

MARKETING MIX MANAGEMENT : DON'T FOLLOW THE TITANIC'S EXAMPLE !

Linear attribution models : what you currently see...

A WRONG SENSE OF CHANNEL PERFORMANCE

Multitouch attribution models (U-shaped, even-distributed, increasing or decreasing linear, time decay...) are based on predefined rules that **don't reflect the contribution of each touchpoint**

THE TIP OF THE ICEBERG

One-touch models (last click, first click) give a very **partial view of reality** by only taking a fraction of the user journey into account.

COMPLETE USER JOURNEYS

On and Offline :

- Offline touchpoints are captured (TV, Radio)
- In-store conversions are taken into account
- Cross-device reconciliation

ALL THE TOUCHPOINTS, INCLUDING IMPRESSIONS

Clicks are not the only touchpoint type in a user journey. By including impressions and **post-view** data in your attribution, you'll have a better grasp on display performance.

REAL CHANNEL PERFORMANCE

A dynamic algorithmic attribution model will enable you to understand the real performance of each channel, and adapt to seasonality or promotional factors over time.

... and what you would see with a DATA DRIVEN attribution model

MORALE OF THE STORY :

Managing your digital media with simplistic attribution models means you only see the tip of the iceberg. It is almost guaranteed to lead you to make wrong decisions !

Yet, **79% of advertisers still rely on last touch attribution** and manage their marketing budget without a clear understanding of what works and doesn't. Take the guess work away and manage your ad dollars with a **DATA DRIVEN attribution model**.