



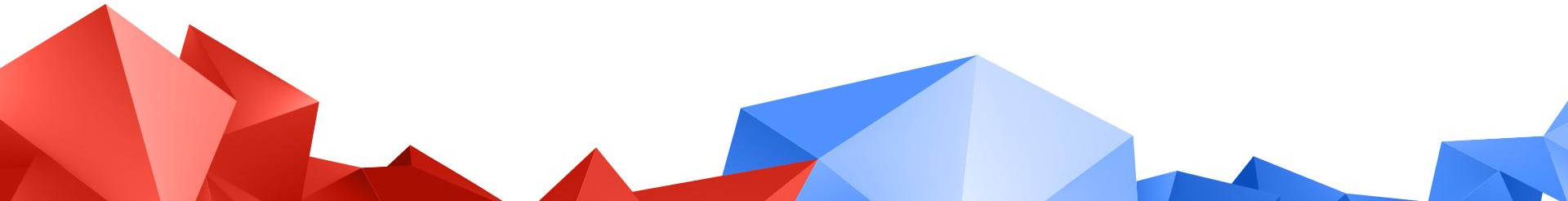
Измерения и атрибуция

Ирина Евстафеева,

Measurement and Attribution specialist, Google Ireland

“ Half the money I spend
on advertising is wasted;
the trouble is...
I don't know which half. ”

John Wanamaker



Вам это знакомо?

“Мы считаем, что кампании **на не брендовые запросы** не работают. CPA слишком высокий. Мы не можем на них тратить много”

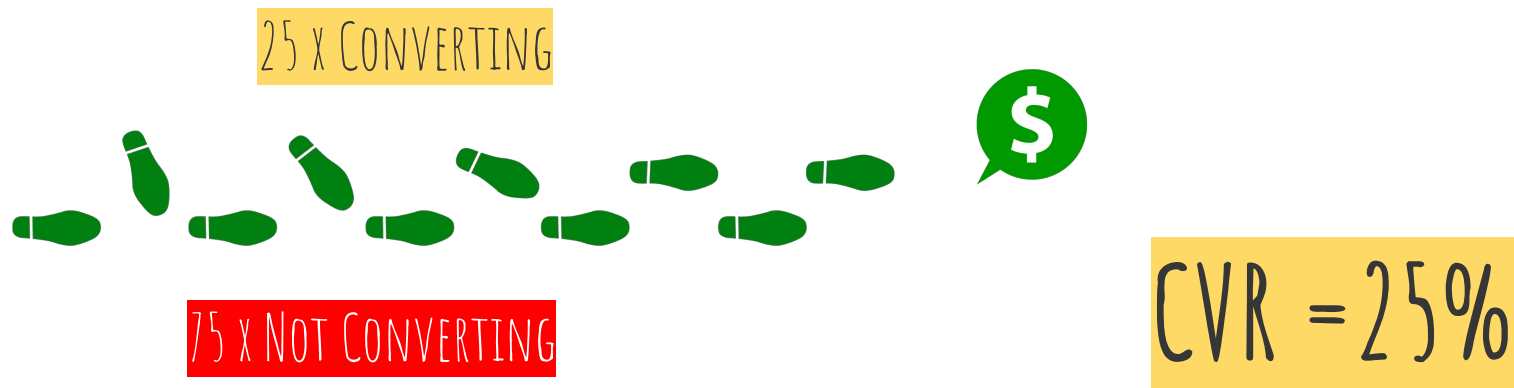


“От **мобильных кампаний** мало толку.
Модификаторы для мобильных
сделаем -80%.”

Как работает Атрибуция на основе данных (DDA)



Шаг 1 : Рассчитаем коэффициент конверсии для цепочки ключевых слов



Шаг 2 : Возьмем другую цепочку, отличающуюся всего 1 словом (Сравним CR, чтобы вычислить вклад этого ключевого слова)

Path 1

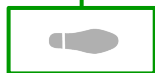


CVR : 25%

Path 2

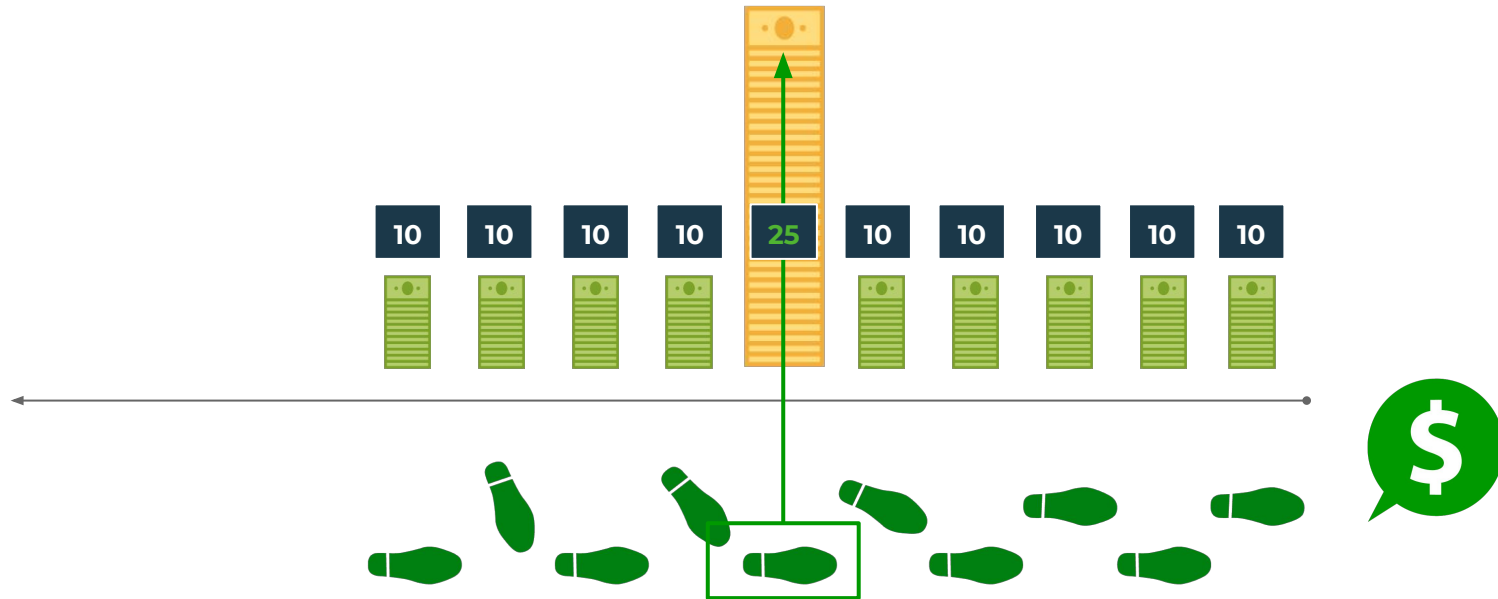


CVR : 10%



IMPACT ON CONVERSION RATE : +150%

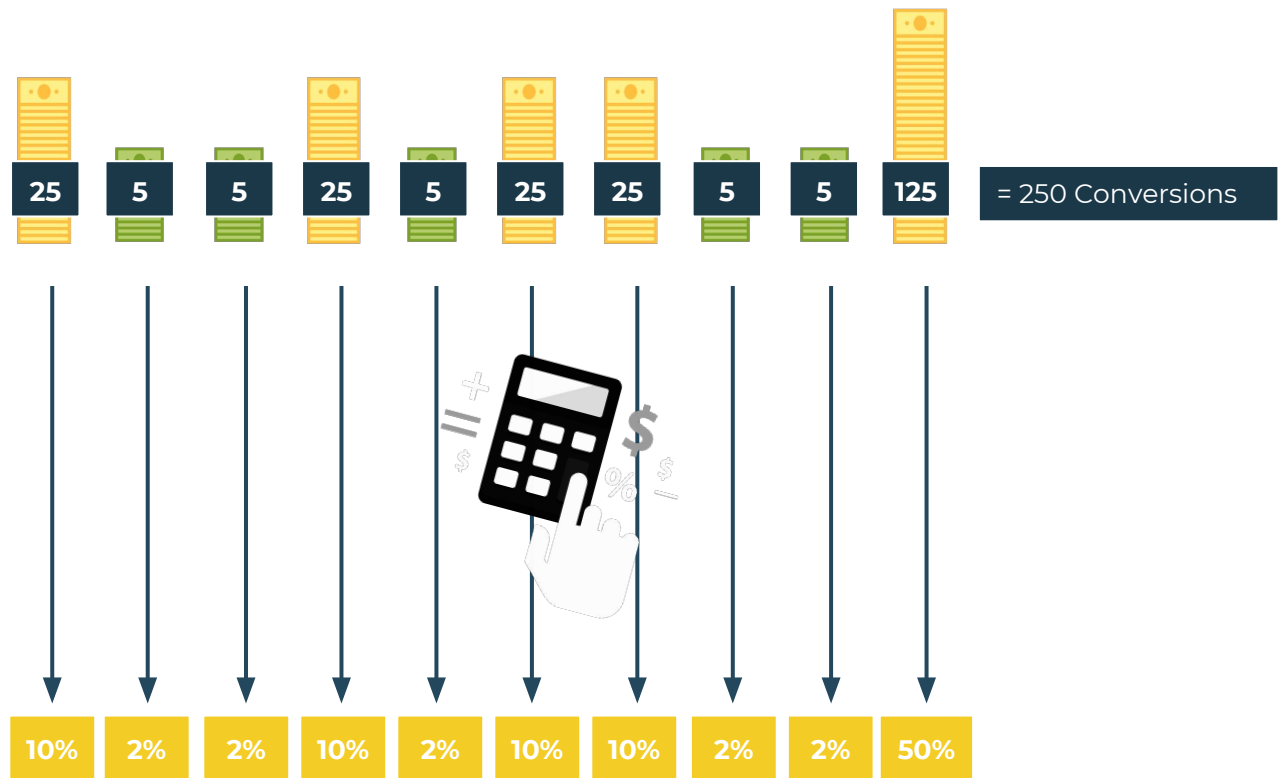
Шаг 3 : Применим это увеличение к изначальному значению



