



# Measurement for Performance

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14. September 2017

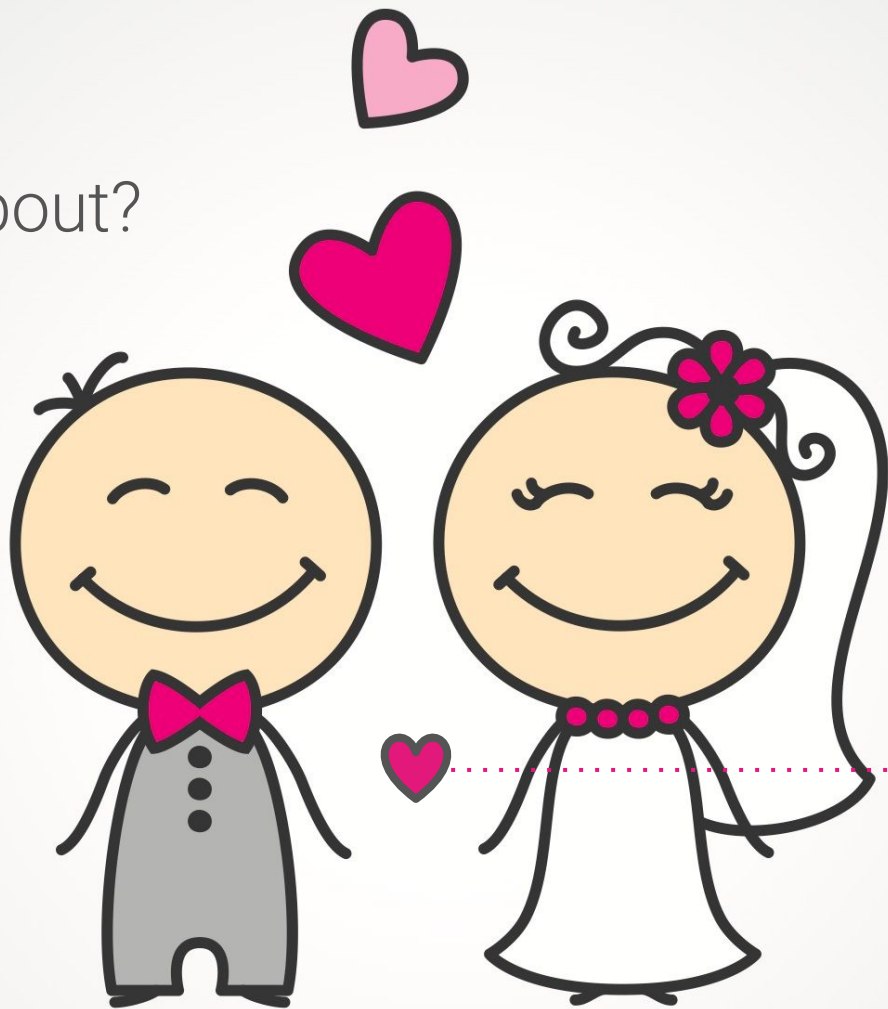
Dr. Jannika Bock | Head of Measurement & Attribution

Dr. Reemda Tieben | Measurement & Attribution Specialist



# Attribution:

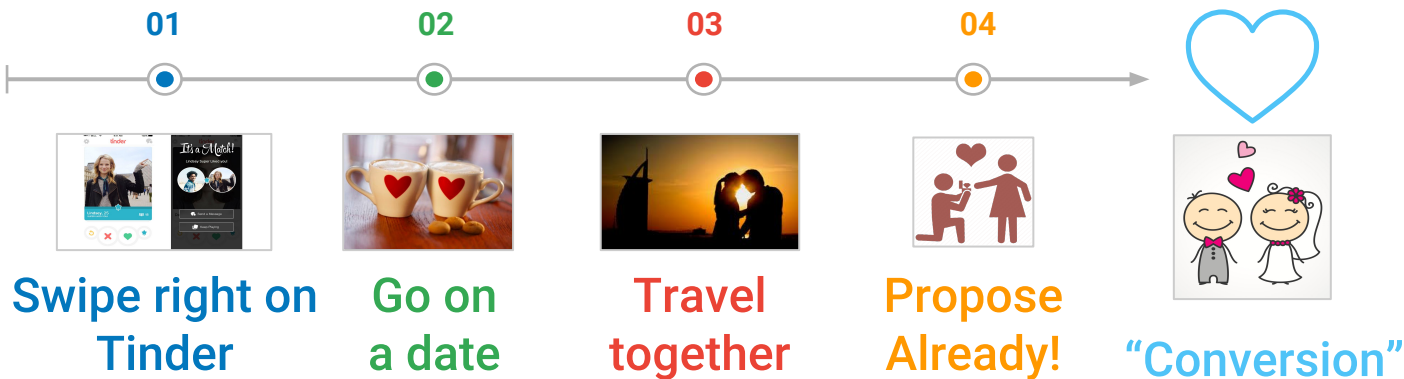
What is it all about?



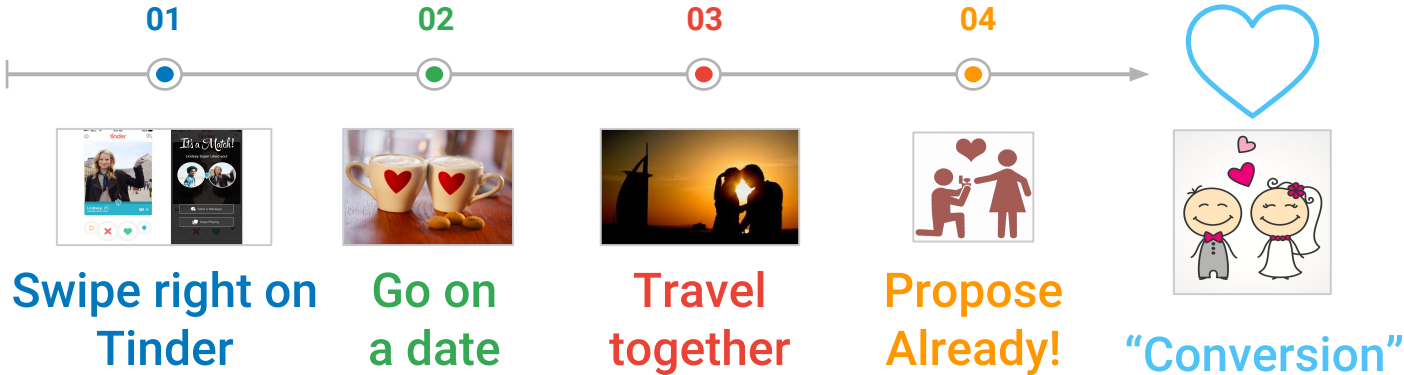
An example:

Getting married

# Attribution: What is it all about?



# Attribution: What is it all about?



	x 1	0	0	0	If you ask <b>Tinder</b>
	0	0	0	x 1	If you ask <b>The Guy</b>
	x .3	x .2	x .2	x .3	If you ask <b>A Data Scientist</b>

In the context of (online) marketing...



# Attribution – a definition

“ Find out which touchpoints drive business value, attribute conversion credit accordingly, and prove marketing impact to make more informed investment & customer messaging decisions. ”



**Better understanding** of the user journey



**Optimization** of media mix and marketing campaigns

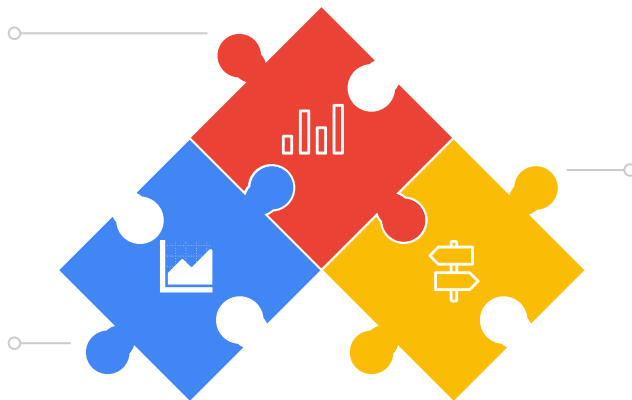
# 3 pillars of attribution:

## Digital Attribution (Data-driven)

Near realtime attribution to fuel short term business and bidding decisions.

## Marketing Mix Modelings

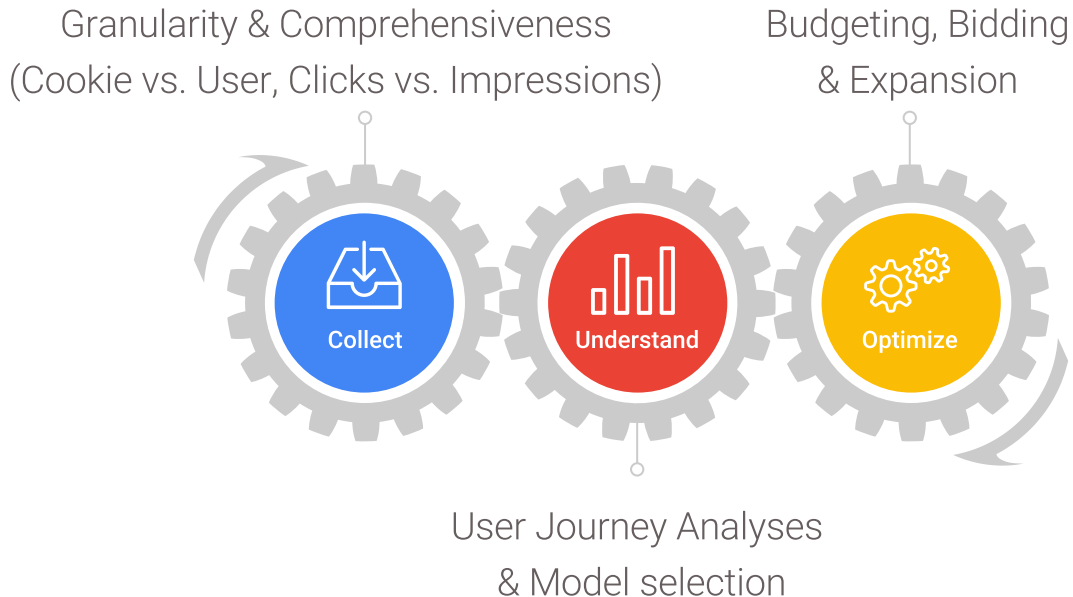
Top Level Modeling to understand what drives sales including media and all possible exogenous factors.



