

# WFA Webinar: Total View Attribution



November 2017

# Our network

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 <b>COLGATE-PALMOLIVE</b>	 <b>COTY</b>	 <b>DANONE</b> THE POWER OF NATURE	 <b>Deaigual</b>	 <b>T</b>	 <b>DIAGEO</b>	 <b>ebay</b>	 <b>Emirates</b>	 <b>ESTÉE LAUDER COMPANIES</b>	 <b>FERRERO</b>	 <b>FrieslandCampina</b>	 <b>GENERAL MILLS</b>	 <b>GM</b>	 <b>bel</b>	 <b>GRUPPO BIMBO</b>
 <b>gsk</b> do more feel better live longer	 <b>Häagen-Dasz</b>	 <b>HEINEKEN</b>	 <b>Henkel</b>	 <b>HERSHEY'S</b> The Hershey Company	 <b>hp</b>	 <b>HUAWEI</b>	 <b>IKEA</b>	 <b>intel</b>	 <b>JDE</b> JACOBS DOUWE EBERHARDT	 <b>Johnson &amp; Johnson</b>	 <b>JUST EAT</b>	 <b>Kellogg's</b>	 <b>Kimberly-Clark</b>	 <b>LEGO</b>
<b>L'ORÉAL</b>	 <b>LVMH</b> MOÏT HENNESSY • LOUIS VUITTON	 <b>MARS</b>	 <b>mastercard</b>	 <b>MATTEL</b>	 <b>Mazda</b>	 <b>McDonald's</b>	 <b>Mondelēz International</b>	 <b>mundipharma</b>	 <b>Nestlé</b>	 <b>NIKE</b>	 <b>NISSAN MOTOR CORPORATION</b>	 <b>NOVARTIS</b>	 <b>orange</b>	 <b>PEPSICO</b>
 <b>Pernod Ricard</b>	 <b>Pfizer</b>	 <b>PHILIPS</b>	 <b>P&amp;G</b>	 <b>RBS</b> The Royal Bank of Scotland Group	 <b>Reckitt Benckiser</b>	 <b>Red Bull</b>	 <b>SANOFI</b>	 <b>Santander</b>	 <b>SAP</b>	 <b>Johnson &amp; Johnson</b> A FAMILY COMPANY	 <b>Shell</b>	 <b>Singapore TOURISM BOARD</b>	 <b>SONY</b>	 <b>Standard Chartered</b>
<b>SWAROVSKI</b>	 <b>TATA</b>	 <b>Telefonica</b>	 <b>telenor group</b>	 <b>TOMTOM</b>	 <b>Unilever</b>	 <b>VESTEL</b>	 <b>VISA</b>	 <b>vodafone</b>	 <b>VOLKSWAGEN</b> VOLKSWAGEN GROUP	 <b>VOLVO</b>	 <b>YILDIZ HOLDING</b>			

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# Introductions...



Mike Campbell  
Head of International  
Effectiveness,  
Ebiquity



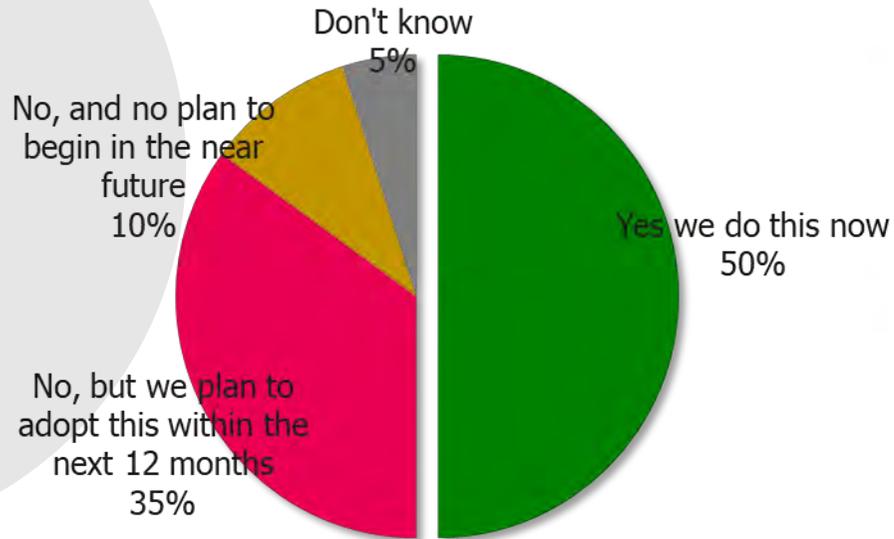
Matt Green  
WFA



Natalia Echeverri  
WFA

# Attribution modelling on the up for obvious reasons!

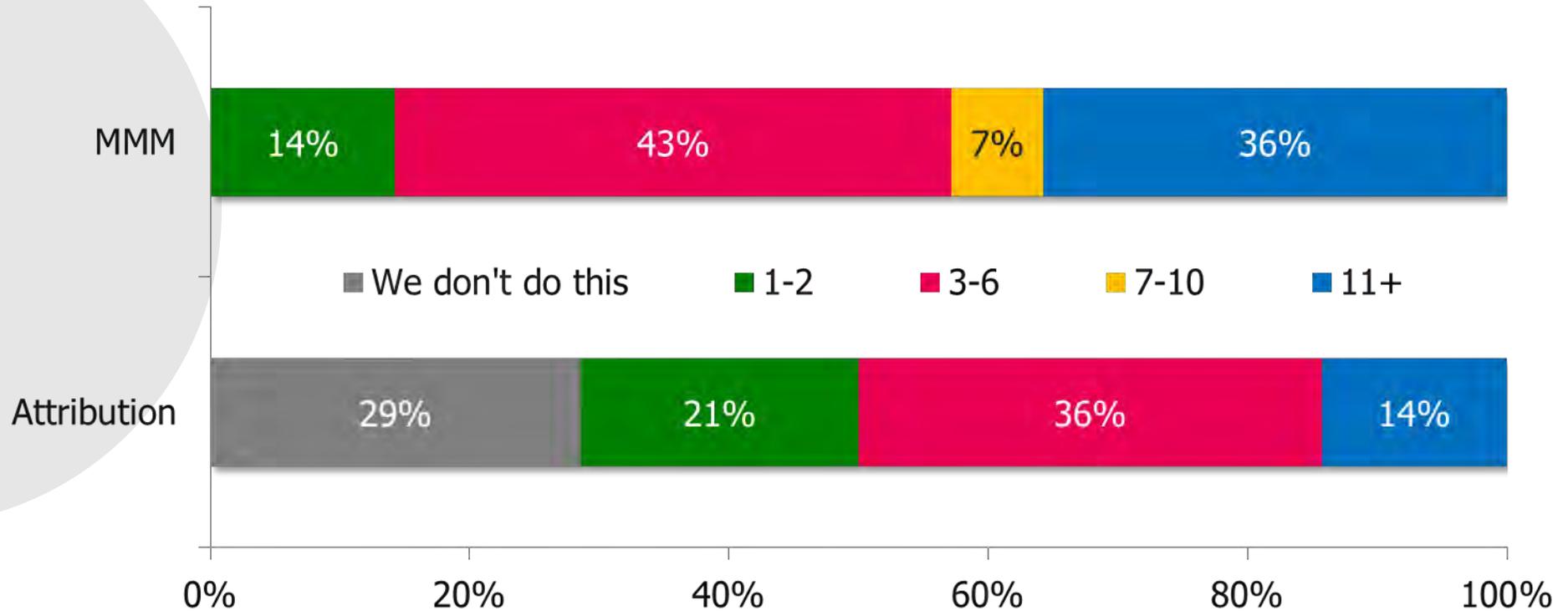
Q. Does your organisation conduct attribution modelling?



© marketoonist.com

# But traction has been limited (vs MMM)...

Q. Does your organisation conduct attribution modelling? In how many markets do you do this (please also provide a response for traditional Marketing Mix Modelling (MMM)?