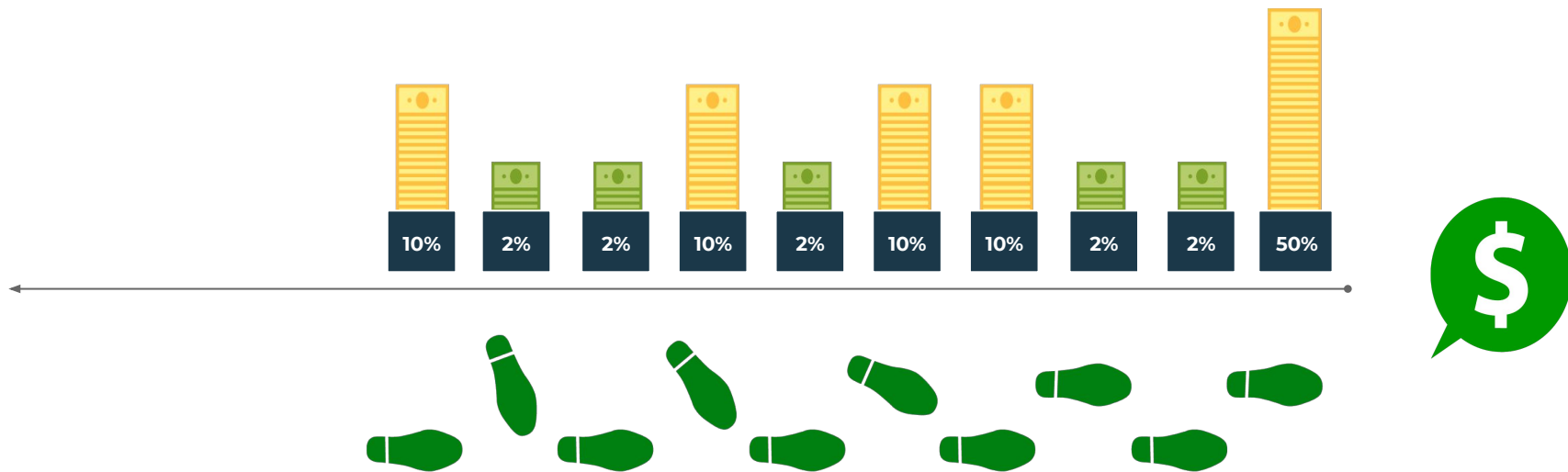
Шаг 4 : Применим этот расчет ко всем ключевым словам в цепочке



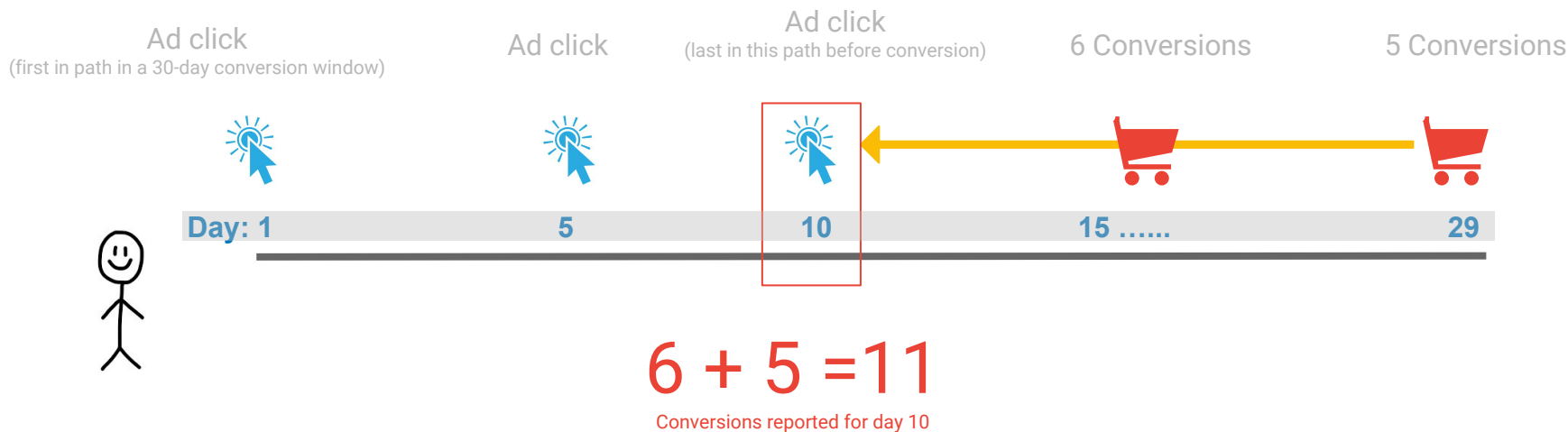
Шаг 5 : Мы нашли вклад каждого ключевого слова в конверсии