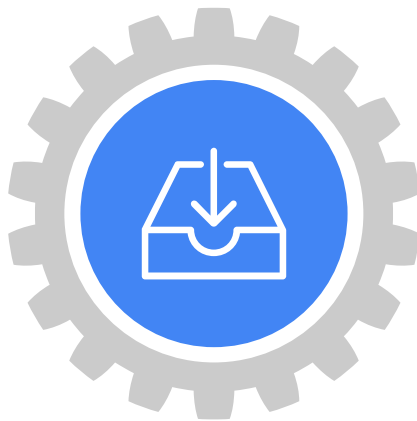
## Marketing Experiments

Rigorously test the incremental impact of your media via robust split testing.

# (Digital) attribution is a process:







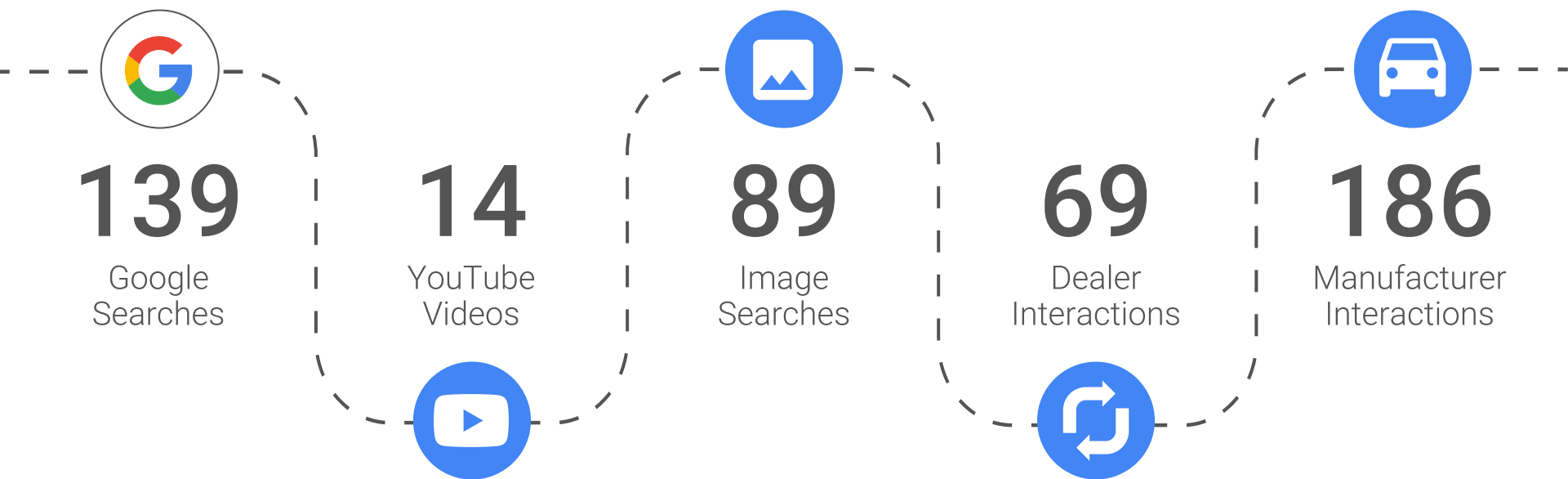
# Collect

Measure interactions on a relevant and actionable level and put journeys together.

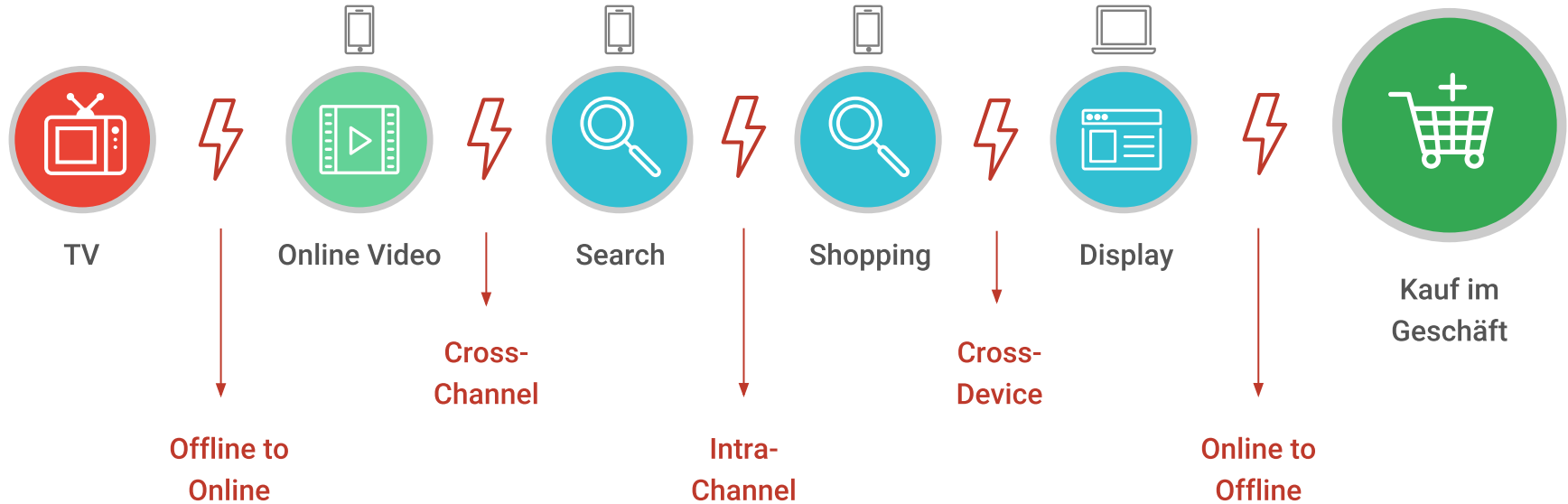


STACEY'S  
JOURNEY

# Customer journeys are often complex



# Users often change channels and/or device



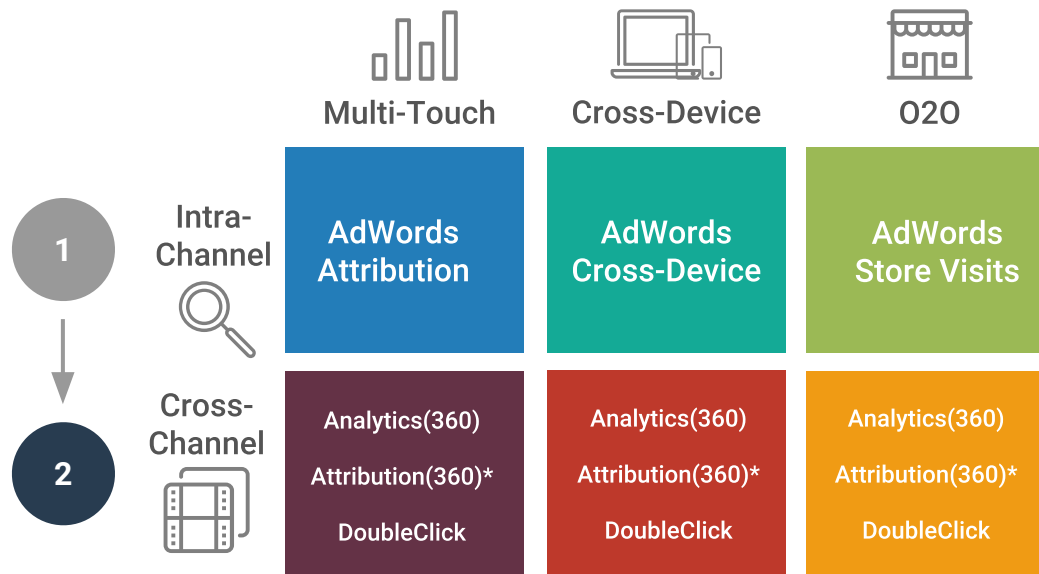
# The same journey can look very different...





In Measurement, perfect is  
the enemy of the good.