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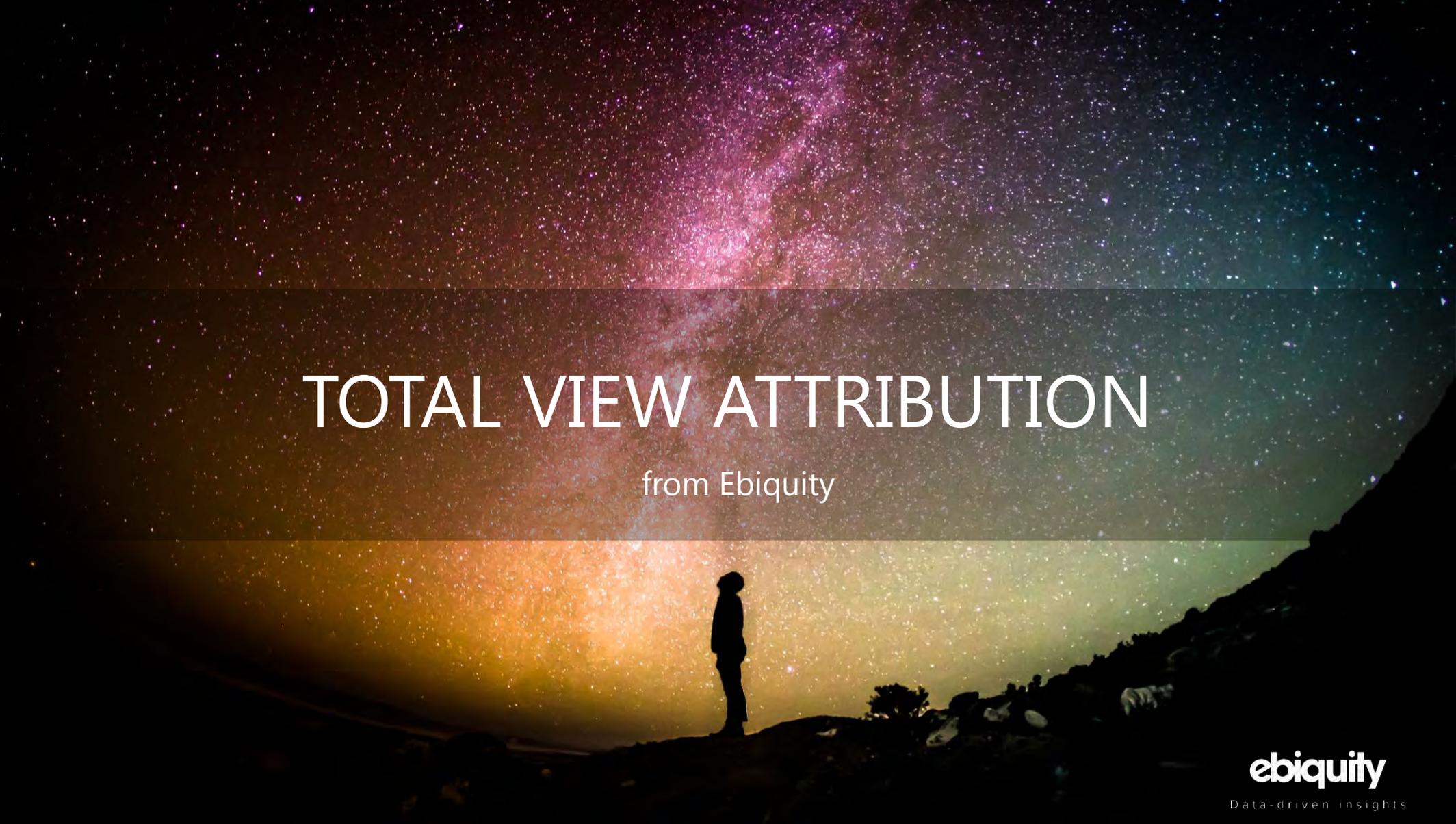
## Two major barriers...



**Attributed ROI  $\neq$  true ROI**



**External influences not included**

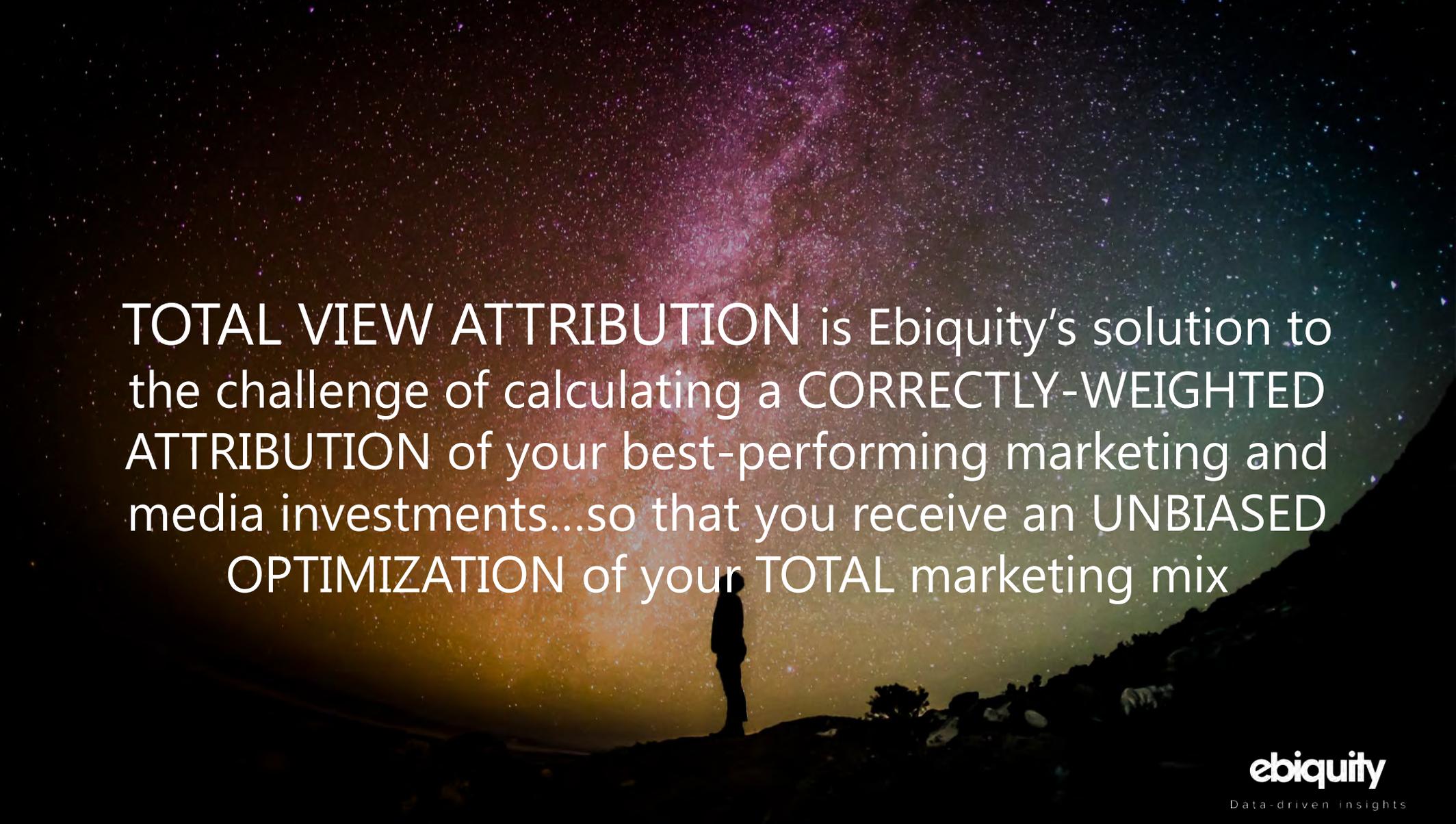
A person is silhouetted against a vast, starry night sky. The Milky Way galaxy is visible, stretching across the upper half of the frame. The person stands on a dark, rocky ridge in the foreground, looking up at the stars. The sky transitions from a deep purple and blue at the top to a bright yellow and orange near the horizon.

# TOTAL VIEW ATTRIBUTION

from Ebiquity

**ebiquity**

Data-driven insights



TOTAL VIEW ATTRIBUTION is Ebiquity's solution to the challenge of calculating a CORRECTLY-WEIGHTED ATTRIBUTION of your best-performing marketing and media investments...so that you receive an UNBIASED OPTIMIZATION of your TOTAL marketing mix

**ebiquity**

Data-driven insights

# Agenda

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A brief introduction to Ebiquity

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What is attribution?