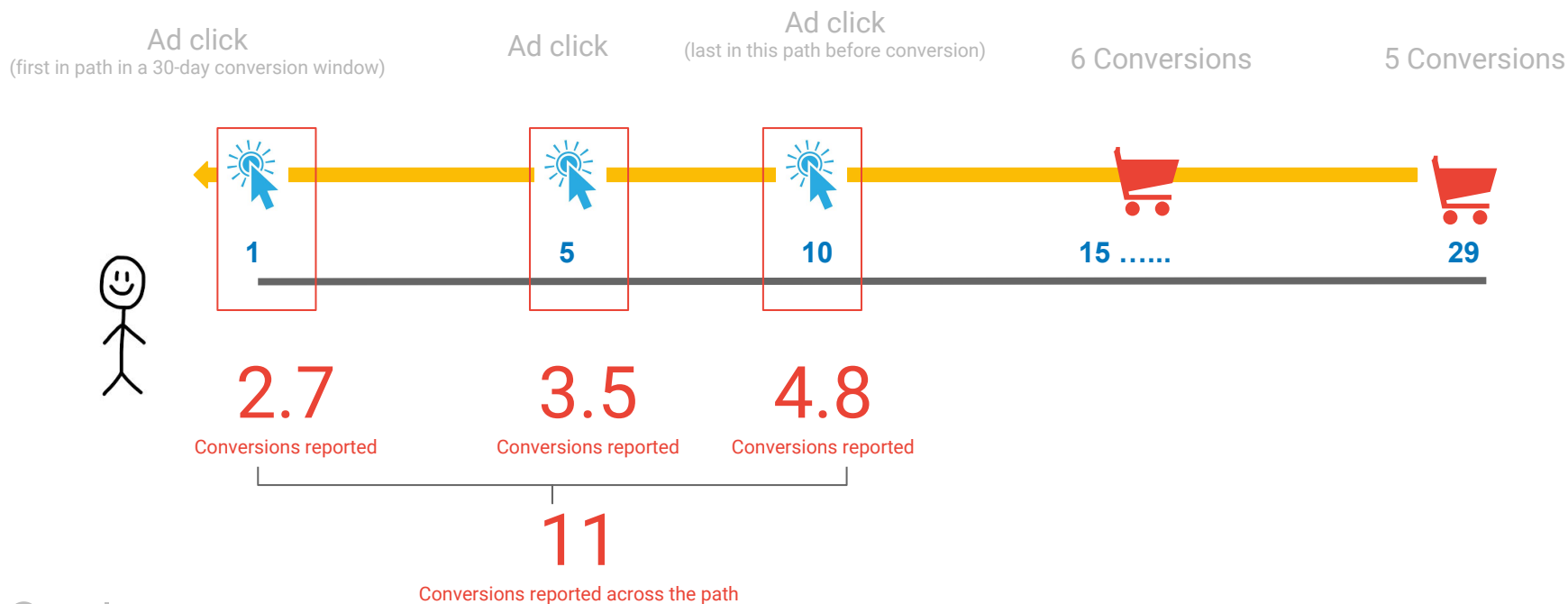
Так работает атрибуция на основе данных



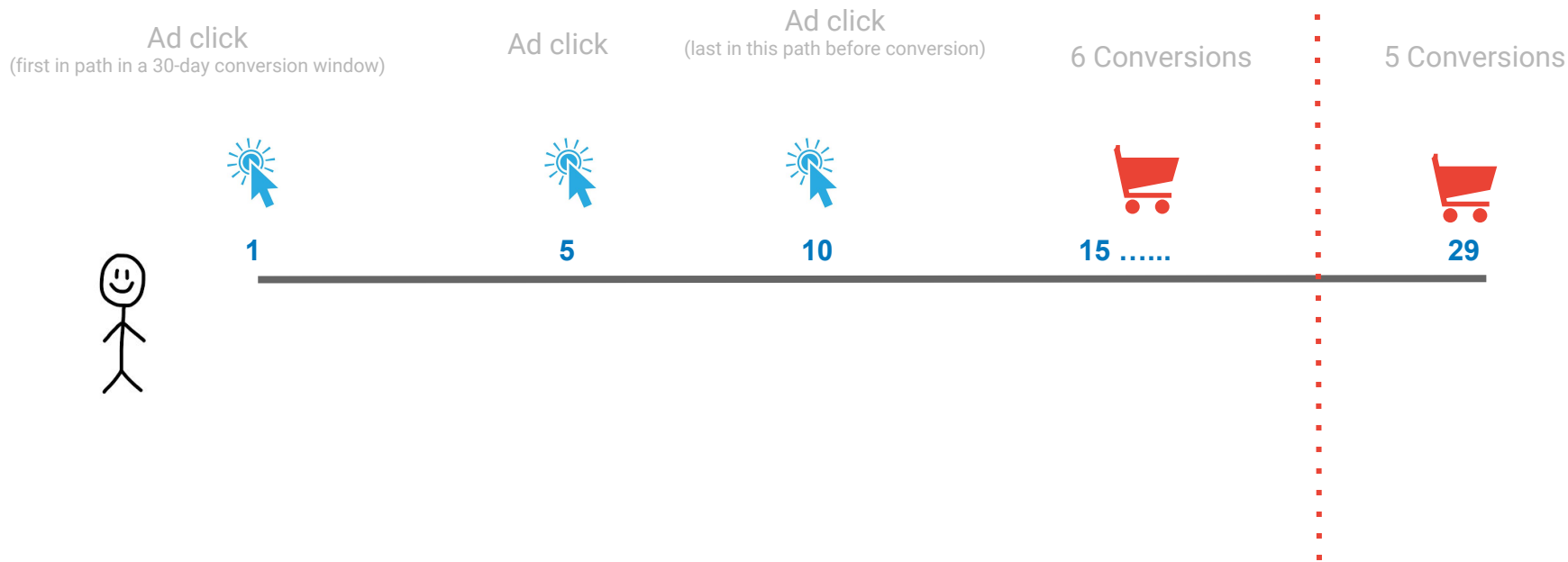
Посмотрим на примере



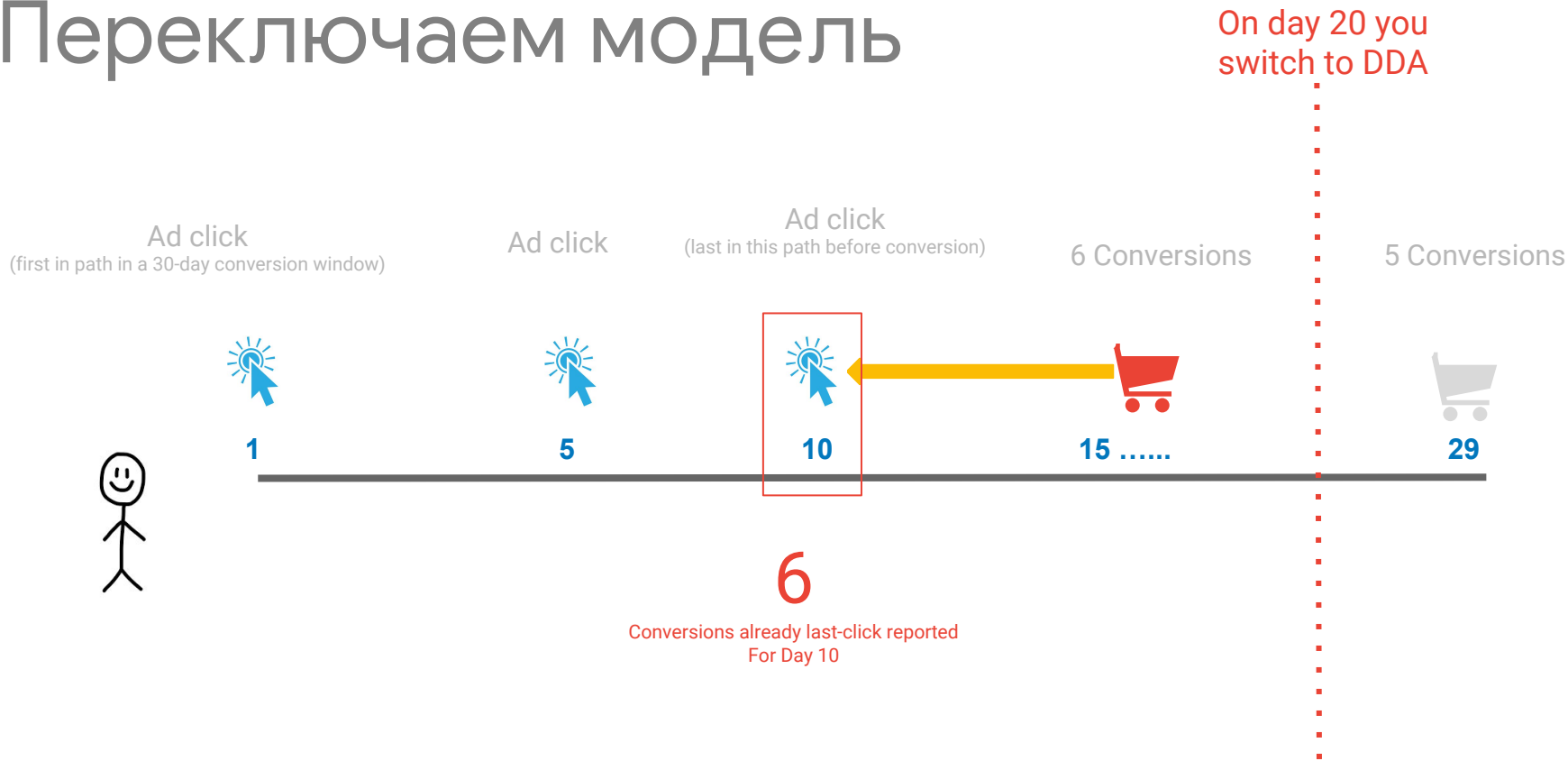
Что произойдет при переходе на DDA?