# Attribution challenges and Google solutions:



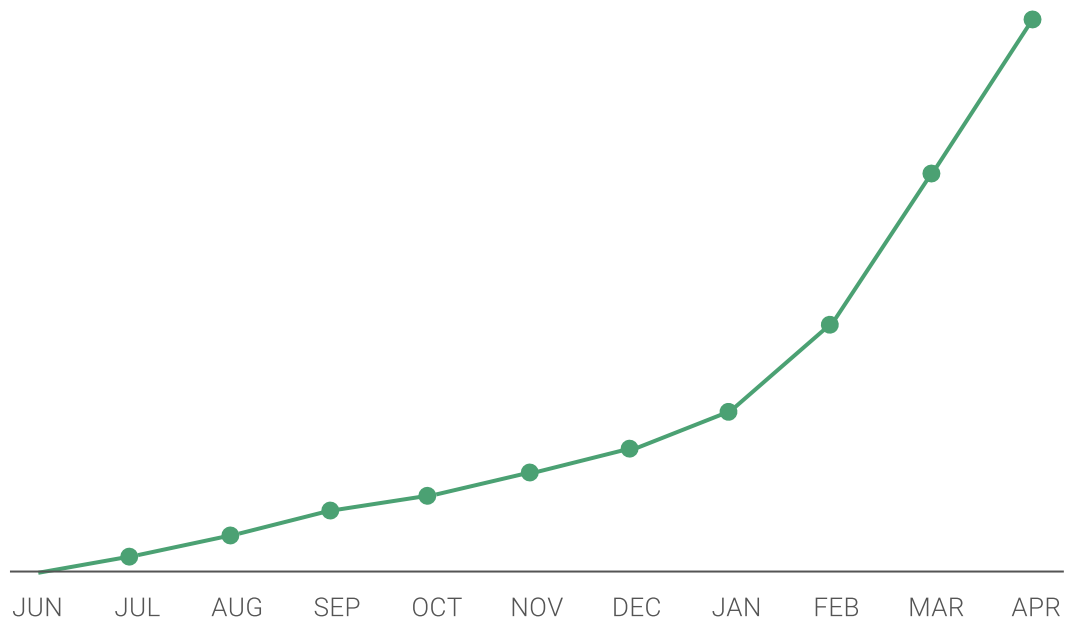
\* in beta

# The benefits of AdWords Attribution (intra channel)





# Adoption of AdWords Attribution is growing exponentially



# Data-driven attribution works: TUI



## Goal

Value upper funnel keywords by taking non-last click touch-points into account.



## Approach

AdWords Smart bidding using target CPA in combination with Data-Driven Attribution.



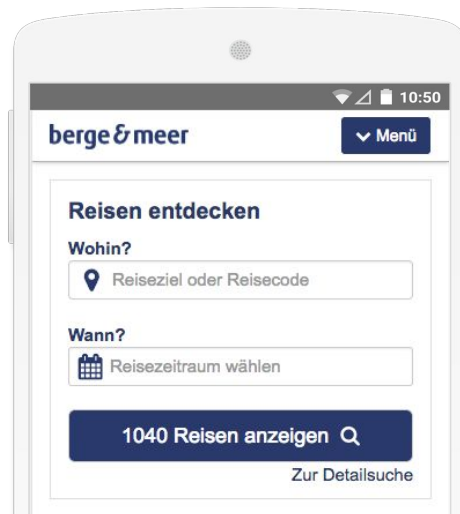
## Results

**24%** more conversions at **15%** lower CPA  
**+26%** mobile conversions.

“The limitations of last click attribution make it challenging to justify significant investments in upper funnel keywords. This has changed using Data Driven Attribution. I know and use AdWords for quite some time – and this is definitely one of the biggest improvements.”

**Tim Dunker**

CEO | Berge & Meer



# Data-driven attribution works: Herrenausstatter.de



Goal

Increase marketing efficiency and use data-driven campaign steering based on added value per touch-point.



Approach

Implement AdWords Attribution and Smart Bidding as a quick win and first step on the way to cross channel attribution.



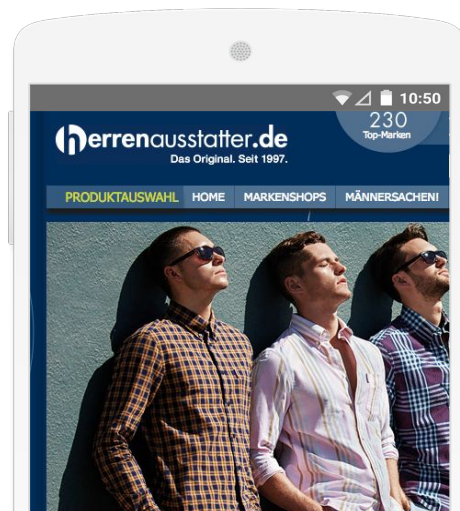
Results

**88%** more conversions at  
**-12%** lower CPA  
**-32%** CPA after switching to data-driven

“Smart bidding in combination with data-driven Attribution in AdWords helps us to optimally bid on upper funnel keywords, which helps us to compete with our big competitors.”