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Why 'attribution' is currently frustrating marketers

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Ebiquity helps businesses make better informed  
Media and Marketing investment decisions

We create clarity for marketers via extensive expertise and experience in a number of key disciplines

Effectiveness & Optimization



Data & Technology



Market Intelligence



Media Measurement



Agency Selection Management



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**Attribution** enables a business to identify the key drivers of business, and optimize the marketing mix



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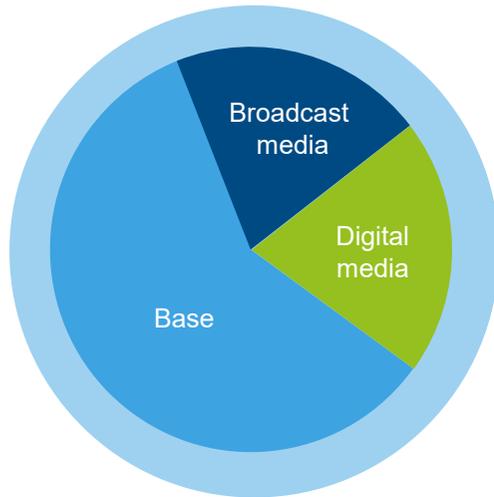
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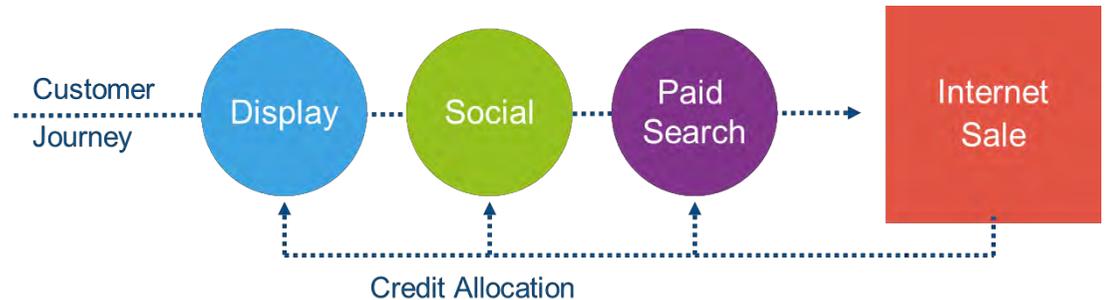
# There are two main 'attribution' approaches in the industry: **Econometric (market mix) modelling** and **Digital Attribution**

**Econometric modelling is holistic and attributes all touchpoints**



Econometric modelling gives top level results...but it does not provide the necessary digital detail for digital comms planning

**'Digital Attribution' analyses cookie level data that track consumer digital-only journeys**

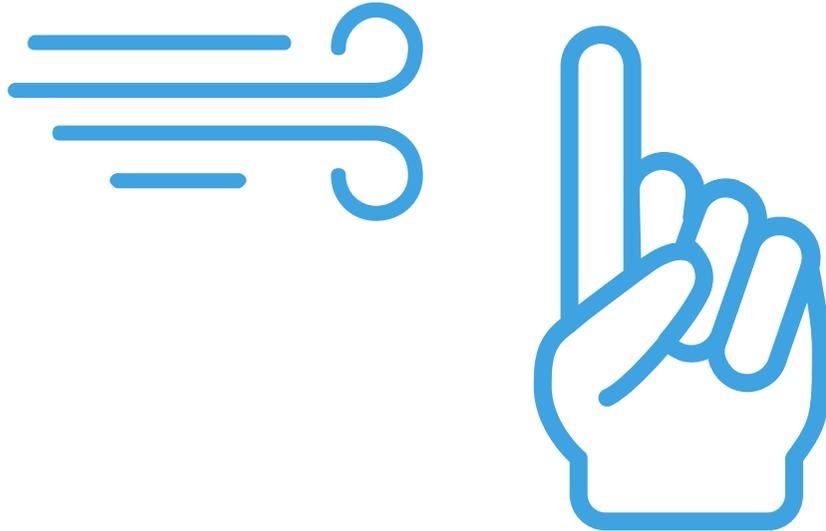


In 'Digital attribution' all digital sales are attributed to a digital touchpoint; it is 'blind' to other external influences (e.g., price, promotions, offline media) and does not 'attribute' correctly



Current Digital Attribution approaches are therefore only revealing a partial view of the world and...

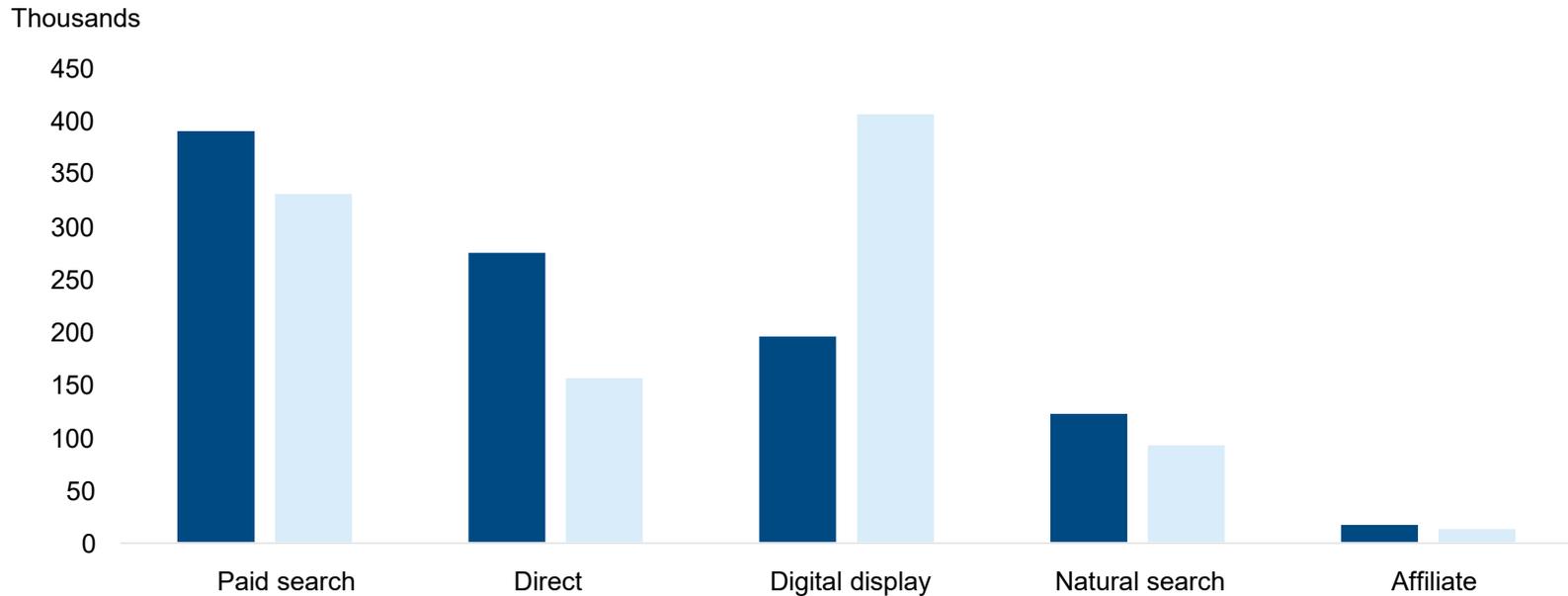
The partial view is also **inaccurate**: most 'Digital Attribution' approaches apply the **wrong maths** and use 'rules based' approaches