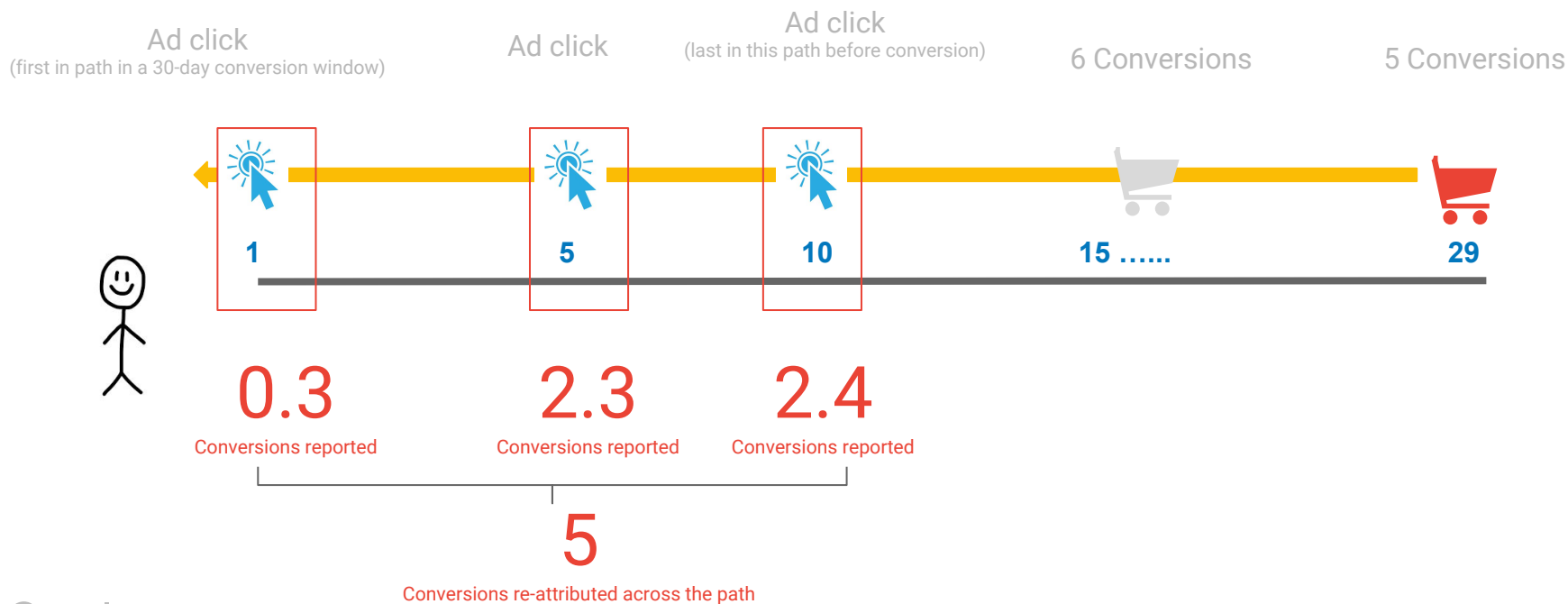
Переключаем модель



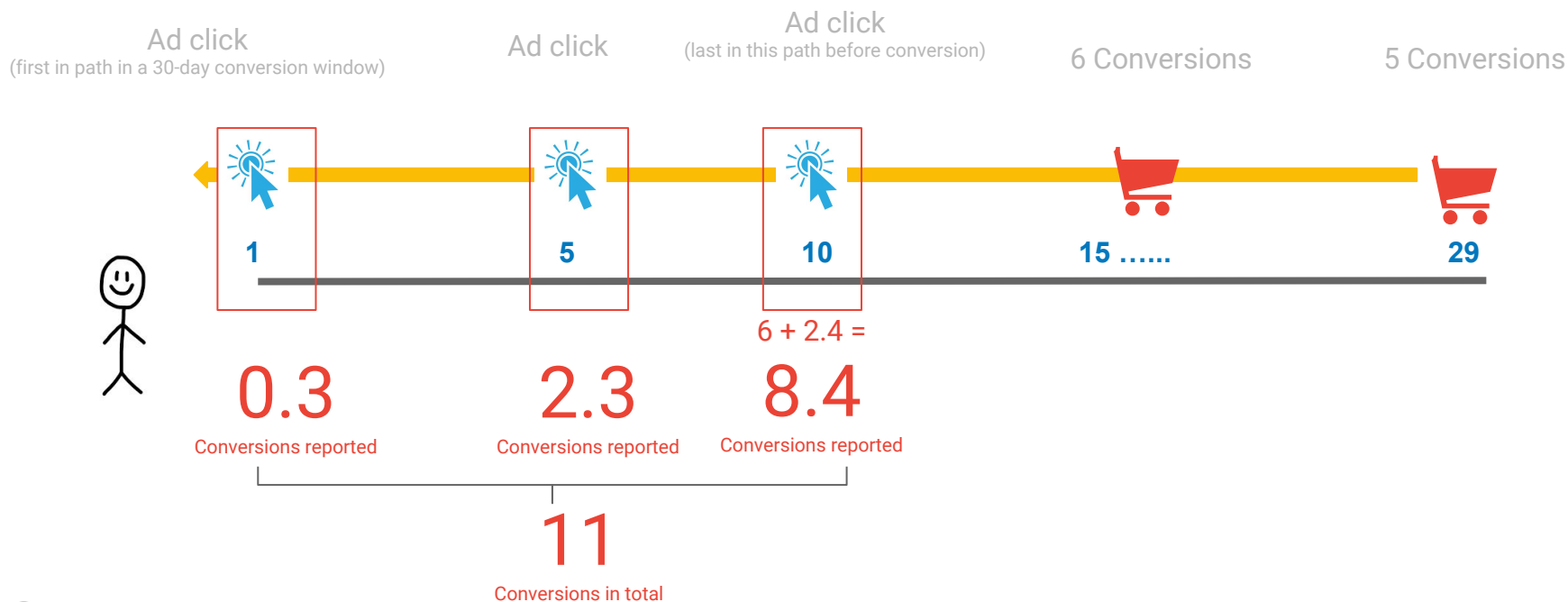
Переключаем модель



Переключаем модель



Переключаем модель



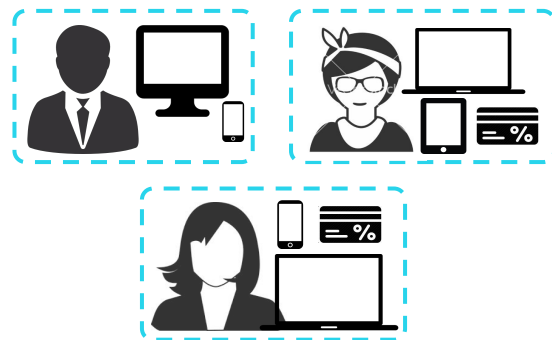
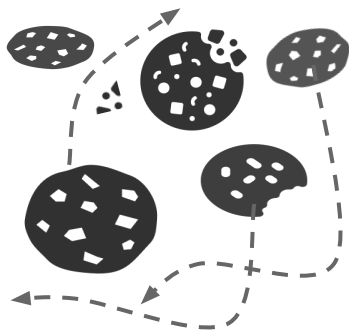
Вам это знакомо?

“У нас **недостаточно конверсий** для перехода на Data-Driven атрибуцию”



“Большинство заявок приходит через **звонки**, а конверсии совершаются **оффлайн**”

Связка сессий пользователей на разных девайсах с ID в CRM



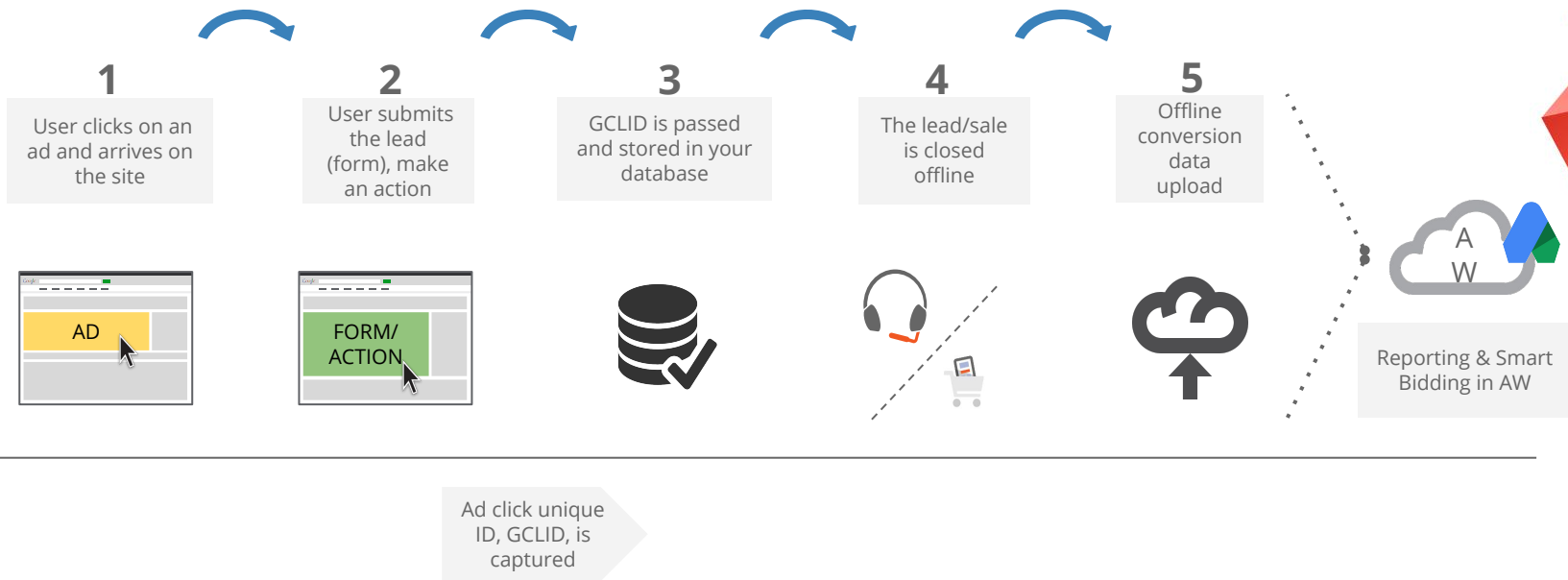
Basic

Использовать cookies и AW gclid параметр

Pro

Идентифицировать пользователей на всех устройствах с помощью UID (карта лояльности, личный кабинет)

Как это работает: Уникальное значение ID используется для отслеживания конверсий



Как связать cookie с CRM id

A

Простой способ: Customer Match & Store Sales Direct, используя emails, телефоны и адреса



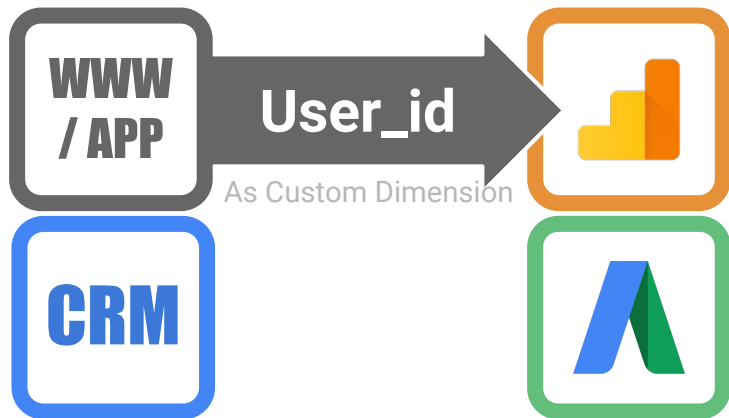
- + Легкий в имплементации
- + Простая интеграция
- Варьирующийся % “узнавания”
- Ограниченные возможности сегментации и обновления