**Georg Wiedemann**

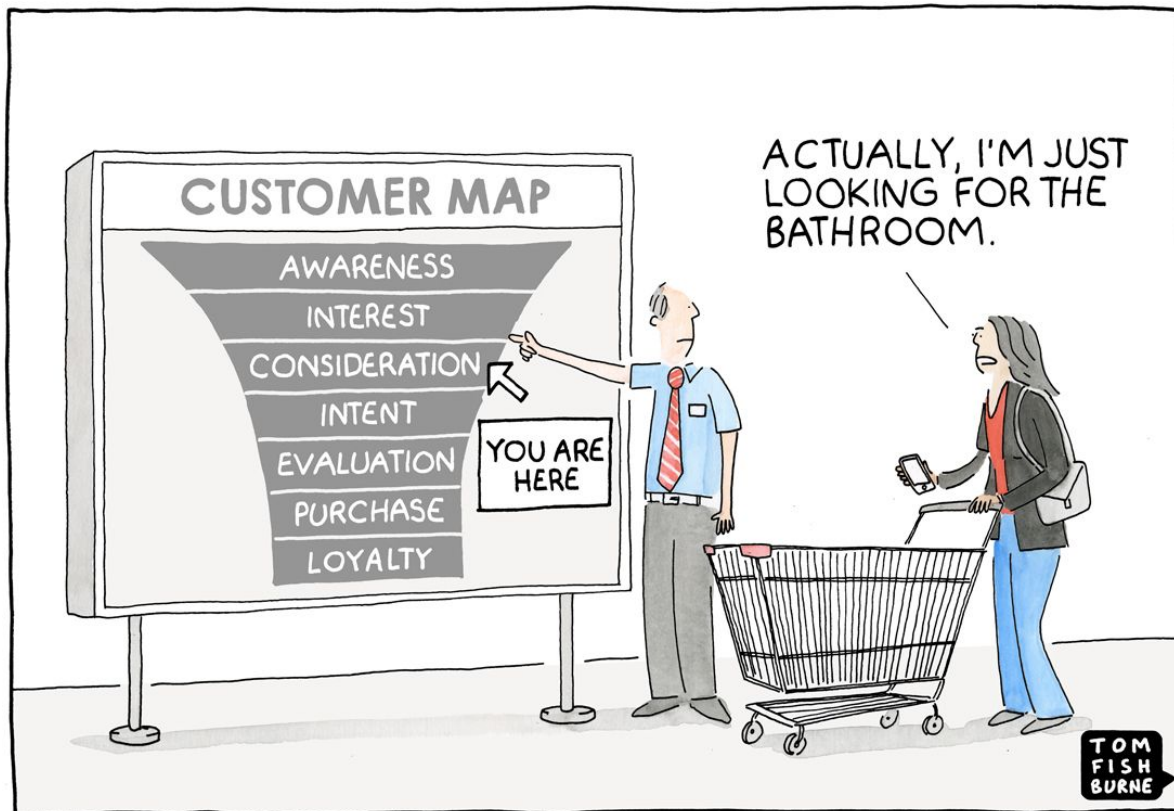
VP Online Marketing | Depauli





# Understand

Understand the user's journey and apply the right attribution model



© marketoonist.com

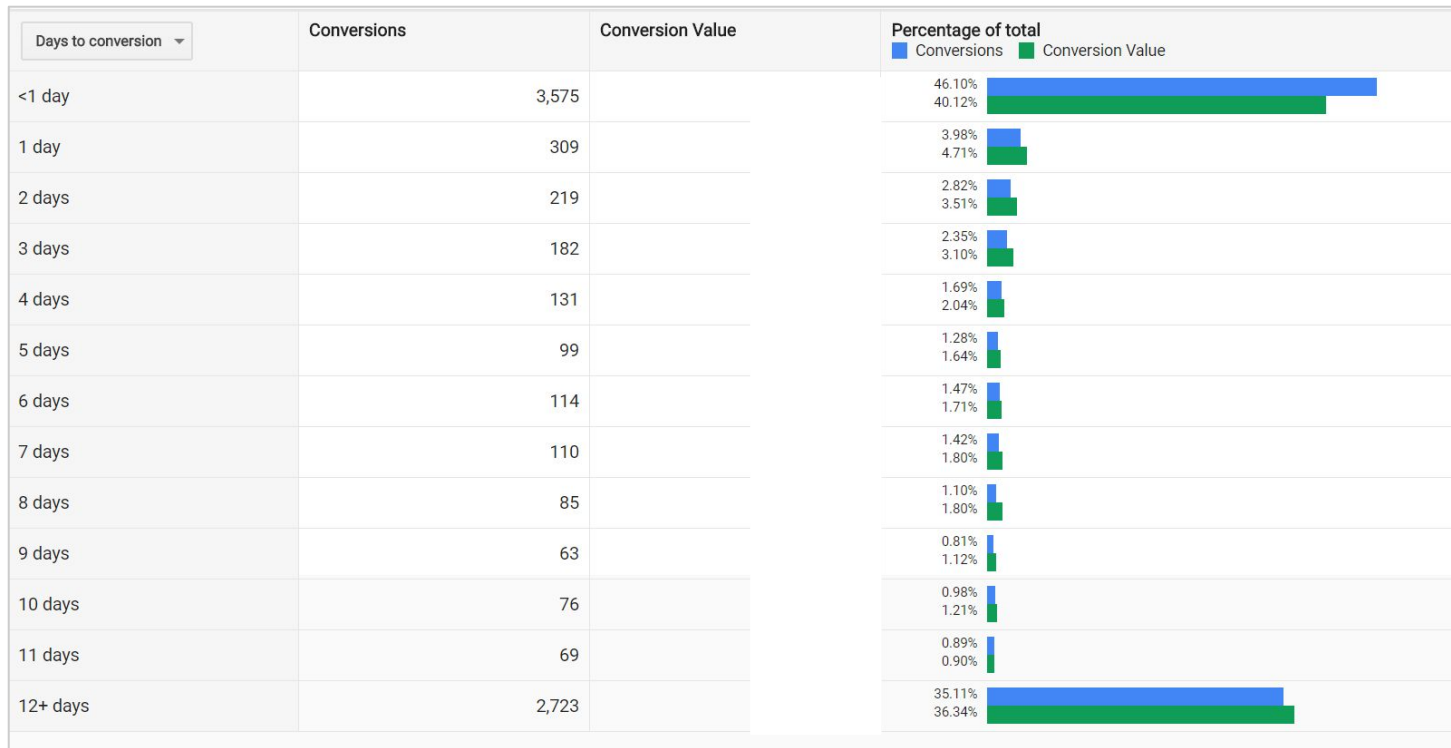
# Funnel reports in AdWords

Understand which marketing touch points led to a conversion

Campaign Path (Clicks) ▾		↓ Conversions	Conversion Value
1	Generic Campaign III → Brand	5	5.00
2	Generic Campaign I → Brand	4	4.00
3	Generic Campaign I x 2	3	3.00
4	Generic Campaign III → Dynamic Search	2	2.00
5	Generic Campaign III x 2 → Brand	2	2.00
6	Generic Campaign II → Brand x 3	2	2.00
7	Generic Campaign II → Dynamic Search → Brand → Dynamic Search Brand x 3	1	1.00

# Time lag report in AdWords

How long does it take customers to make a decision?



# Path length report in AdWords

How many conversions have happened after 2 or more clicks / sessions?

Clicks before conversion	Conversions	Conversion Value	Percentage of total	
			Conversions	Conversion Value
1	10,009		64.21%	64.88%
2	3,242		20.80%	20.37%
3	1,228		7.88%	7.74%
4	509		3.27%	3.12%
5	263		1.69%	1.87%
6	151		0.97%	1.03%
7	68		0.44%	0.33%
8	52		0.33%	0.34%
9	30		0.19%	0.13%
10	7		0.04%	0.01%
11	2		0.01%	0.02%
12+	26		0.17%	0.16%

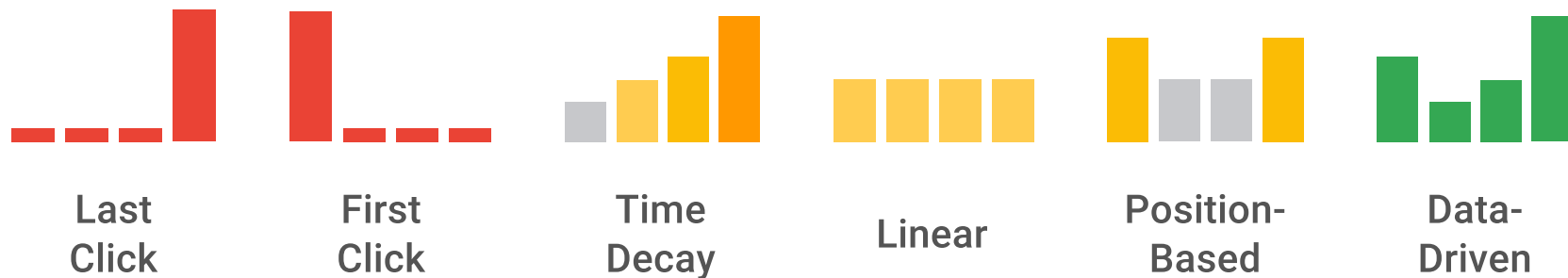


# Compare Attribution models in AdWords

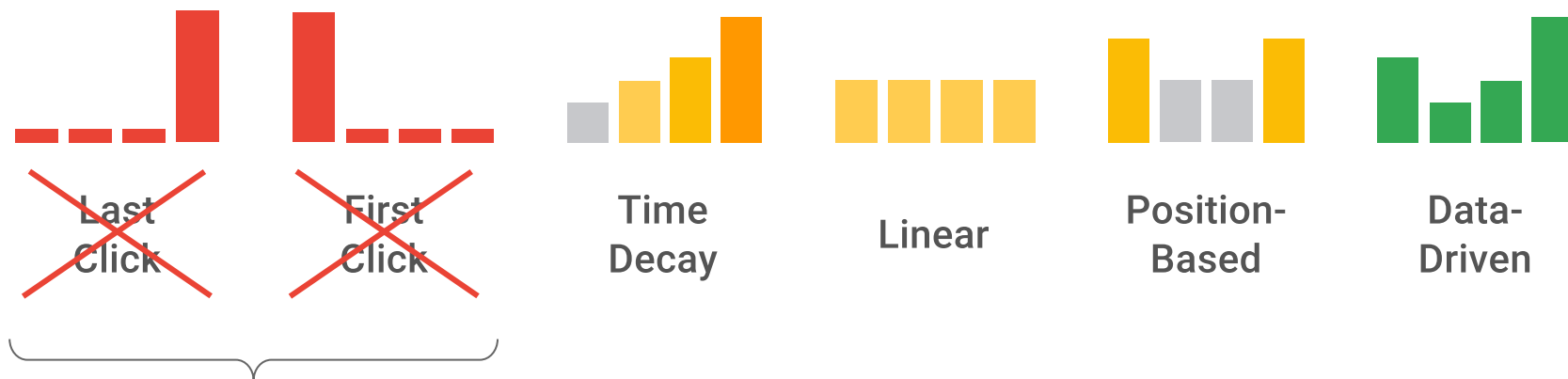
Compare the impact of different attribution models

You are now comparing a Last click attribution model to a <b>Data-Driven</b> attribution model			Conversions & Cost / conv. ?				
			Last click ?		Data-Driven ?		% Change ?
Campaign ▼	+ ▼	Cost	Conversions	Cost / conv.	Conversions	Cost / conv.	↓ Conversions ▼ ?
1	Brand		10,786.00		10,887.29		0.94% *
2	Generic Campaign I		2,966.00		3,149.71		6.19% ↑
3	Product Campaign I		2,575.00		2,640.80		2.56% *
4	Product Campaign II		2,559.00		2,581.71		0.89% *
5	Product Campaign III		2,160.00		2,037.54		-5.67% ↓
6	Generic Campaign II		1,820.00		1,985.93		9.12% ↑

# Each attribution model distributes credit differently

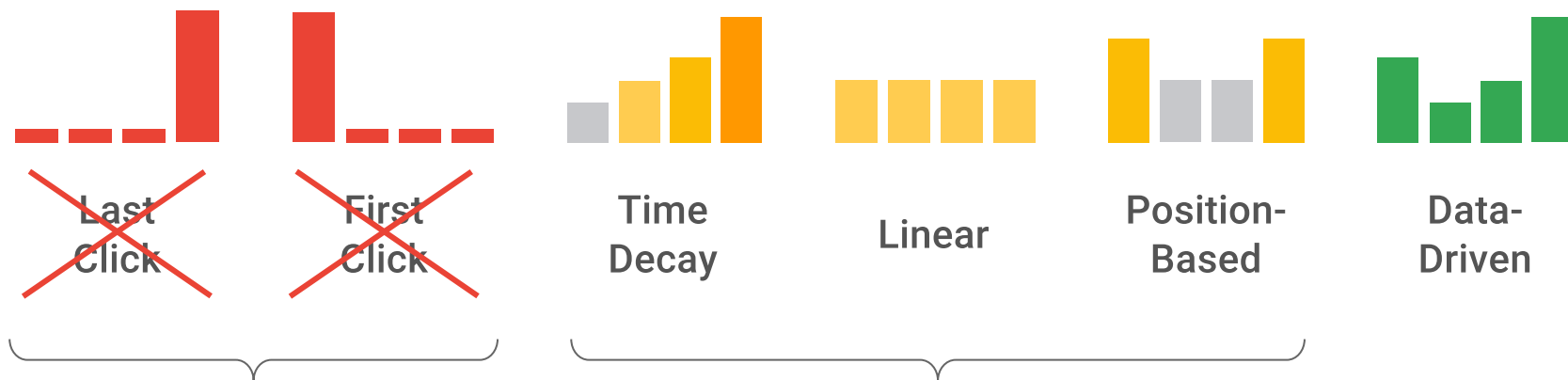


# Each attribution model distributes credit differently



Models that assign full credit to a single touchpoint don't account for multiple interactions in a customer journey

