking action via bidding



How do I leverage my DDA model in my bidding and budget allocation?

# 1/ Simple integration into AdWords Smartbidding

Target  
Return on  
Ad Spend

Target Cost  
per  
Acquisition

Enhanced  
CPC

**Include in  
"Conversions"**



Include data for this conversion action in your "Conversions" column, which is used by any conversion-based bid strategies you might have set up. [Learn more](#)

Done

Cancel

## 2/ Integration into manual bidding strategy

Include in  
"Conversions"

☒ Include data for this conversion action in your "Conversions" column, which is used by any conversion-based bid strategies you might have set up. [Learn more](#)

Done

Cancel

Under the new  
model i.e. DDA

Campaign	Conversions	Cost per Conv.
Local	3009	€24
Generics	700	€21
Brand	8211	€17

### 3/ Availability in the API for bidding tools



Conversion data under the new model can be exported via the API and used for bidding in external tools. However, implementation very much depends on the individual tool provider. Please discuss details with your partner.



# Summary slide

- Identify the **metrics that matter** and measure them in AdWords
- Include **Cross-Device** Conversions in your “conversions” column
- Understand **Cross-Device activity** for your AdWords accounts
- Model and implement a **Data-Driven Attribution model**
- Adjust your **bid management** and budget allocation accordingly



It's not the End that matters,  
But the Journey.

If you want to do a marketing skills  
health check for free, become part  
of

The talent revolution.

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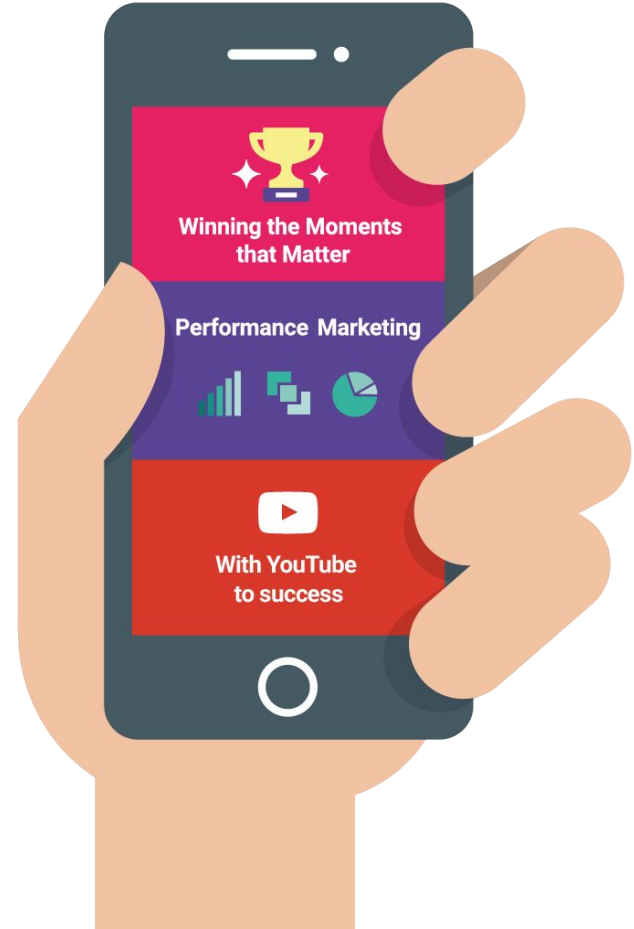
Find out more at our booth or at:  
[talentrevolution.bcg.com](http://talentrevolution.bcg.com)



We're happy to provide you with  
all presentations via our  
Think with Google newsletter.

Simply sign up at our booth or at:



thinkwithGoogle.de



# Thank You.

Thyge Backen - Measurement & Attribution Specialist  
Miriam Tappe - Measurement & Attribution Specialist

# Define KPIs in a measurement plan

Your Business Objective			
 Marketing Objective	 Marketing Objective	 Marketing Objective	 Marketing Objective
Goal A	Goal C	Goal E	Goal G
KPI (+Target)	KPI (+Target)	KPI (+Target)	KPI (+Target)
User-Segments			
Marketing-Channels			