** Имейлы передаются зашифрованным способом, так же невозможен персональных таргетинг - только группами*

Как связать cookie с CRM id

В

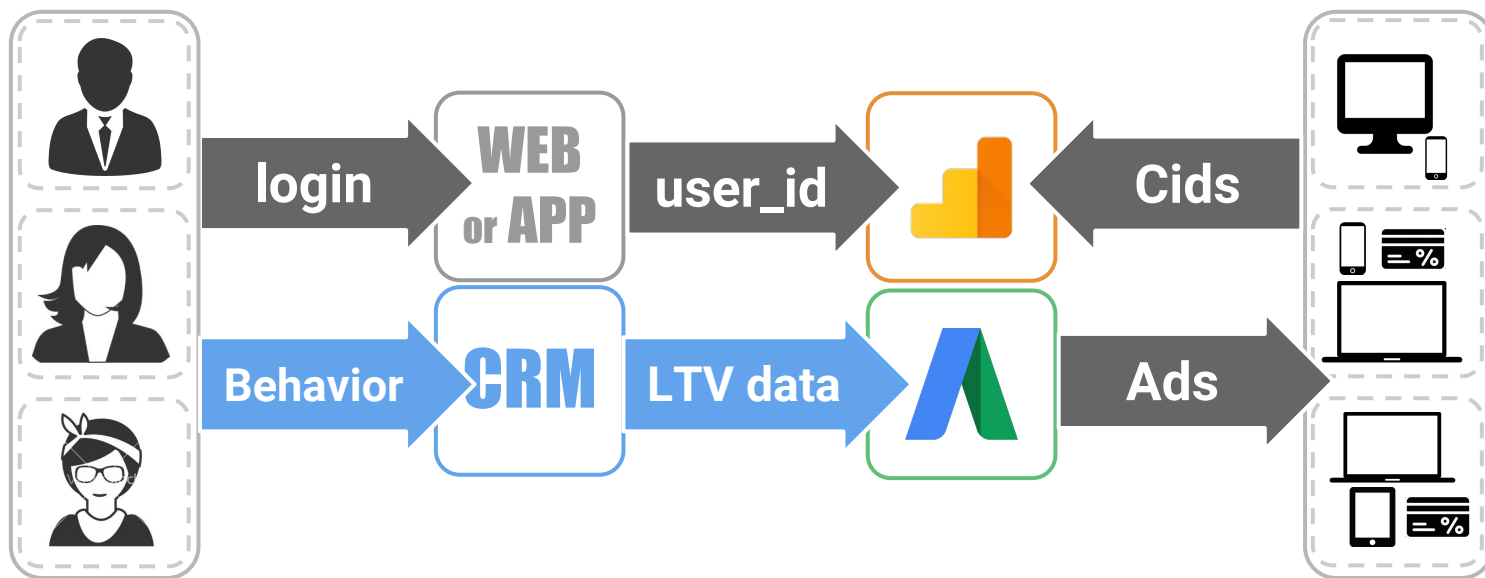
Гибкий способ: Идентификация пользователя с помощью login, карточки лояльности и т.д.



- + Идентификация на уровне пользователя (user level)
- + Гибкое обновление и возможности сегментации
- Необходимо узнавать конкретного пользователя
 - Website login
 - In-app login
 - Personal link via email

** No PII allowed in GA*

Связка cookies с пользователями в CRM системе



** No PII allowed in GA*

Однако не все конверсии одинаково полезны



Visited the website but **did nothing**



Submitted an application and/or called, but eventually turned out **not the target clients**



Submitted an application and/or called, but eventually turned out to be **the target clients**

X



Использование “полезных” конверсий из CRM помогает AW таргетировать релевантных пользователей



Visited the website but **did nothing**



Submitted an application and/or called, but eventually turned out **not the target clients**



Submitted an application and/or called, but eventually turned out to be **the target clients**



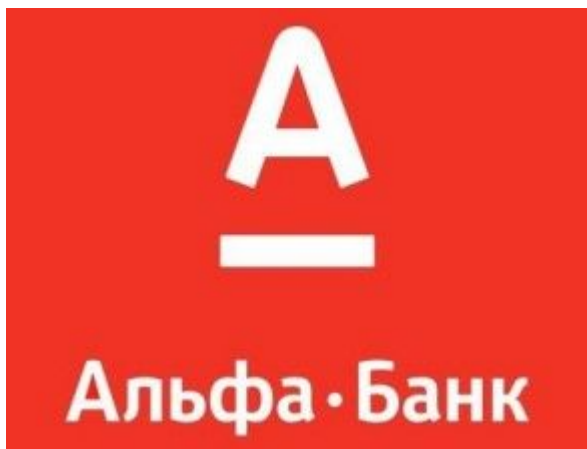
Quick scoring of the lead using data from their application

Pre-scoring the desired leads and sending them AdW conversions.



Improve Smart Display, UAC Action, etc. and find similar users





Использование
“полезных” конверсий
и автоматизации
помогло Альфа-Банк
снизить стоимость
привлечения
релевантных
пользователей





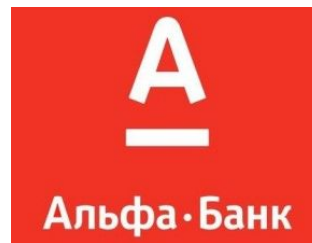
Что

Smart Display кампании с оптимизацией на стоимость одобренной заявки



Как

Обогащение данных Google сигналами о пользователях*, которым с наибольшей вероятностью одобрят заявку на кредитную карту