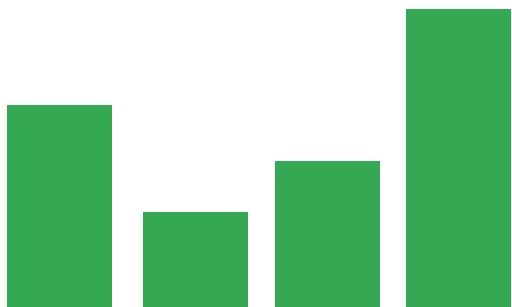
# Each attribution model distributes credit differently



Models that assign full credit to a single touchpoint don't account for multiple interactions in a customer journey

Rule-based models assign credit to several touchpoints but are static

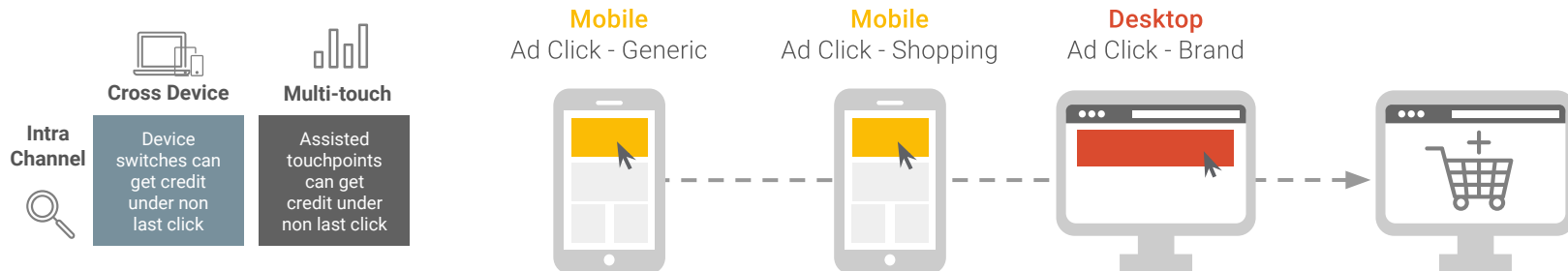
# We recommend the data-driven model



**Data-Driven  
Attribution**

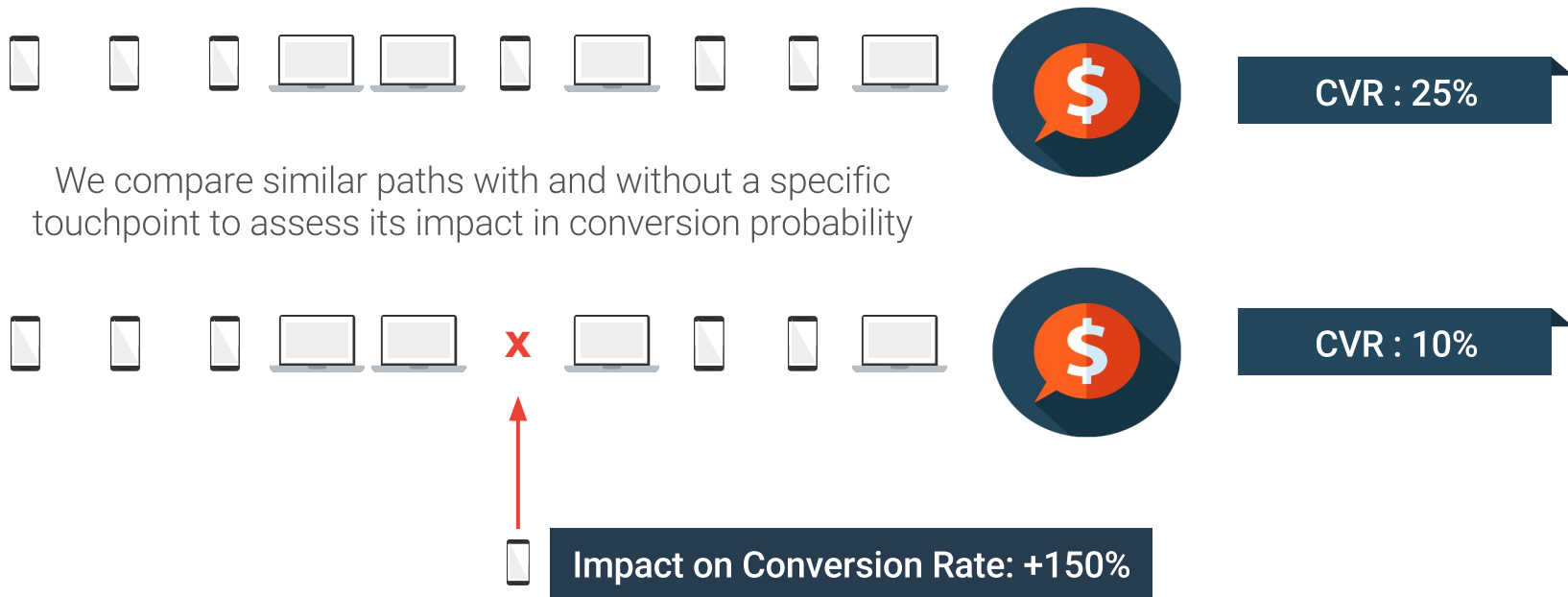
- ✓ **Leverages your account data and Google's machine learning capabilities** to determine which user touchpoints are most influential
- ✓ Assigns fractional credit **based on the actual contribution of each keyword** across the user path
- ✓ **Learns and adjusts** over time, based on performance

# It solves for cross-device and multi-touch in AdWords



Attribution Model	Mobile	Mobile	Desktop
Last Click Model <b>DEFAULT TODAY</b> Multi-Touch / Cross Device / Impact	0 (Ignored)	0 (Ignored)	1 Conversion

# Let's look at an example:





Newton's  
Laws of Motion

1686

J.C. Maxwell

Maxwell Equations

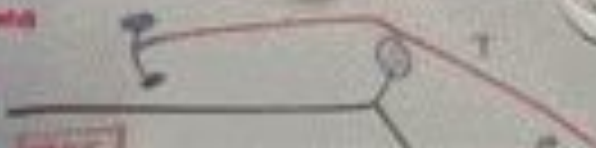
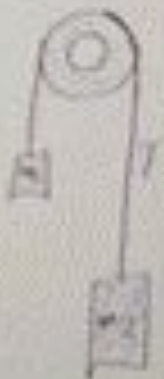
1861

$$ma =$$

$$\frac{GM \oplus m}{r^2 \oplus}$$

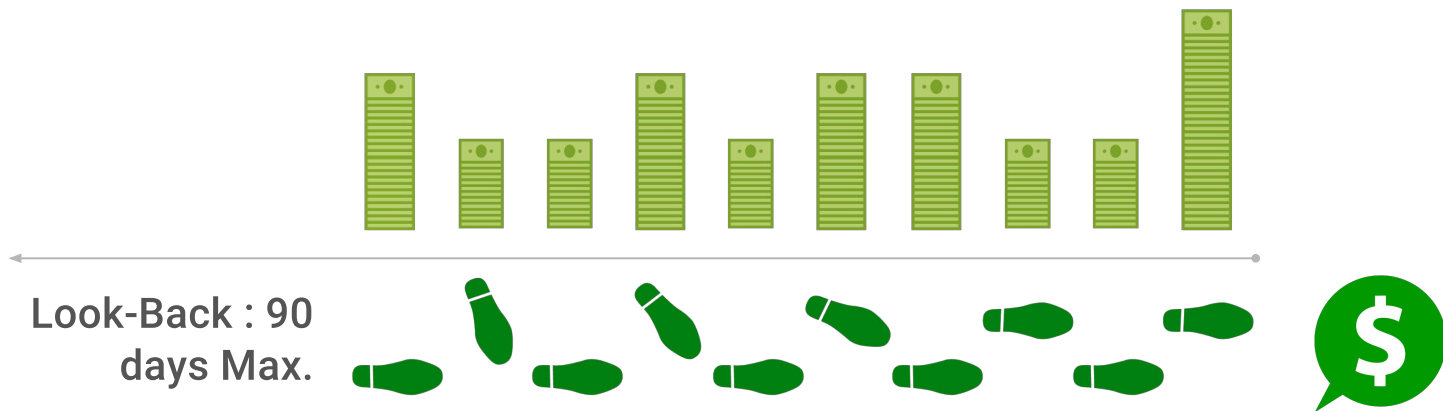
$$F = ma$$

$$ma = mg$$



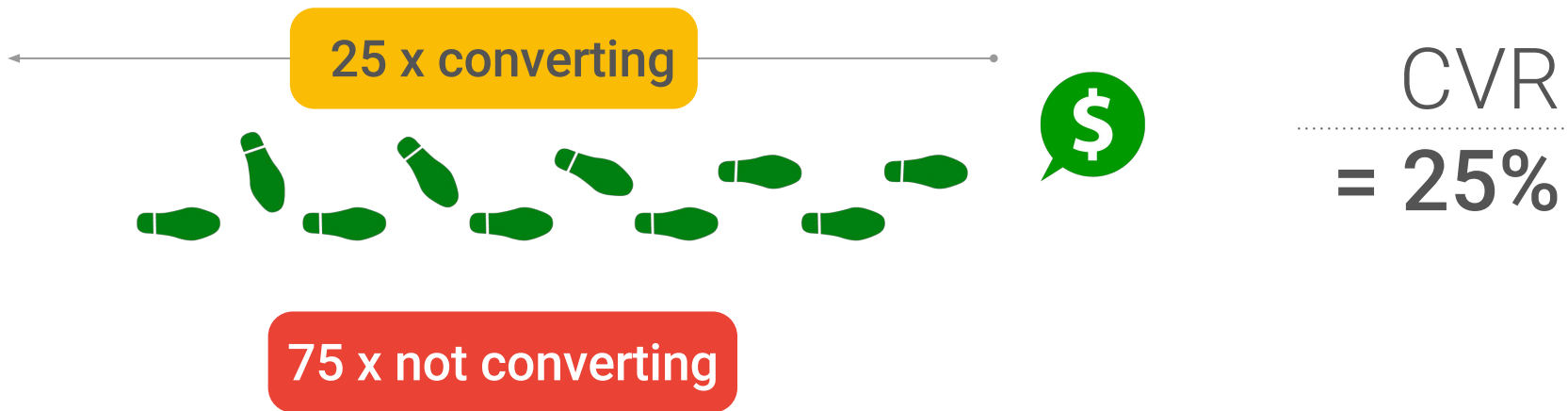


Let's look at it step-by-step:



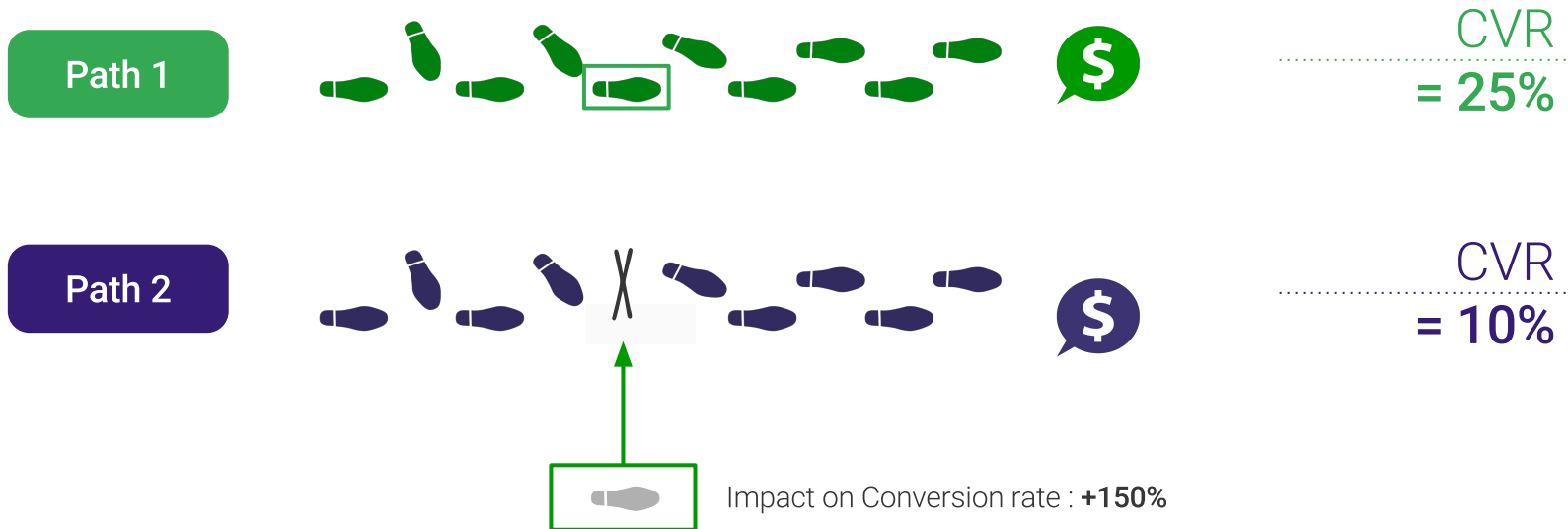
## Step 1:

Calculate the Conversion Rate for a sequence of keywords



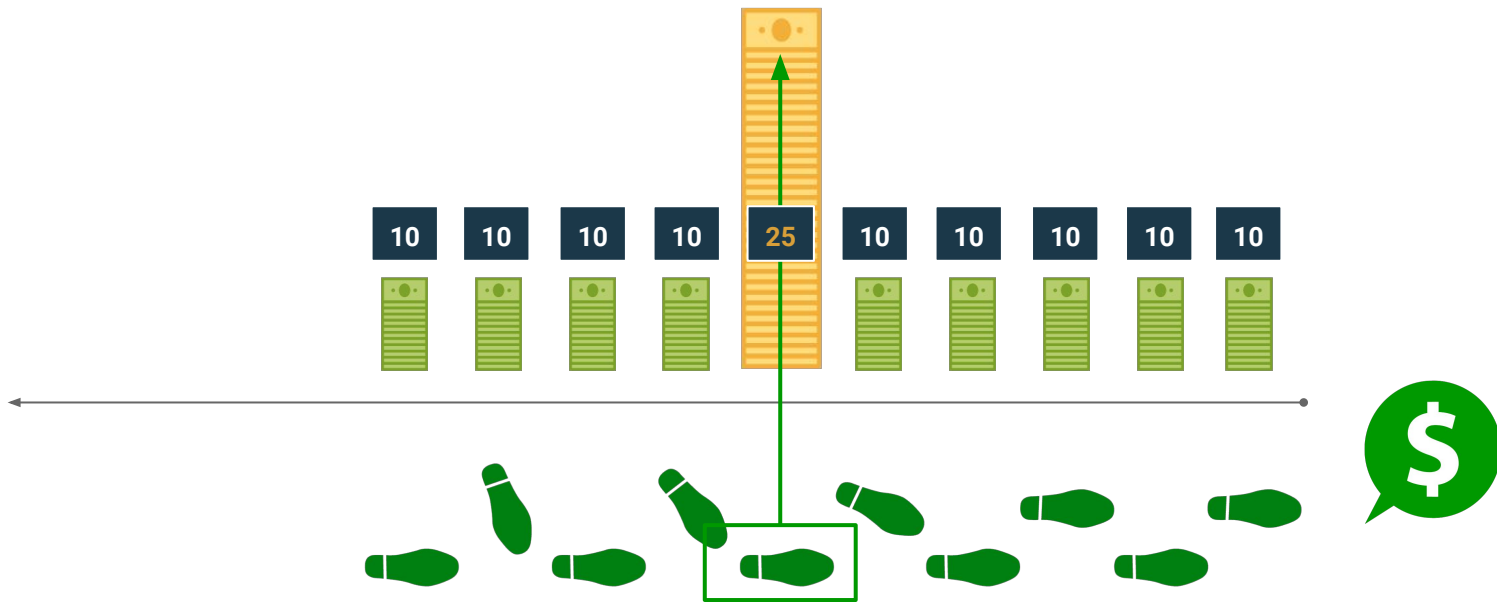
## Step 2:

Compare paths that are identical but for 1 keyword



## Step 3:

Apply this uplift to the original weighting



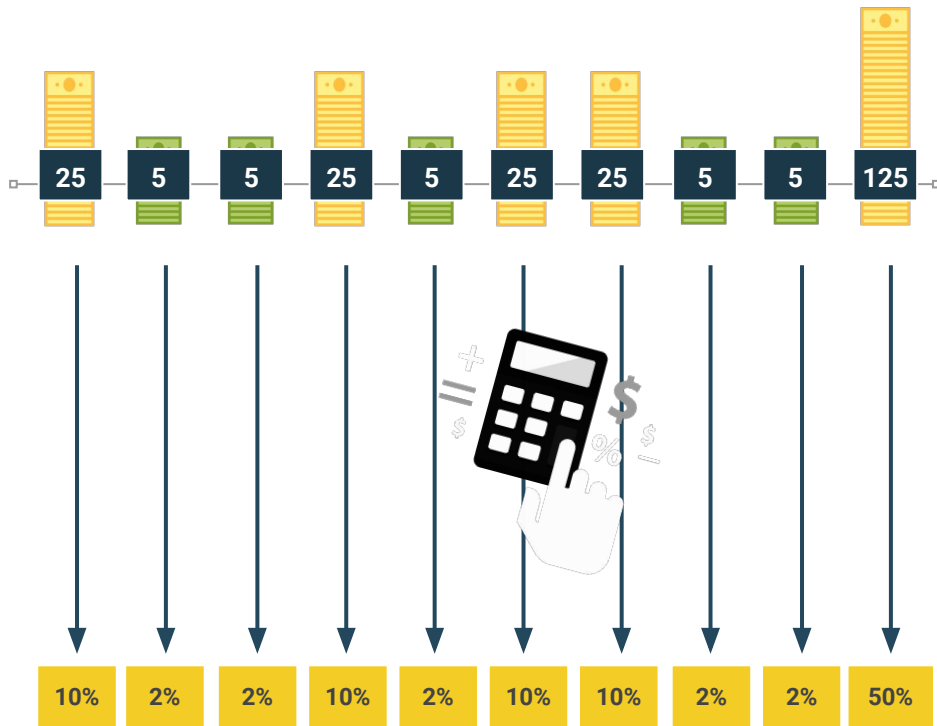
## Step 4:

Repeat the process for every keyword in that sequence...




## Step 5:

Determine each keyword's contribution to conversion



Here is our new data-driven model!