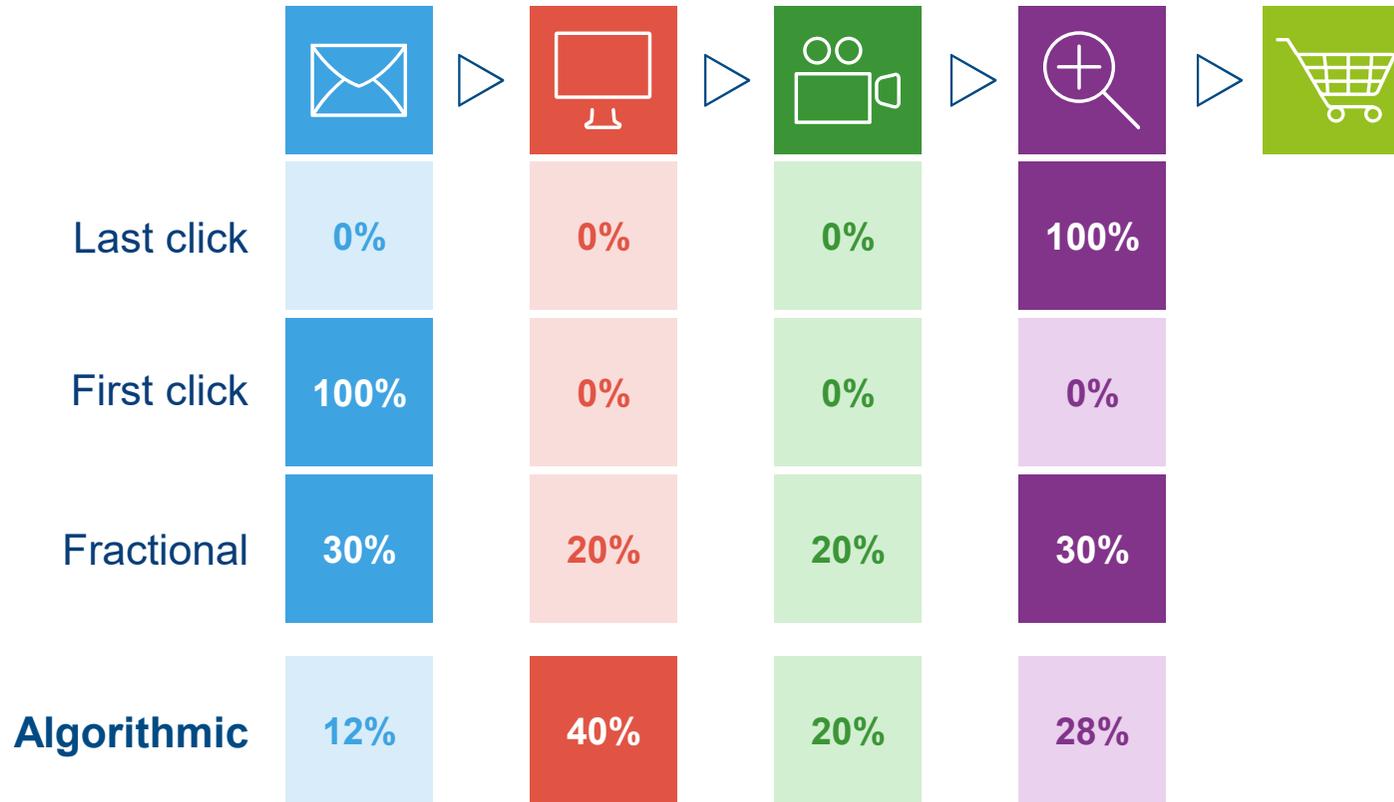
...which is like using your finger to measure the wind...

To illustrate the weakness with 'rules based' attribution, consider these two differing results from the same set of data but with different 'rules'

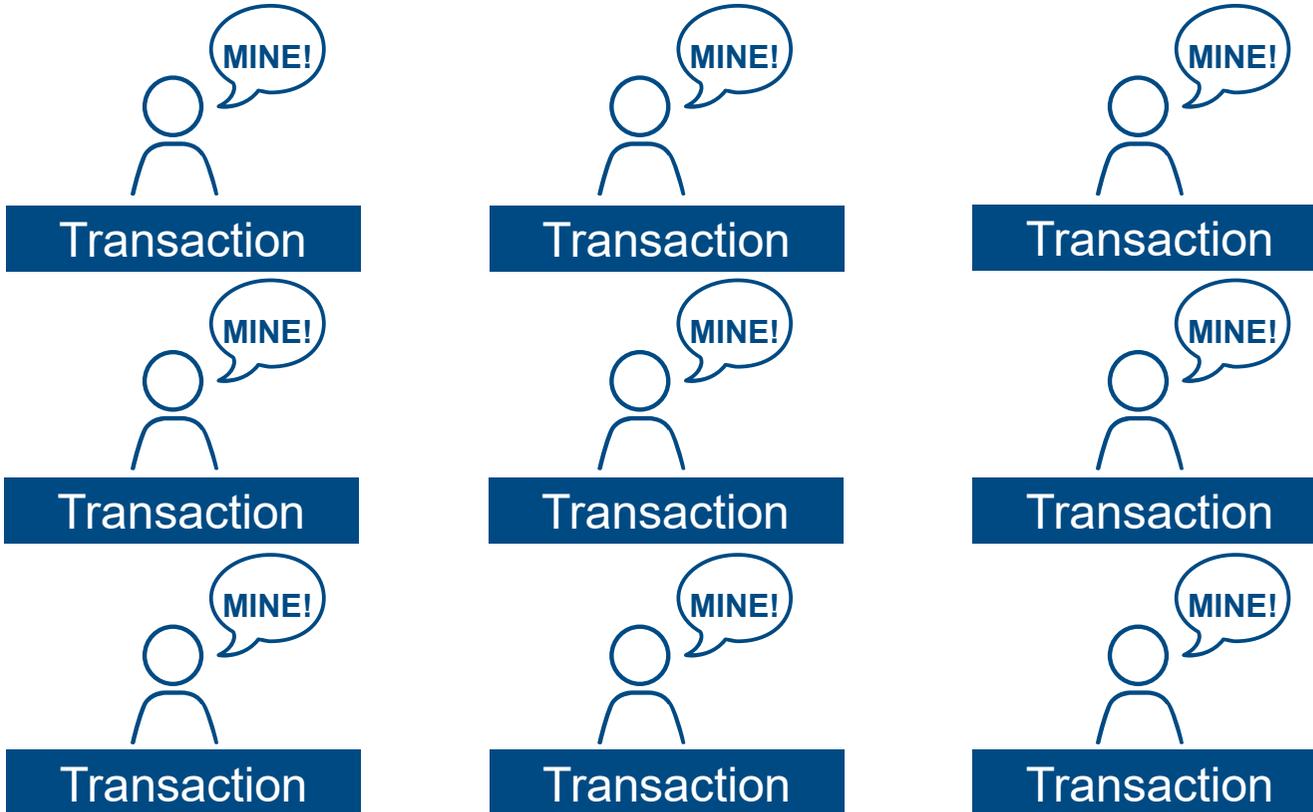
Attributed conversions based on a **last click** or a **first click** rule



# An **algorithmic** digital attribution approach delivers a more **robust and insightful** result



In a world where **everyone wants to take the credit** (and be paid accordingly), it surely makes sense to **apply the right attribution**



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A person is silhouetted against a vast, starry night sky. The Milky Way galaxy is visible, stretching across the frame from the bottom left towards the top right. The colors of the galaxy range from yellow and orange at the bottom to purple and blue at the top. The person is standing on a dark, rocky ridge in the foreground, looking up at the stars.

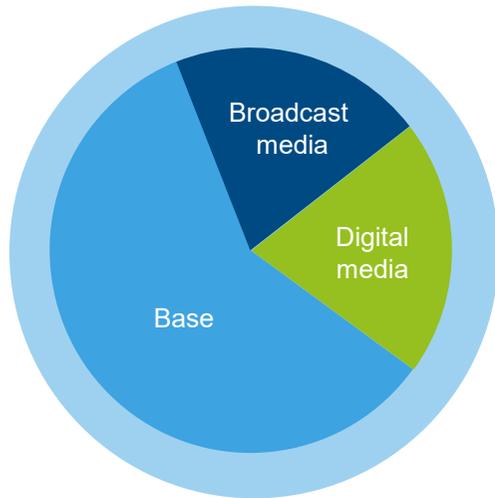
TOTAL VIEW ATTRIBUTION is Ebiquity's solution and addresses all the issues highlighted in the previous section