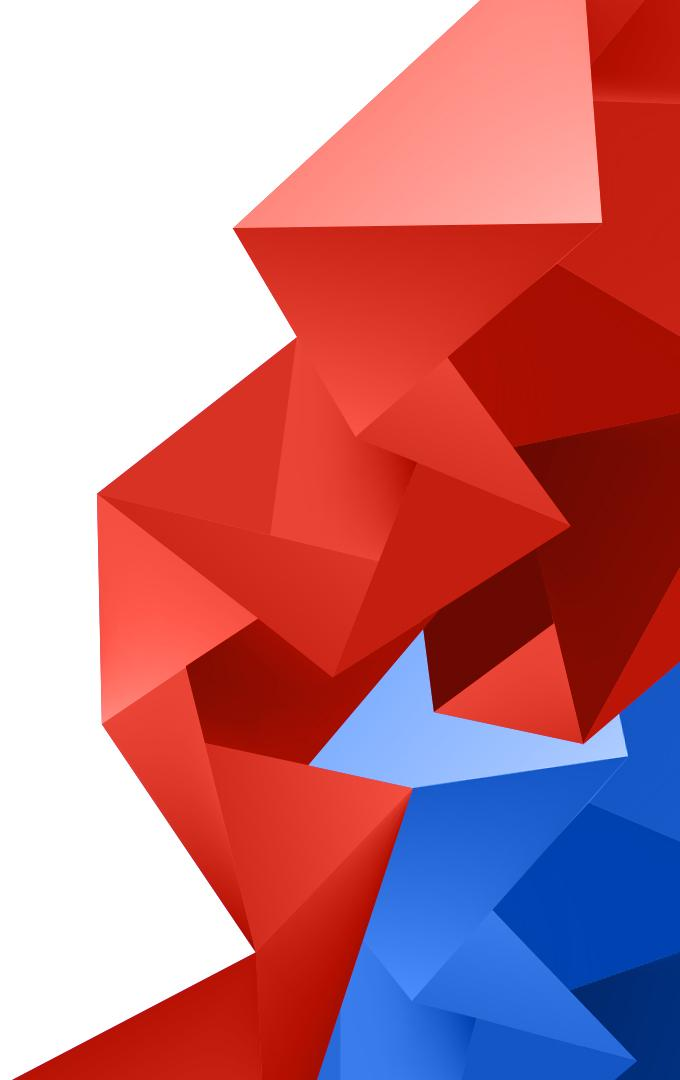


Результат

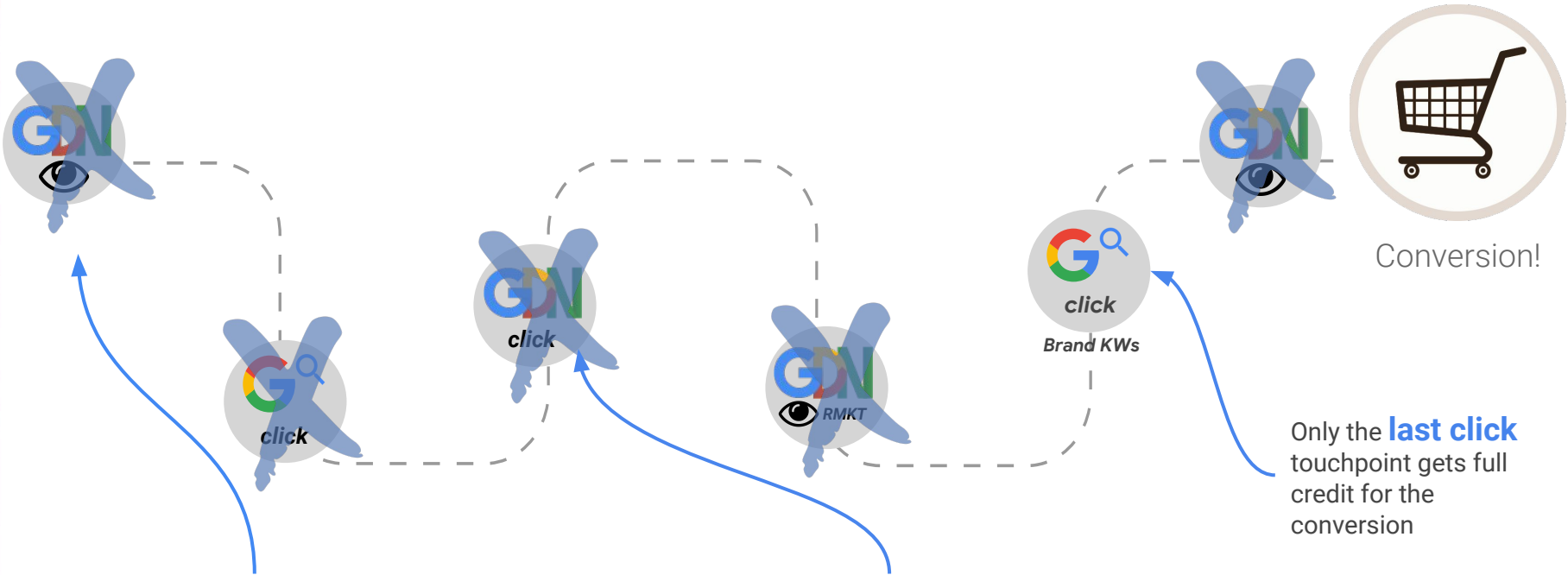
Увеличение количества одобренных заявок в 2.2 раза в неделю при снижении стоимости на 60%

*использовались только обезличенные агрегированные данные с полной сохранностью конфиденциальности

Как отслеживать Display



Атрибуция GDN кампаний: Google Ads конверсии



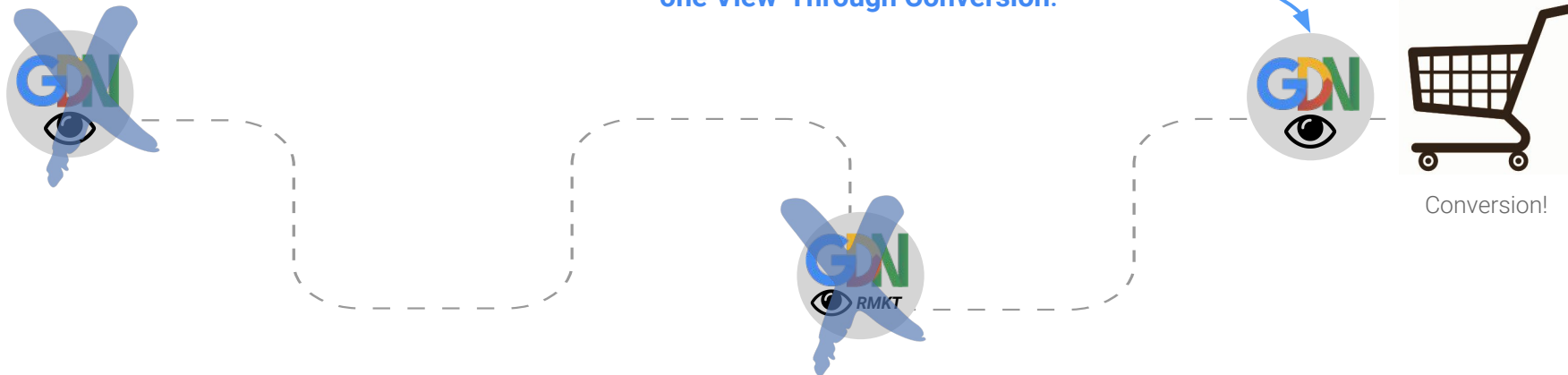
No view-through conversions are recorded

as there were other paid interactions in the conversion path

Even if you use a different attribution model is in Google Ads: Credit gets re-distributed **between search interactions only**

Атрибуция GDN кампаний: **Google Ads View-Through Conversions**

When **multiple** impressions are present in the conversion path, we record only **one View-Through Conversion**.

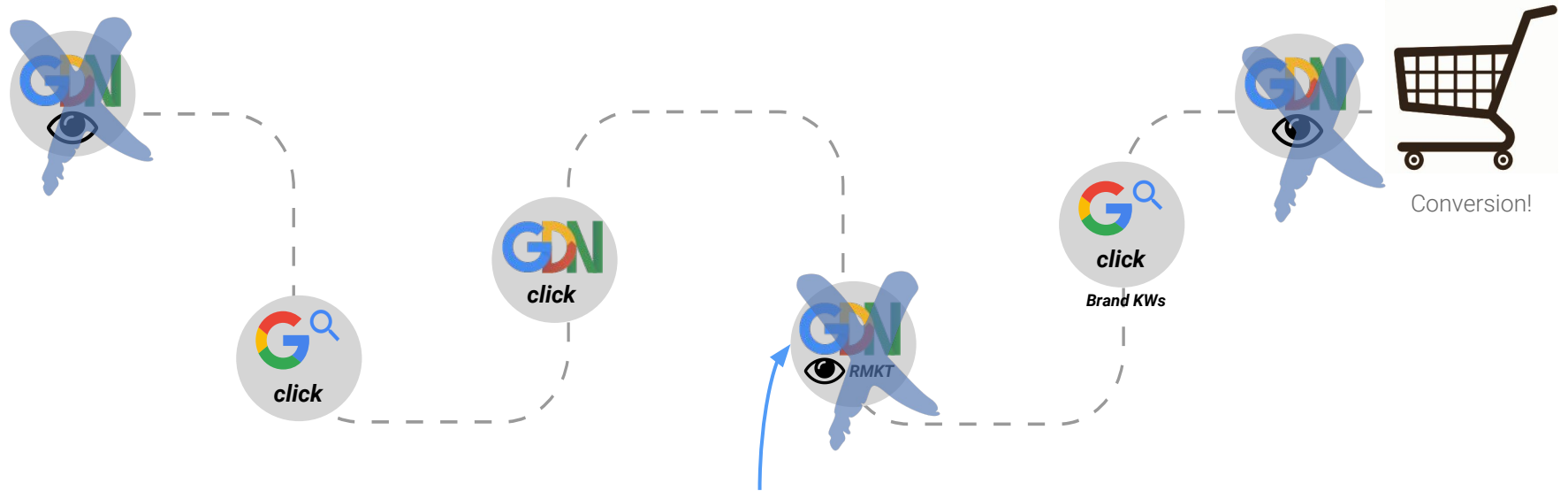


View-Through Conversions are **fully de-duplicated from clicks**.

VTC are NOT compatible with imported conversions (offline or Google Analytics imports).

If imported GA goals are used to record conversions in Google Ads, analyze display results in GA - Model Comparison Tool.

Атрибуция GDN кампаний: Google Analytics Multi-Channel Funnels



Model Comparison Tool in Google Analytics allows to see results of **any channel** (incl. non-Google) **under different attribution models**

Attribution models are available for **click-only interactions**, aka VTC are not reported

However! GDN Impressions Beta allows to give credit to both GDN Clicks & Impressions

Измеряйте полный вклад Display кампаний

Click Through Conversions

Users who clicked on your
display ads



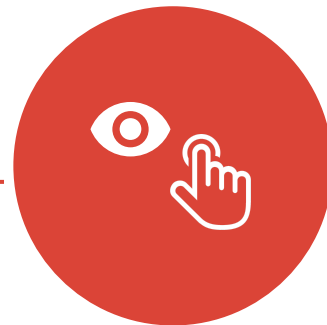
View Through Conversions

Users who didn't click but were
influenced by your display ads





View + Click Through Conversions

A complete picture of your
display advertising



Подытожим: Эффективность Display кампаний

	 Google Ads	 Google Analytics
Non-Last Click Attribution		
Account for impressions		

¹ View-Through Conversions **are only compatible with Google Ads Conversion Tracking**. If you're tracking conversions via *goals* in Google Analytics, you need to analyze results of display campaigns in Google Analytics

² To enable impression tracking in Google Analytics, request GDN Impressions Beta to be enabled. More information in the article goo.gl/CU54sA

Google Ads View-Through Conversions Checklist



1. Use Google Ads Conversion Tracking

Make sure to capture View-Through and Cross-Device Conversions, with proper measurement technology.