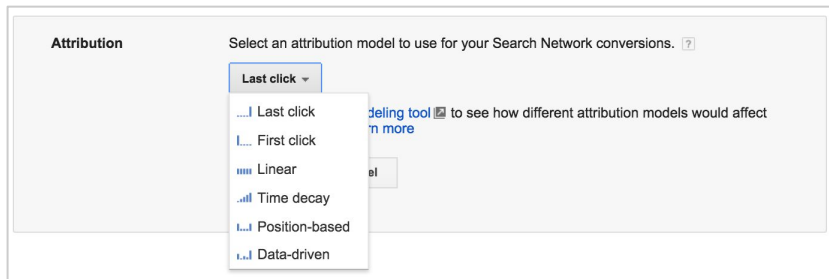
That makes  
.....  
**so much sense.**



# It's easy to activate data-driven attribution in AdWords

## Compare Attribution Models in AdWords

Go to the attribution section and choose the model comparison tool. Based on this report you can see how a DDA model will shift credit based on historical data.



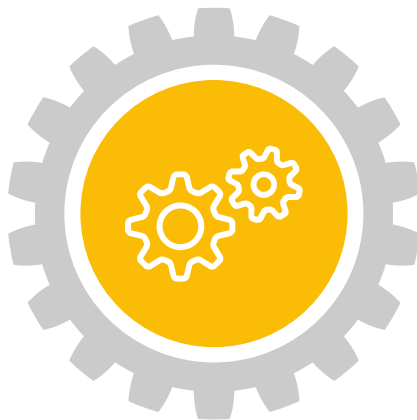
01

Conversions & Cost / conv. ↕						
Last click ↕			Linear ↕		% 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%

02

## Switch Conversion Type to DDA

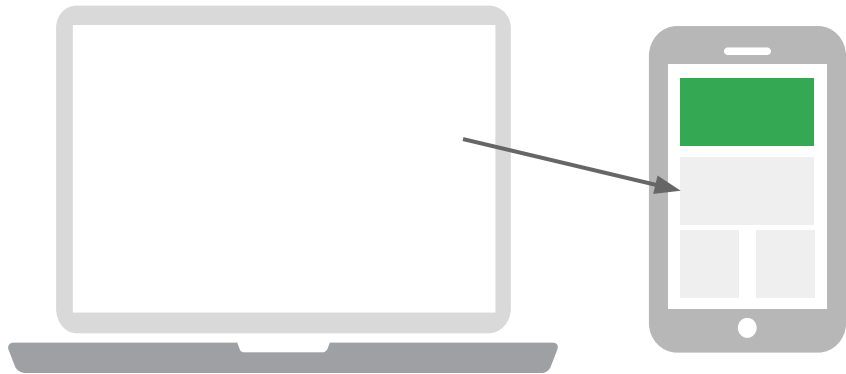
If this looks compelling, you can then easily change the attribution model of the conversion action in your AdWords Conversion section. Make sure it's to change all conversions you're using for bidding purposes.



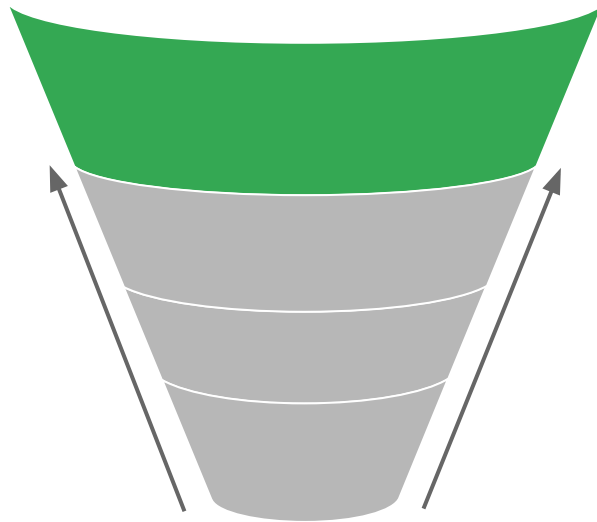
# Optimize

How to act upon the newly generated insights.

# Intra-channel (Search): adjust based on credit shifts



Conversions shift from desktop  
to mobile devices

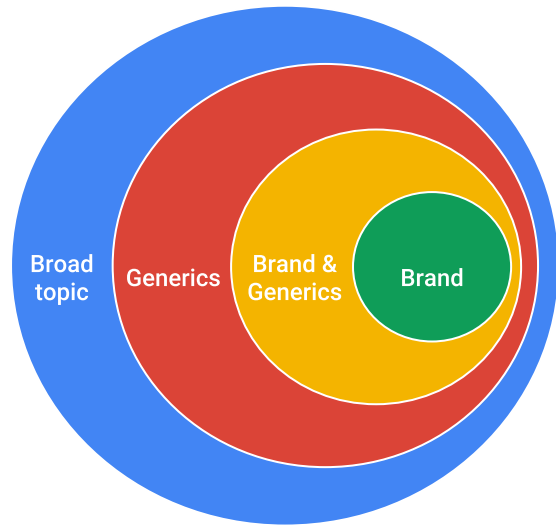


Conversions shift from branded  
to generic terms

# We recommend 2 main areas for optimizations:



(Smart) Bidding



Keyword expansion

# Optimization for **every** bidding approach:



## Manual Bidding

Change bids and modifiers based on the results of your attribution model.



## 3rd Party Bidding

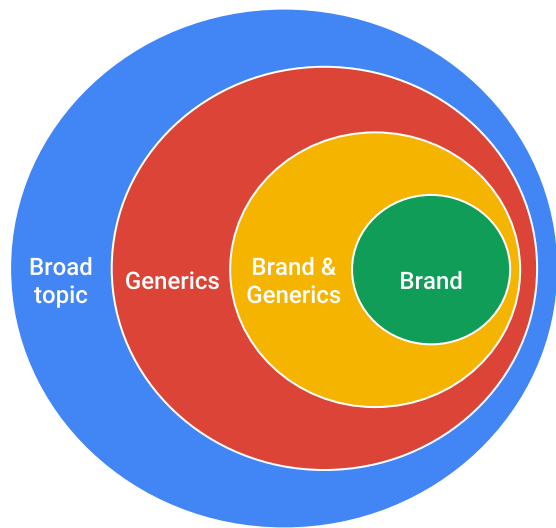
Export the conversion column using the AdWords API to inform 3rd Party tools



## AdWords Smart Bidding

Direct and seamless integration.

# Keyword expansion:



Use Searchterm Report to find new keywords

Use DSA to see performance of potential keywords

Use Keyword Planner to get new keyword ideas

Use Google Trends to find volumes and related queries

# Attribution + optimizations = **pays off**



Goal

Increase marketing efficiency and decrease effort of managing AdWords campaigns.



Approach

AdWords Smart bidding using target CPA in combination with Data Driven Attribution.



Results

**29%** more conversions at **37%** higher ROAS  
**+95%** mobile conversions  
Mobile ROAS increased by **148%**.

*“An algorithm is better equipped than any manual optimization to react to dynamic changes such as prices changes of competitors or delivery bottlenecks.”*

**Frank Müller**

Chief Marketing Officer | medpex



# Our recommendations:



**COLLECT** – Measure all relevant touch points, incl. x-device conversions



**UNDERSTAND** – Activate data-driven attribution & compare it to previous model



**OPTIMIZE** – Adjust bidding & keyword portfolio based on attributed conversions





# A glimpse into Google's x-channel attribution solutions

## Capability

## Requirements

### All digital channels, full cost/context data, optimization

#### Free:

- Uses data from GA/GA 360
- Bidding integrations with Adwords, DS

#### Paid:

- Uses data from DCM & GA/GA 360
- Bidding integrations with Adwords, DBM, DS
- TV Attribution
- Scenario planning

#### Free:

- GA tags

#### Paid:

- Attribution 360 Digital Attribution license
- GA or GA 360 tags, DCM

### Most digital channels

- Direct nav, organic search, referral
- AdWords and DoubleClick integration
- Other media manually tracked
- Data-Driven Attribution

- Analytics 360 license
- Google Analytics page tag
- Auto-tagging / click channel tagging

### DoubleClick served & tracked media

- Media bought through DBM and DS
- Reservation & other media through Tracking Ads
- Data-Driven Attribution

- DCM license
- Client-side analyst capabilities
- Conversions tracked through DCM (e.g. Floodlight)

### DoubleClick served & tracked search

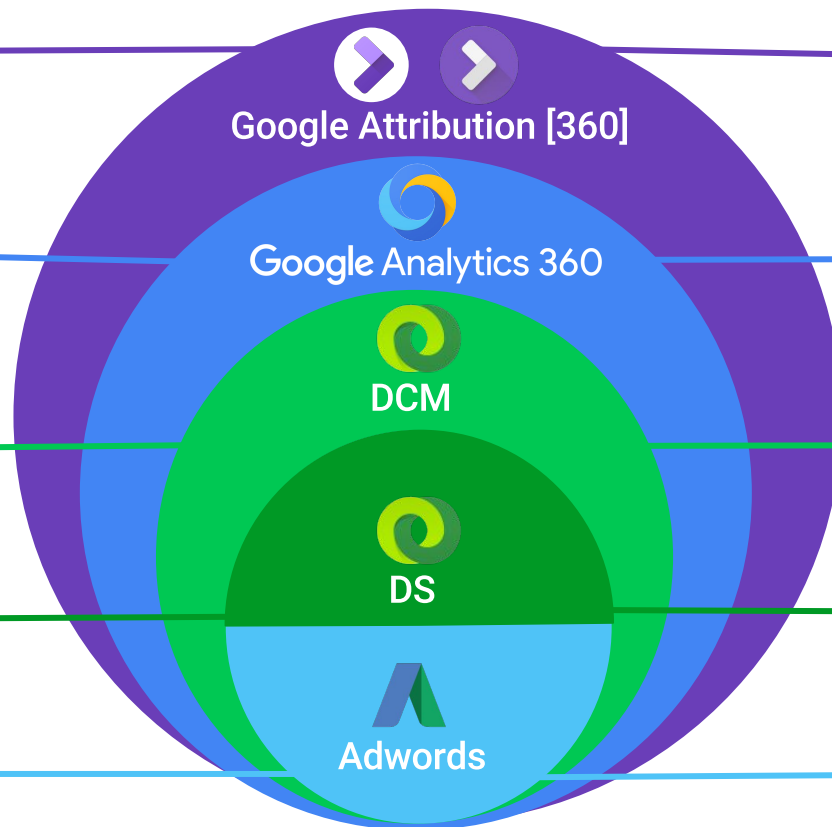
- Cross device +data-driven Attribution
- Automated bidding integration