**ebiquity**

Data-driven insights

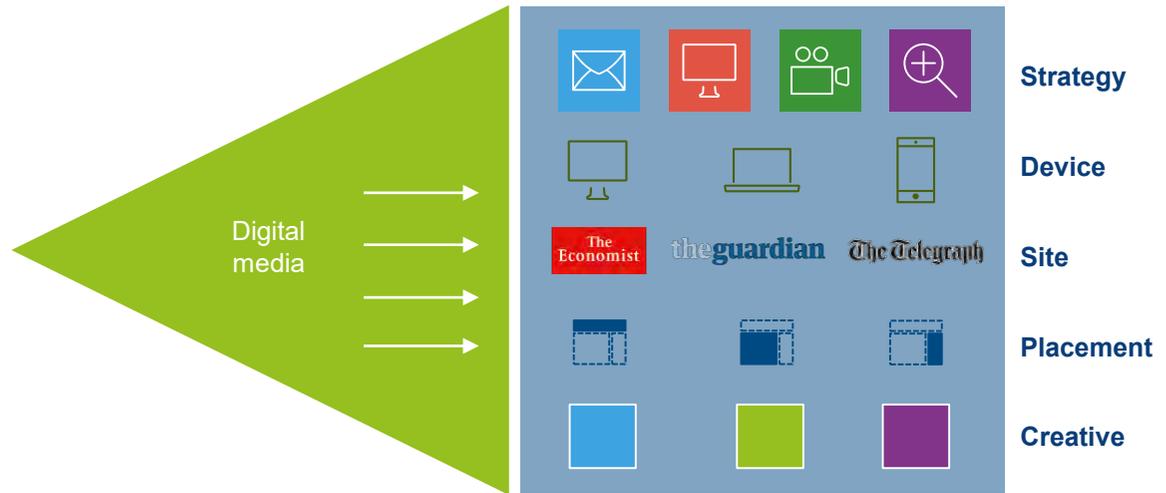
# TOTAL VIEW ATTRIBUTION combines econometrics with algorithmic attribution to give the **best of both worlds**

Econometric modelling gives top level results



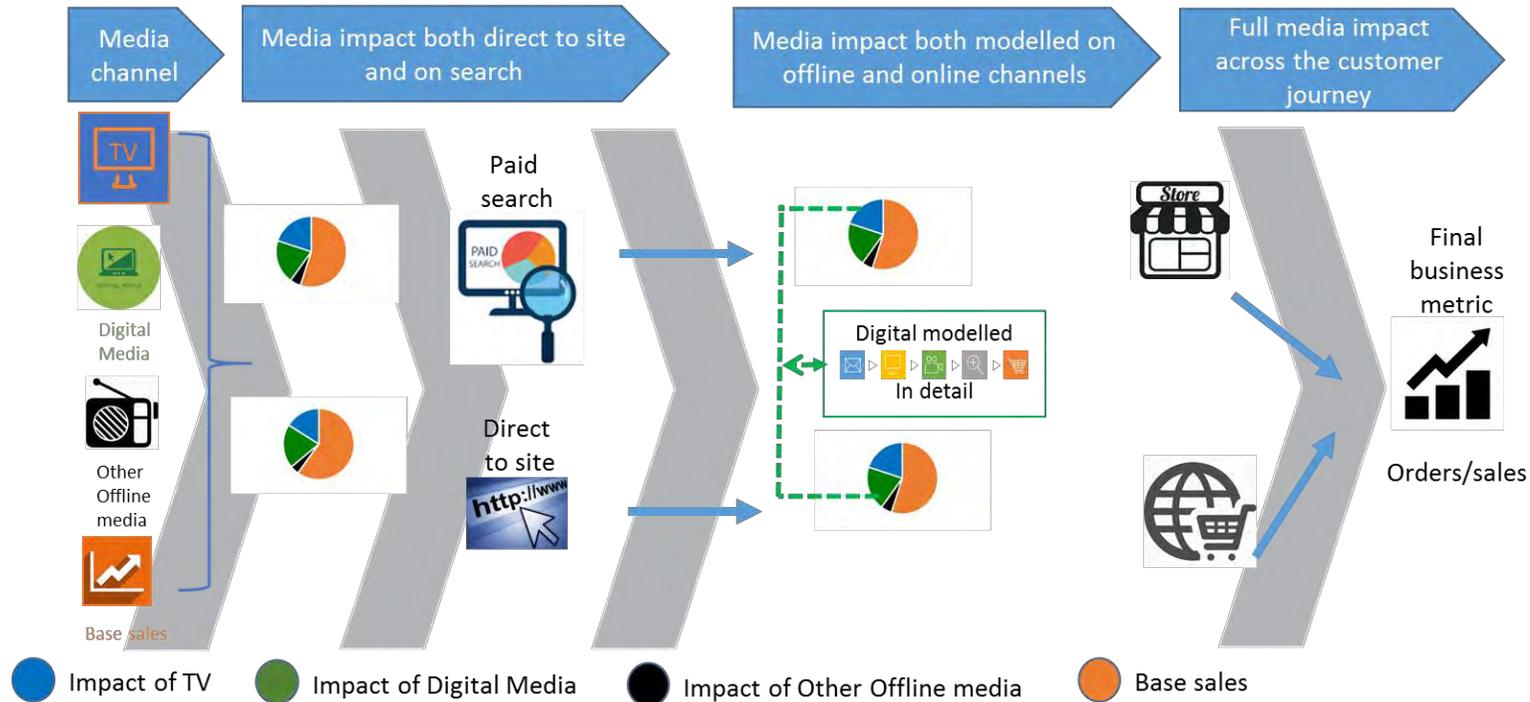
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Digital attribution gives details of digital media

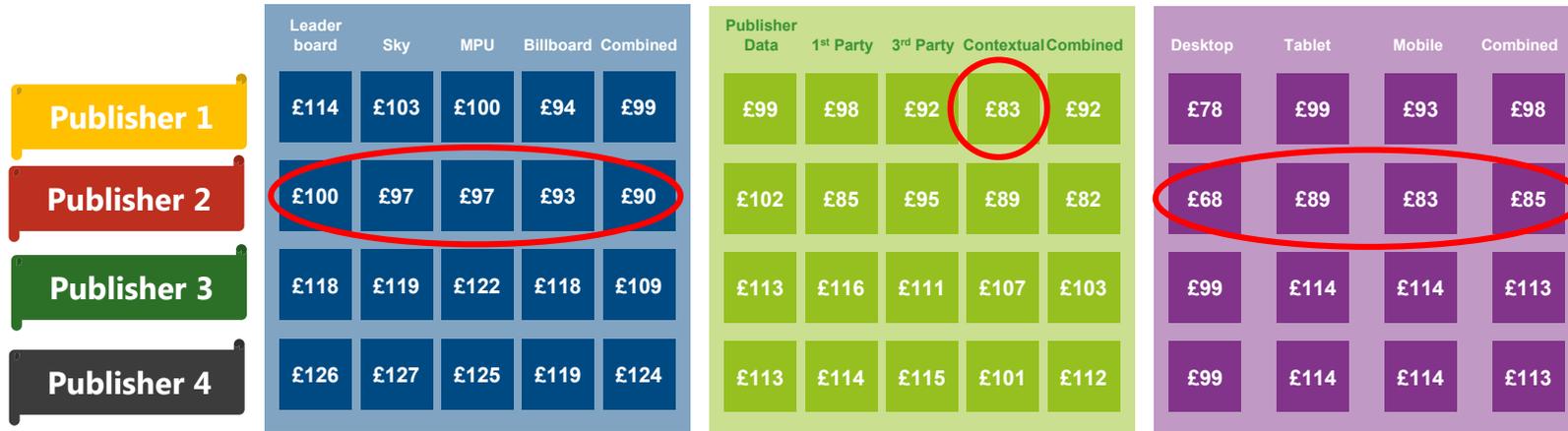


TOTAL VIEW ATTRIBUTION yields the correct scaling for digital media overall (via the econometric model) and also provides the digital detail that is needed (from the cookie level attribution model)

# TOTAL VIEW ATTRIBUTION correctly contextualizes digital vs other media



# TOTAL VIEW ATTRIBUTION can deliver the **granular view**: in this example, cost per acquisition (CPA) at **publisher and format** level