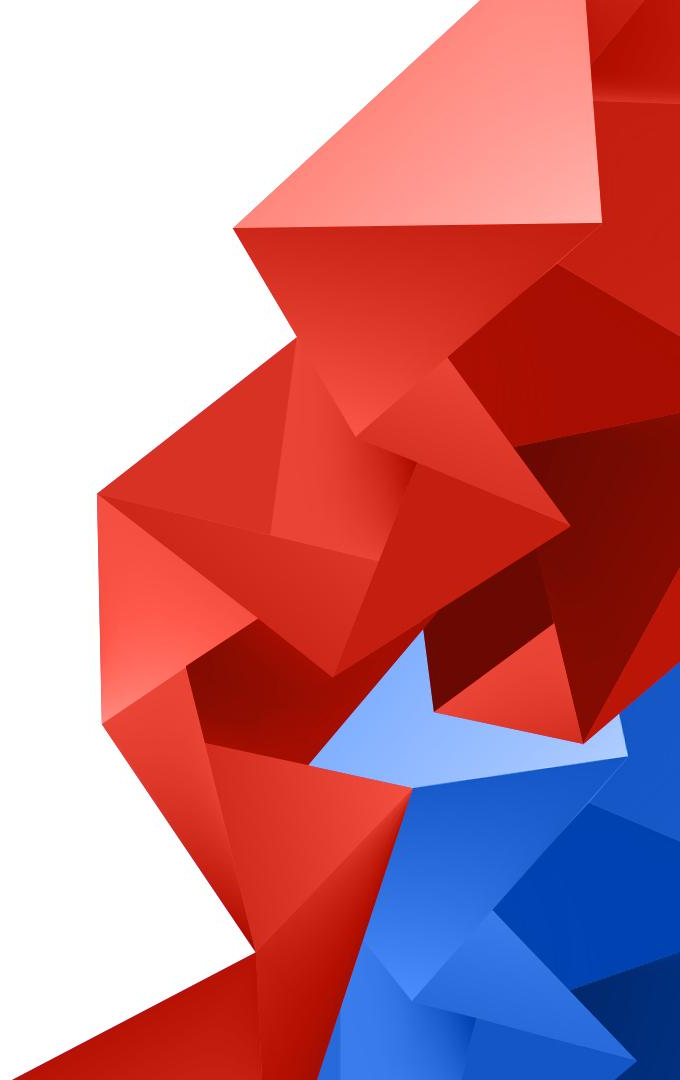
2. Include View-Through Conversions in your Display Evaluation

Recalculate your performance considering VTCs, and then either adjust bids (manual bidding) or adjust targets (auto-bidding) accordingly.

3. Decide how to value your VTCs

Establish a lookback window for which you want to attribute view-through conversions. Many advertisers also set a % weight that VTCs are valued to, relative to click-through conversions.

Live Demo



Measure the Full Value of Display Campaigns



Navigate to
Conversions > Multi-Channel Funnels > Top Conversion Paths

1 See the total number of impression-assisted conversions & revenue

There were 1,052,015 total conversions

- Conversions: 543,123
- Click Assisted Conversions: 190,678
- Impression Assisted Conversions: 90,876
- Rich Media Assisted Conversions: 3,768

2 Use advanced filters to:

2.1 Total volume of conversions / revenue influenced by display clicks & impressions

Include - Source/Medium Path - Containing - google / display

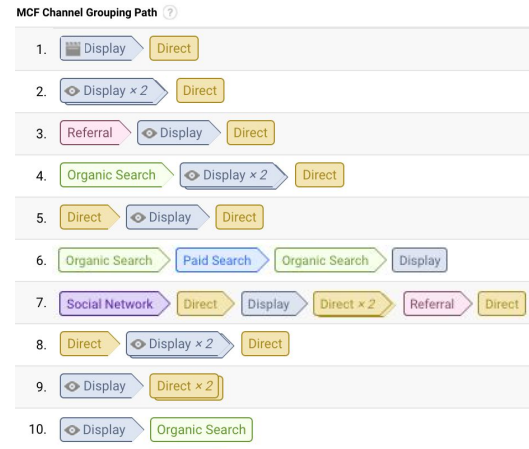
2.2 Total volume of conversions / revenue that was initiated by display clicks & impressions (aka, **display-created demand**)

Include - Source/Medium Path - Begins with - google / display

2.3 Visualize how **specific display campaigns** influenced conversions from other channels

Primary Dimension: MCF Channel Grouping Path Default Channel Grouping Path S
Secondary dimension: Campaign (Or Source/Medium) Path

2.1 Conversion paths containing a Display interaction

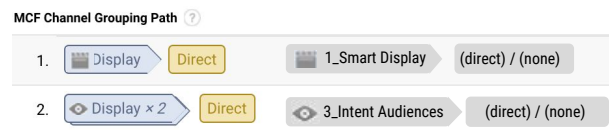


Key

- Display → Display Click
- Display → Display Impression/Rich Media
- Display → Display Impression

- Display → Impression of a **display image ads** (does not include Smart Display Campaigns)
- Display → Impression of (1) **Smart Display Campaign ad**, or (2) **Rich Media ad** (Lightbox ad)

2.3 Campaign / Channel view of conversion paths



Measure the Full Value of Display Campaigns



1

Create a Custom Attribution model: goo.gl/WHULQb

As baseline model, pick one in line with your business goals: goo.gl/DR4s4D

Model Name

Full Value (Impressions adjusted)

Baseline Model



Position Based



Specify the amount of conversion credit based on the position.

First interaction: %

Middle interactions: % *This will be distributed evenly to all middle interactions.*

Last interaction: %

Total: 100 % *Must be 100%*

Pick **Data-Driven** model if available. If not:

Position Based if your business is **Growth-Oriented** (highest credit to channels creating demand AND driving final conversions)

Time Decay if your business has a **Conservative** strategy (more credit to interactions closer in time to the final conversion)

Measure the Full Value of Display Campaigns



2

Switch field "Adjust credit for impressions" ON to adjust credit for impressions:

When GDN Impressions beta is activated, all impressions are included into attribution models at 100% credit along with clicks. We recommend the following adjustments:

Adjust credit for impressions



Credit all impressions times other interactions in the conversion path

When impressions precede a visit by Hours

credit these impressions times other interactions in the conversion path

If impressions occurred **more than 24* hours ago**: 0%* credit compared to a click

If impressions occurred **less than 24 hours ago**: 100% credit compared to a click

* 24 hours is the industry standard; *adjust as needed*

* 0% credit to impressions >24 hours ago is a conservative approach; *adjust as needed*

Measure the Full Value of Display Campaigns



3 "Apply custom credit rules" ON to apply viewability standards and exclude Direct channel

Apply custom credit rules On

Include **MCF Channel Grouping** Exactly matching **Direct**

or

Add 'OR' statement

credit 0 times other interactions in the conversion path

3.1 Remove credit from Direct. Choose MCF Channel Grouping, select Direct, apply credit within "0" to "0.5" range

Why? Direct conversions do not happen on their own: other marketing activities create demand & awareness of your business. However, if a Direct conversion cannot be attributed back to an online marketing activity, it will get full credit.

Include **Above the Fold** Exactly matching **No**

or

Add 'OR' statement

and

3.2

Include **Interaction Type** Exactly matching **Impression**

or

Add 'OR' statement

and

Add 'AND' statement

credit 0 times other interactions in the conversion path

3.2 Remove impressions that do not align with Google viewability standards.

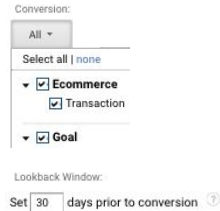
- Add a filter "Above the Fold", select "No" **AND**
- Add a filter "Interaction Type", selection "Impression"
- Apply credit of "0"

Measure the Full Value of Display Campaigns



Before you begin analysis, ensure that:

- you have selected the right conversion action
- a Lookback Window that accurately represents the average duration of a path to purchase.



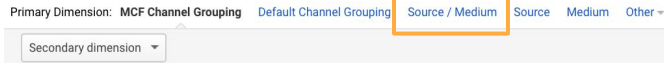
E.g., purchasing a car (long-term, 90 days), vs a low-value item (keep standard 30 days)

Once the Custom Attribution Model is set up:

- 1 Switch baseline model for comparison to Last Non-Direct Click. It's closest to reporting in the Google Ads account.



- 2 Switch to the right Dimension for analysis. By default, "Display" as a channel grouping contains all of display advertising. In order to isolate the results of Google Display, switch Primary Dimension to Source / Medium and analyze "google / display"



3.1

Use "Conversions & CPA" view for data on **conversion volume & CPA**. Numbers from this report are used in the summary slide.

Source / Medium	Spend (for selected time range)	Conversions & CPA				% change in Conversions (from Last Non-Direct Click)	
		Last Non-Direct Click		Full Value (Impressions adjusted)		Position-based (Impressions adjusted)	
		Conversions	CPA	Conversions	CPA		
google / display	\$5,355.00 (42.9%)	212.00 (11.8%)	\$25.26	390.47 (25.7%)	\$13.71	84.18% ↑	
google / CPC	\$7,140.00 (57.1%)	456.00 (25.4%)	\$15.66	465.32 (30.6%)	\$15.34	2.04% ↑	
baidu / organic	\$0.00 (0.00%)	1.00 (0.1%)	\$0.00	1.00 (0.1%)	\$0.00	0.00% ●	
Partners / affiliate	\$0.00 (0.00%)	27.00 (1.5%)	\$0.00	35.00 (2.3%)	\$0.00	29.63% ↑	
(direct) / (none)	\$0.00 (0.00%)	1,100.00 (61.2%)	\$0.00	628.67 (41.3%)	\$0.00	-42.85% ↓	

3.2

Use "Conversion Value & ROAS" view for data on **conversion value & ROAS / ROI**. Numbers from this report are used in the summary slide.