- DS license
- Floodlight-tracked conversions

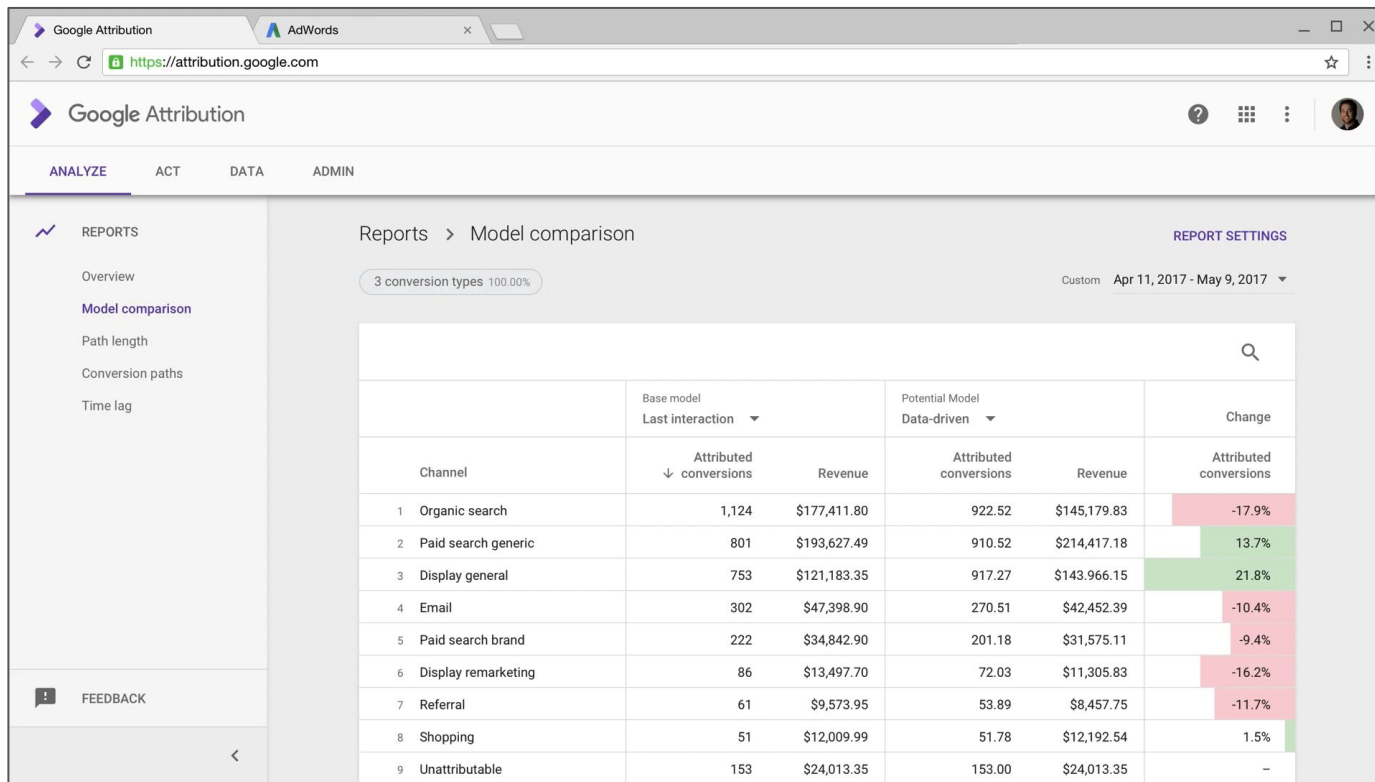
### AdWords media

- Google Search
- Cross-device + Data-driven Attribution
- Automated bidding integration

- Uses AdWords Conversion Tracking or imported GA goals/transactions



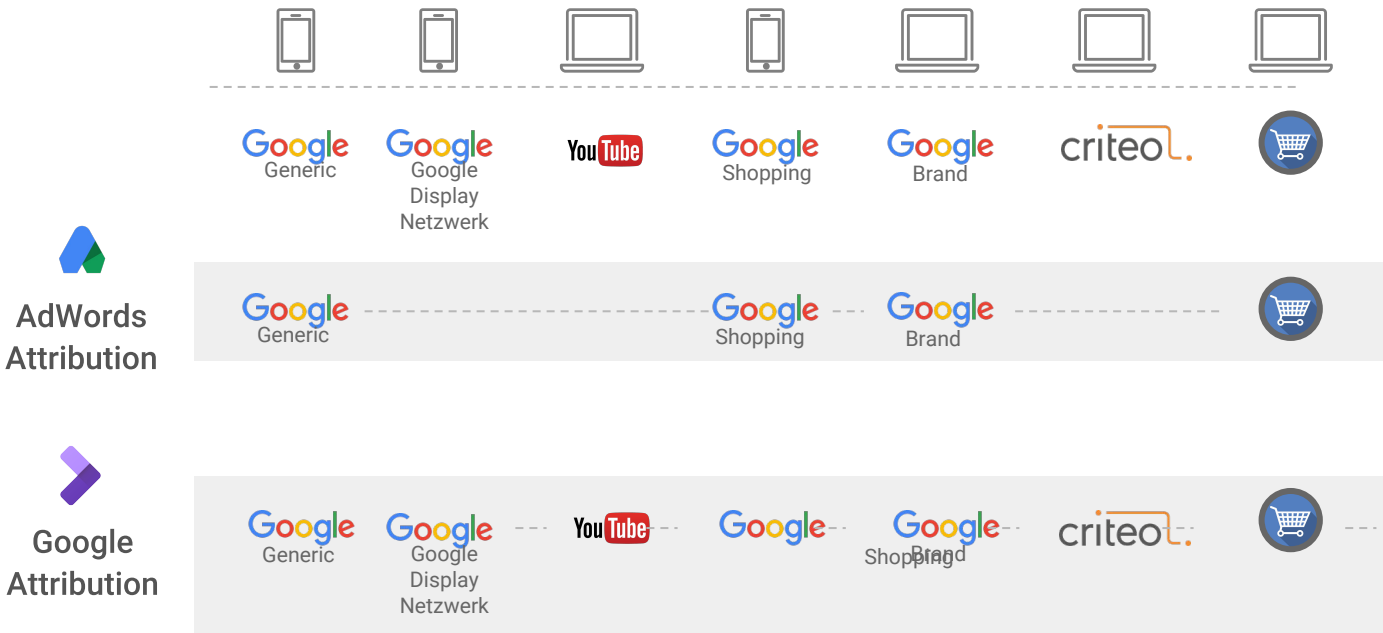
# Google Attribution (Beta)



The screenshot displays the Google Attribution (Beta) web interface. The browser address bar shows <https://attribution.google.com>. The interface includes a navigation bar with tabs for ANALYZE, ACT, DATA, and ADMIN. A left sidebar contains a 'REPORTS' section with links to Overview, Model comparison (selected), Path length, Conversion paths, and Time lag, as well as a 'FEEDBACK' section. The main content area is titled 'Reports > Model comparison' and includes a 'REPORT SETTINGS' link. Below the title, there are filters for '3 conversion types' and '100.00%', and a date range of 'Apr 11, 2017 - May 9, 2017'. The core of the interface is a table comparing two attribution models: 'Base model' (Last interaction) and 'Potential Model' (Data-driven). The table lists various marketing channels and shows the change in attributed conversions between the two models, with red bars indicating a decrease and green bars indicating an increase.

Channel	Base model Last interaction		Potential Model Data-driven		Change
	Attributed conversions	Revenue	Attributed conversions	Revenue	Attributed conversions
1 Organic search	1,124	\$177,411.80	922.52	\$145,179.83	-17.9%
2 Paid search generic	801	\$193,627.49	910.52	\$214,417.18	13.7%
3 Display general	753	\$121,183.35	917.27	\$143,966.15	21.8%
4 Email	302	\$47,398.90	270.51	\$42,452.39	-10.4%
5 Paid search brand	222	\$34,842.90	201.18	\$31,575.11	-9.4%
6 Display remarketing	86	\$13,497.70	72.03	\$11,305.83	-16.2%
7 Referral	61	\$9,573.95	53.89	\$8,457.75	-11.7%
8 Shopping	51	\$12,009.99	51.78	\$12,192.54	1.5%
9 Unattributable	153	\$24,013.35	153.00	\$24,013.35	-

# Google Attribution (Beta)





Given today's multi-device landscape, cross-channel measurement and attribution is indispensable for HelloFresh to have a 360° panorama of our customer journey and gives us the best data to make the best decisions.



Karl Villanueva  
Head of Paid Search & Display