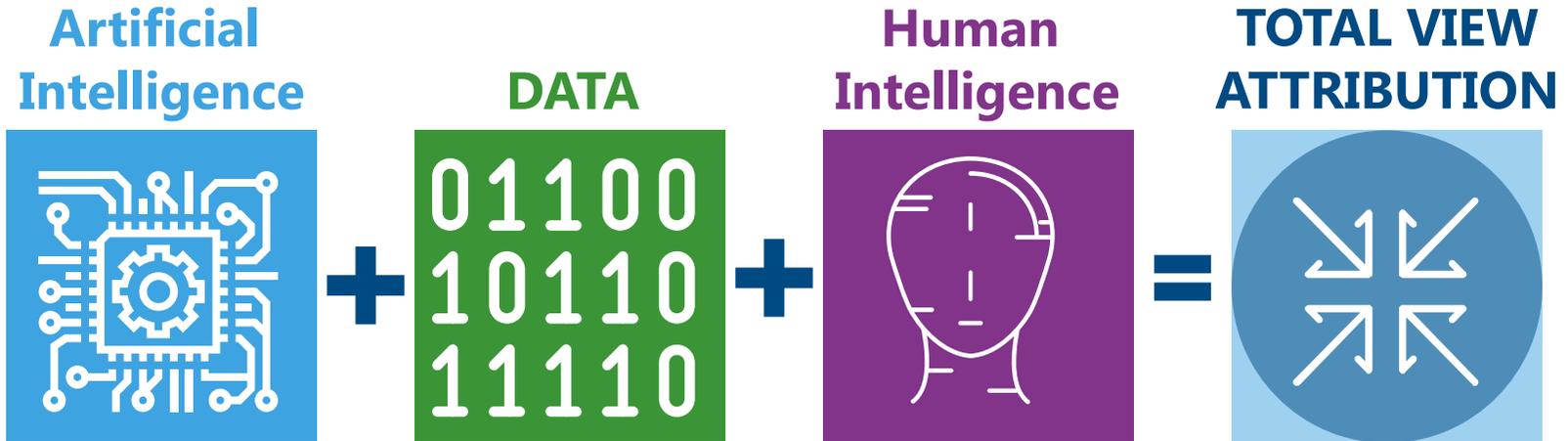


**Publisher 2 has the lowest CPA by format**

**Contextual targeting from Publisher 1 has the lowest CPA**

**Desktop is more efficient than both Tablet and Mobile**

**TOTAL VIEW ATTRIBUTION** works because it mixes well-established machine-learning techniques and Ebiquity's media expertise



The **maths** behind TOTAL VIEW ATTRIBUTION is not 'rules based'; it is **based on what is actually observed** in the cookie trail data

DATA

01100  
10110  
11110

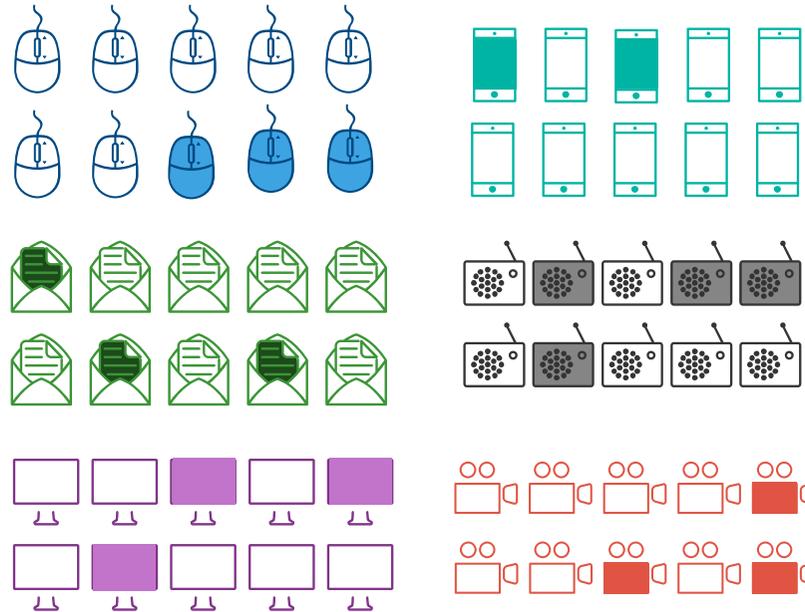


We're proud that our mathematical approach sees us **standing on the shoulders of giants**

Rev. Thomas Bayes showed **how to measure the probability** of statistical hypothesis in the light of data

We are using **well-established mathematical approaches** on big data sets

# Good maths is important: Bayesian networks create structure and help with the 'book-keeping' of big and complex data



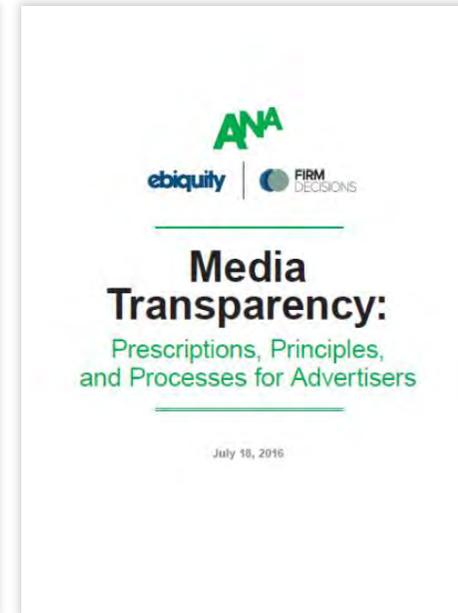
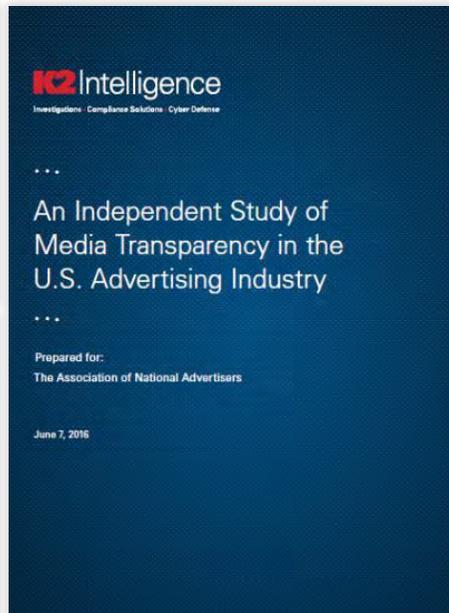
...which provides a statistical framework that can evaluate the quality of the output

But **mathematics alone doesn't help** you make the right decisions



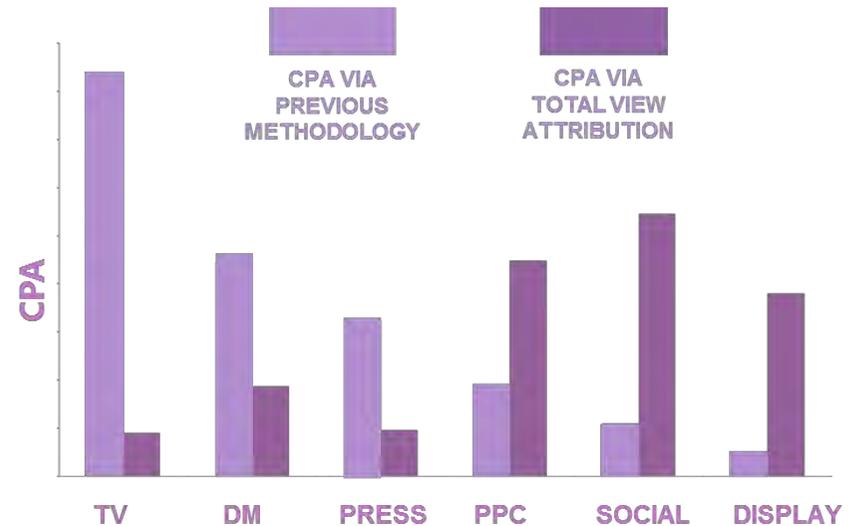
...we also need to apply  
**Human Intelligence**

# Ebiquity is a media thought-leader; at the forefront of media debate and **effectiveness partner to the World Federation of Advertisers**



# TOTAL VIEW ATTRIBUTION combines **data, maths and human intelligence** to improve performance across your business

“We now extract meaningful insights from our customers’ behaviour to enhance their experience of our brand, online and offline. This has led to significant, incremental increased in revenue, and these are testament to the enduring strength of the model we’ve built in partnership with Ebiquity’s skilled and experienced modellers”



**Head of Analytics for a major airline**

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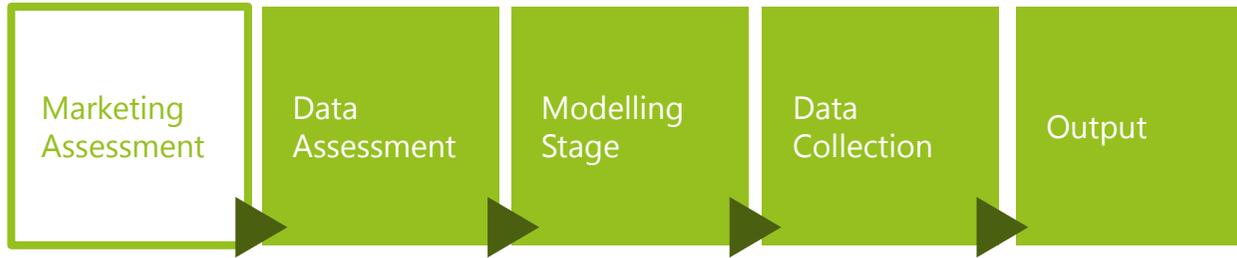
In conclusion