Source / Medium	Spend (for selected time range)	Conversion Value & ROAS				% change in Conversion Value (from Last Non-Direct Click)	
		Last Non-Direct Click		Full Value (Impressions adjusted)		Position-based (Impressions adjusted)	
		Conversion Value	ROAS	Conversion Value	ROAS		
google / display	\$5,355.00 (42.9%)	\$2,852.35 (12.42%)	53.27%	\$8,328.98 (34.40%)	155.54%	192.00% ↑	
google / CPC	\$7,140.00 (57.1%)	\$9,453.43 (41.16%)	132.40%	\$10,547.64 (43.56%)	147.73%	11.57% ↑	
baidu / organic	\$0.00 (0.00%)	\$2.00 (0.01%)	0.00%	\$3.21 (0.01%)	0.00%	60.50% ↑	
Partners / affiliate	\$0.00 (0.00%)	\$87.12 (0.38%)	0.00%	\$79.13 (0.33%)	0.00%	-9.17% ↓	
(direct) / (none)	\$0.00 (0.00%)	\$10,574.2 (46.04%)	0.00%	\$5,256.54 (21.71%)	0.00%	-50.29% ↓	

Measure the Full Value of Display Campaigns



Switch to the right metric:
"Conversions & CPA" or "Conversion Value & ROAS"

Source / Medium	Spend (for selected time range)	Conversions & CPA				% change in Conversions (from Last Non-Direct Click)	
		Last Non-Direct Click		Full Value (Impressions adjusted)			Position-based (Impressions adjusted)
		Conversions	CPA	Conversions	CPA		
1_Smart Display	\$2,034.90 (42.9%)	102 (47.55%)	\$20.00	165.32 (56.76%)	\$12.31	62.46% ↑	
2_Dyn Remarketing	\$803.25 (57.1%)	32 (14.84%)	\$25.26	29.80 (13.93%)	\$26.95	-6.29% ↓	
3_Intent Audiences	\$1,499.40 (0.00%)	72 (33.68%)	\$20.80	86.69 (40.51%)	\$17.30	20.27% ↑	
4_Affinity Audiences	\$803.25 (0.00%)	6 (2.97%)	\$126.30	8.46 (3.95%)	\$94.95	33.02% ↑	
5_Topics	\$214.20 (0.00%)	2 (0.93%)	\$107.10	1.00 (0.47%)	\$214.20	-50.00% ↓	

How to get to the Campaign-level view:

1. Navigate to Conversions > Attribution > Model Comparison Tool
2. Click on "Display" channel in the list of channels to narrow down analysis to display campaigns.
3. Change Type from "All" to "Google Ads" - Google Ads campaigns will be populated in the table, instead of channel-level view.

Actions to take:

Can I import results of the Full Value model into Google Ads?

No. Currently results of this model can only be viewed in Google Analytics, Model Comparison Tool.

Does it mean I cannot leverage these results in bidding in display campaigns?

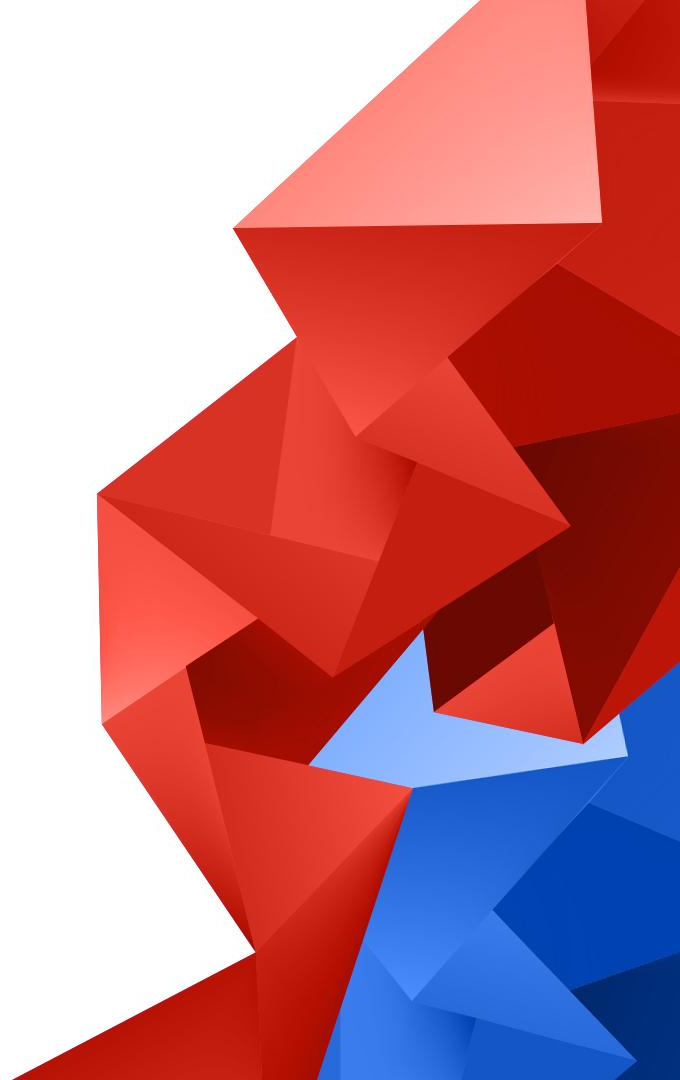
Not quite. Here are a few options you can leverage:

- If you're also tracking conversions with a Google Ads conversion tracking pixel, you will see VTC in the Google Ads account. Consider **Bidding to View-Through Conversions (BETA)**
- Consider raising the tCPA (lowering tROAS) in the Google Ads account, in order to boost the volume of conversions
- You can consider reallocating budgets if you see that certain campaigns / channels are driving a significantly stronger or poorer results, disproportionate to the amount invested into them

(e.g., consider what is the difference between % of conversions / conversion value the campaign is driving vs. % of spend of this campaign)

Remember: Results of Display campaigns are currently reported & optimized in Google Ads under Last-Click, click-only models only (even if model is changed to non-last click for Search). Therefore, the result of mid- & upper-funnel display reported by default is highly conservative and not reflective of its true value.

Как отслеживать Video



Отслеживать полный путь покупки через микро-конверсии

Шаг 1: Отслеживайте посещение целевой страницы как гол (настройки отслеживания “одна конверсия за сессию”)

Шаг 2: Отслеживайте промежуточные конверсии

Примеры: категорийные страницы, корзинка, промежуточные этапы оформления заказа

Шаг 3: Отслеживайте основную конверсию (покупку, заказ) (KPI) в колонке “Конверсии”



Google Ads Conversion tracking - самый полный способ отслеживания



Наиболее комплексный



Встроенный и не требующий дополнительной проработки



Работает кросс-девайс



Бесплатный и доступный

1

Click-through

(Клик)

2

Engaged View

(30 сек/конец видео)

Платное взаимодействие:

- **[Click-through]** Clicking one of the interactive ad elements OR
- **[Engaged View]** Viewer watches 30 seconds or the entire video, whichever comes first.

3

View-through

(Показ)

Показ:

- **[View-through]** User only sees the ad impression (e.g. Skipper) and then later converts.

ИЛИ



Отобразится в Google Analytics



1

Click-through

(Клик)

2

Engaged View

(30 сек/конец видео)

Платное взаимодействие:

- **[Click-through]** Clicking one of the interactive ad elements OR
- **[Engaged View]** Viewer watches 30 seconds or the entire video, whichever comes first.

3

View-through

(Показ)

ИЛИ

Показ:

- **[View-through]** User only sees the ad impression (e.g. Skipper) and then later converts.

YouTube for Performance: Implementation Checklist

CHECKS	WHAT TO REVIEW
Measurement	<ul style="list-style-type: none"><input type="checkbox"/> Implement Adwords Conversion Tracking<input type="checkbox"/> Create separate AW Account with dedicated Conversion tag<input type="checkbox"/> Verify "Count" Setting in AdWords ("every" for purchases, subscriptions etc vs "one" for page visit etc)<input type="checkbox"/> Surface TOTAL conversions generated by including Conversions & View-through Conversions in CPA calculations<input type="checkbox"/> Make sure VTCs are factored into CPA calculations (Create a custom column to include VTCs into CPA calculations. NOTE! tCPA bids and custom CPAs including VTCs will not align)<input type="checkbox"/> Report full funnel impact<ul style="list-style-type: none"><input type="checkbox"/> Setup and track Micro-Conversions<input type="checkbox"/> Report on core & extended YouTube performance<input type="checkbox"/> Setup Brand Lift to demonstrate impact of TrueView campaign on 'Consideration' metrics and measure the impact of YouTube campaigns on branded search volumes<input type="checkbox"/> Link your YouTube account with Adwords to see follow-on views/subscribers



Подытожим

1. Проверьте настройки конверсий и атрибуции в Google Ads аккаунте
(Учитывайте **Cross-Device** и **View-Through** конверсии)
2. Учитывайте вклад Display кампании в полный пользовательский путь к конверсии
(С помощью **Assisted Conversions** и **Non-Last Click Attribution**)
3. Учитывайте View-Through конверсии для оптимизации ставок и бюджетов
4. Оптимизируйте и экспериментируйте
(Drafts & Experiments, Incrementality studies)



Спасибо!