We believe that clients need a **straightforward process** which they can understand

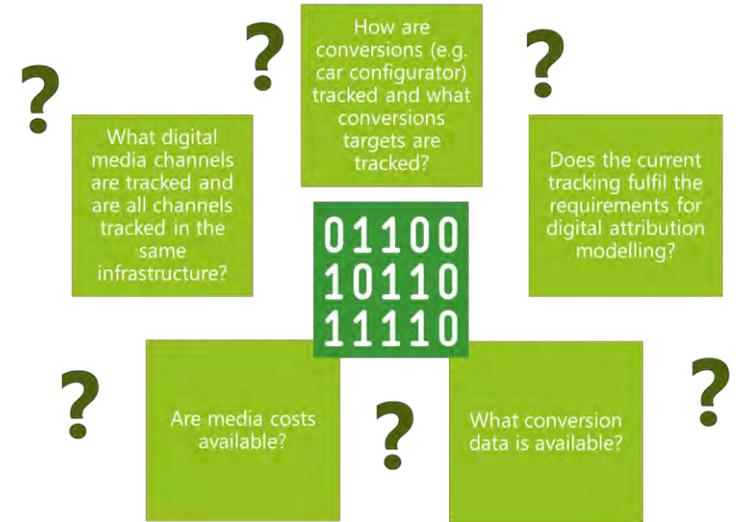
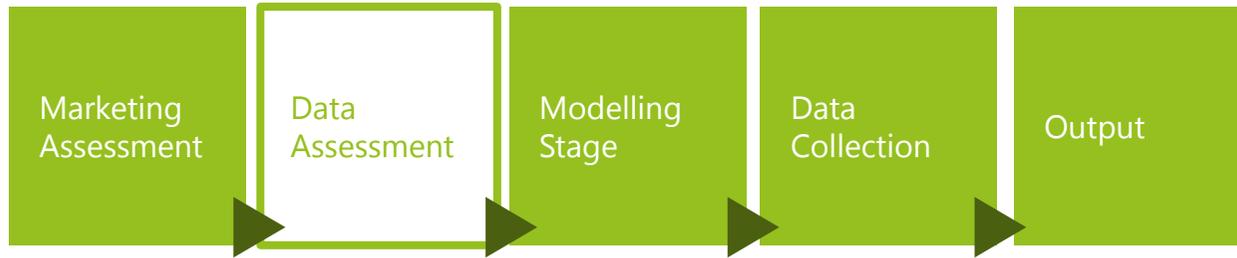
### 5 stages



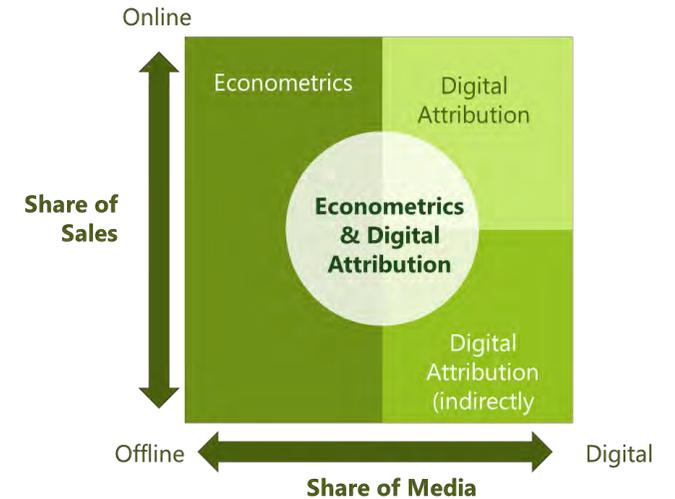
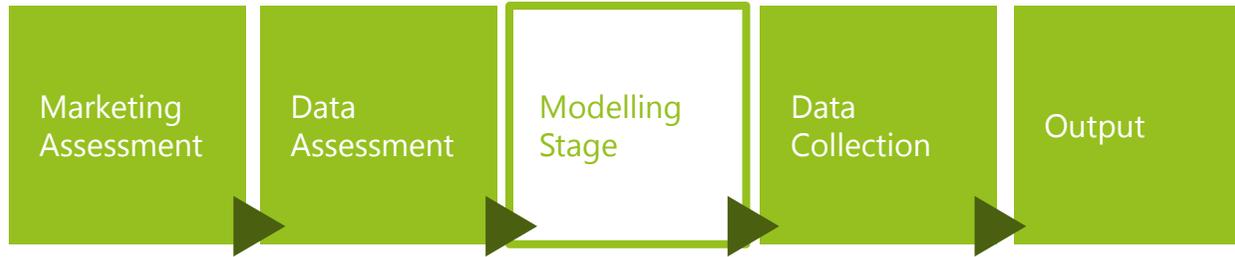
# We start by **understanding your business** and the key drivers



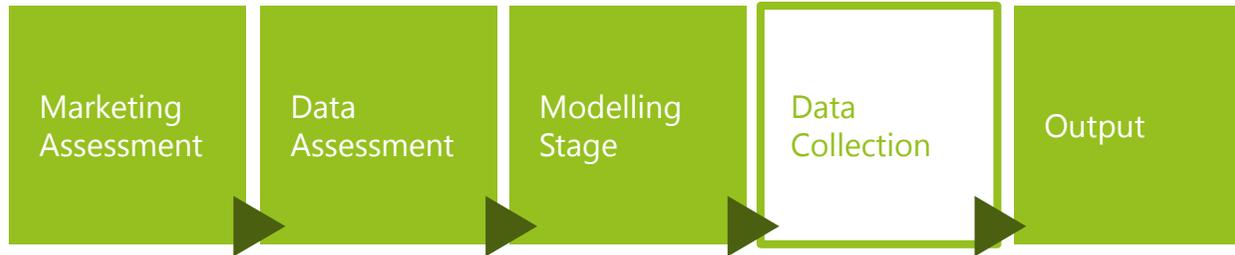
# The **right data** and the right understanding of your tracking systems is the **essential foundation**



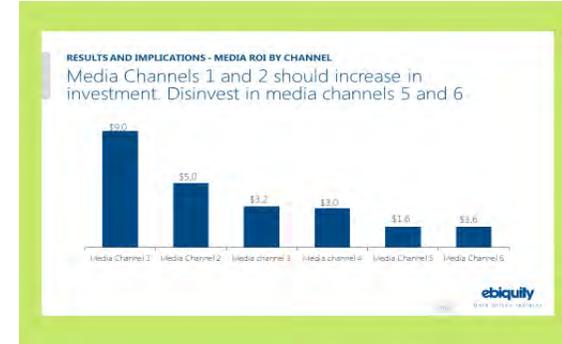
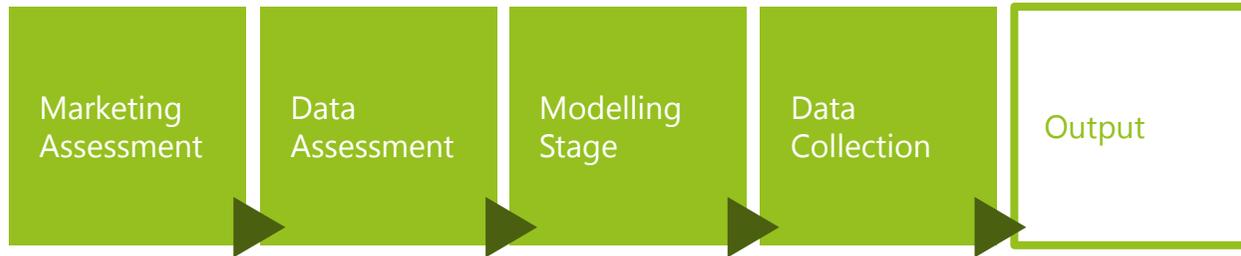
# Understanding helps us determine the **right modelling approach**: econometrics, digital-only attribution or TOTAL VIEW ATTRIBUTION



# Digital data is an Ebiquity **core competence**: we work with over 130 agencies and tech companies in the UK alone



Our outputs are **clear and actionable**: our recommendations are **objective** and focused on your best **business outcome**



	Leader board	Sky	MPU	Billboard	Combined
Publisher 1	£114	£103	£100	£94	£99
Publisher 2	£100	£97	£97	£93	£90
Publisher 3	£118	£119	£122	£118	£109
Publisher 4	£126	£127	£125	£119	£124

Importantly, unlike some solutions, our **results are delivered quickly**

### Fast delivery of results

Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Data assessment	█													
Interim 1: Attribution Roadmap	█													
Data collection	█	█	█	█	█									
Interim 2: Data validation						█								
Data processing							█	█						
Modelling & analysis									█	█	█	█	█	
Project debrief														█

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Ebiquity's views are **aligned** with 'conventional wisdom' about 'attribution': but it **can be challenging**, so these are our golden rules



An open mind

Zero-based  
budgeting

Cross-silo,  
integrated  
measurement

Clients, take  
control!

One agenda

# These are some **questions for consideration**

What are the shares between online and offline sales and media?

What are your KPIs?

Do you have tracking in place?

Do you track media activity outside your domain

Are you already using a digital attribution solution?

What is the model?

Do you track all media channels?

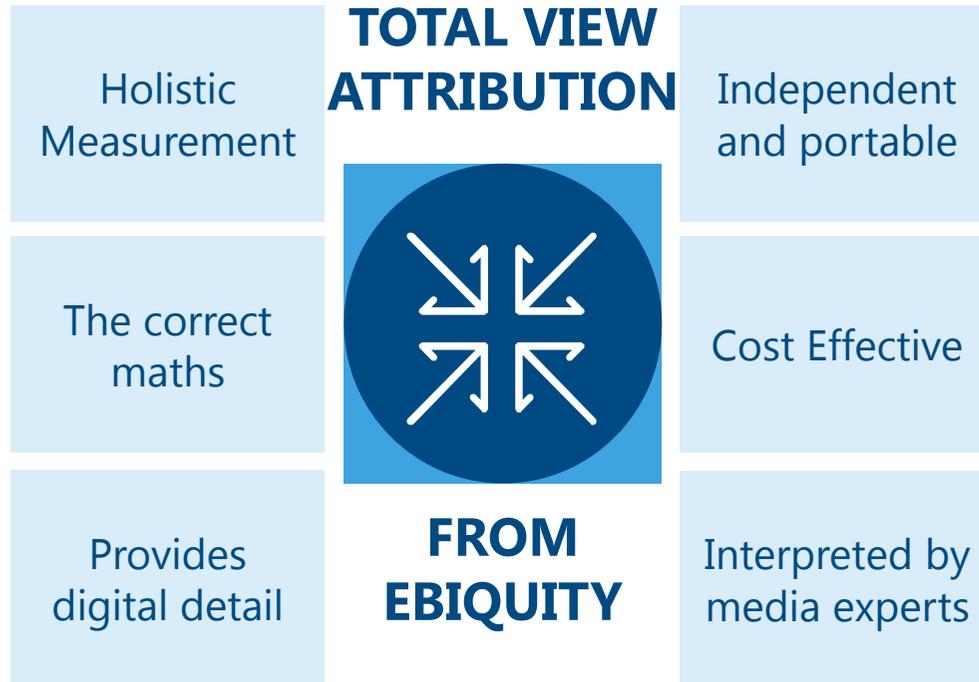
Are you satisfied with the current situation?

How do you implement recommendations from attribution?

Do you use econometrics?

Why are you interested in digital attribution?

We can help you answer them!



A person is silhouetted against a vibrant night sky filled with stars and the Milky Way galaxy. The person stands on a dark, rocky ridge, looking up at the cosmos. The sky transitions from a deep purple at the top to a bright yellow and orange near the horizon, where the Milky Way is most prominent. The overall scene is serene and awe-inspiring, symbolizing vastness and potential.

TOTAL VIEW ATTRIBUTION will allow you to maximize the profitability of your business.

It enables optimization of the total marketing mix and the best-performing investments

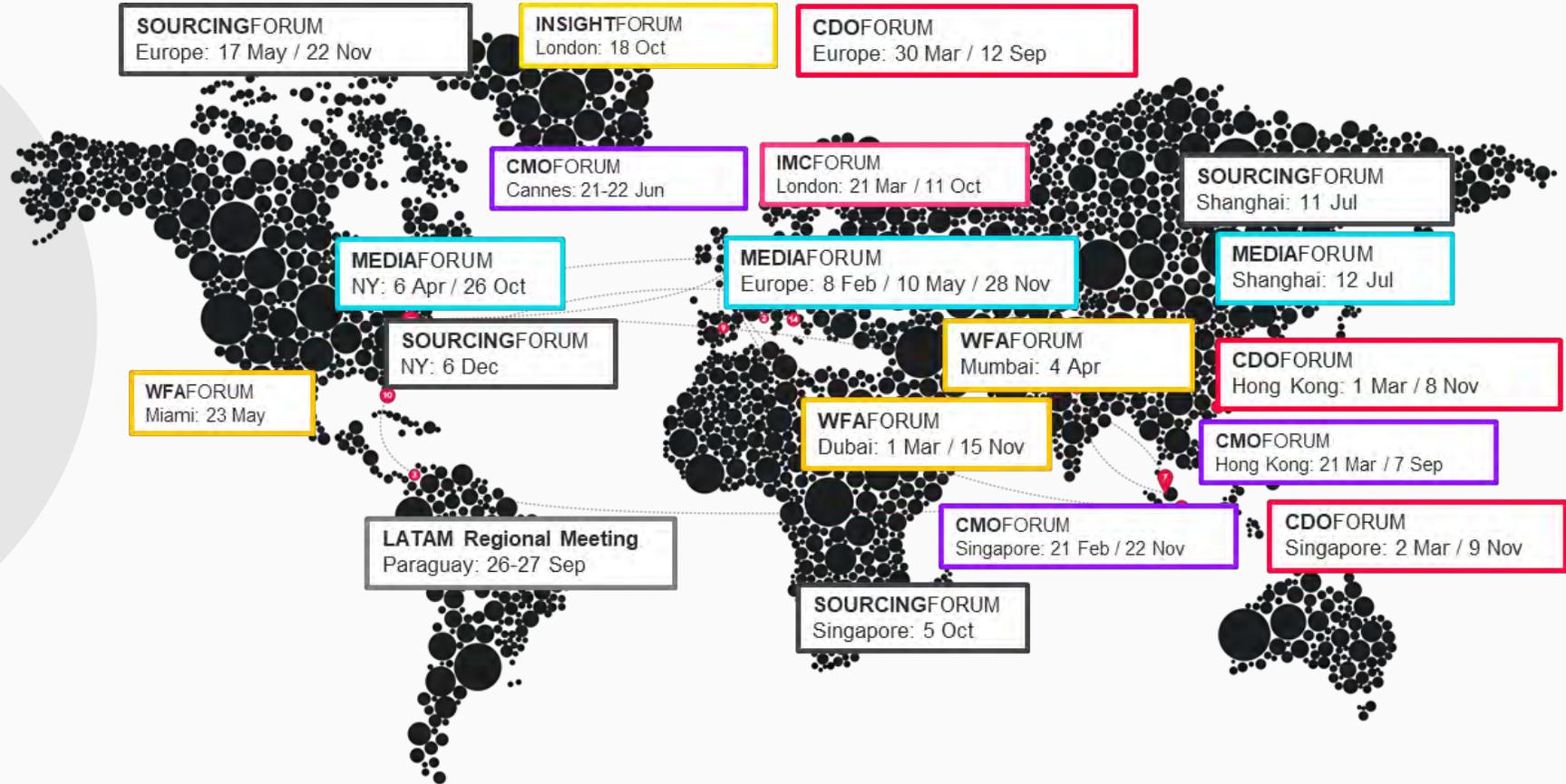
A person is silhouetted against a vibrant, multi-colored starry night sky. The Milky Way galaxy is visible, stretching across the frame with a color gradient from yellow and orange at the bottom to purple and blue at the top. The person is standing on a dark, rocky ridge in the foreground, looking up at the stars.

THANK YOU

**ebiquity**

Data-driven insights

# wfanet.org/events



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# Thank you



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