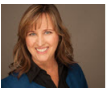


Creating Meaningful Attribution



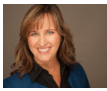
Jeanne Jennings
More Effective Digital Marketing

Email Innovations Summit
Las Vegas
May 18th and 19th, 2016



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

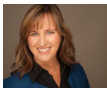
John Wanamaker
U.S. Merchant and
Religious, Civic and Political Leader



Attribution tells you how much revenue each channel or campaign is responsible for generating

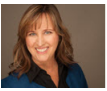
Understanding attribution will help you optimize, be more effective – and drive even more revenue





Attribution Tactics: Code Capture





Elements of a Revenue Attribution Model

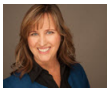
Action

Timeframe

Product(s)

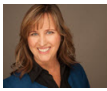
Order of Touch

Source: *Key Elements of a Realistic Attribution Model*, Jeanne Jennings for ClickZ,
October 8, 2013



Sample Attribution Models

	Action	Timeframe	Product(s)	Order of Touch
Model A	Click	0 Days	Featured Plus	Last
Model B	Click	7 Days	Featured Only	First
Model C	Click	7 Days	Featured Plus	First
Model D	Opened / Displayed	14 Days	Featured Only	First
Model E	Opened / Displayed	14 Days	Featured Only	Last
Model F	Sent / Displayed	28 Days	Featured Only	First
Model G	Send / Displayed	28 Days	Featured Plus	Any



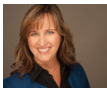
Exercise:

One Purchase

Different Attribution Models

December 2013						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

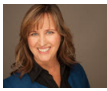
			Timeframe (Days from Purchase)	Channel
Action	Product(s)			
Displayed and Click	A		-27	SEM
Sent (no open, no click)	A		-19	Email
Sent and Opened (no click)	A and B		-11	Email
Sent, Opened and Clicked	B		-6	Email
Displayed (no click)	B		-1	Display Ad
PURCHASE	A (\$20), B (\$15) and C (\$10)		0	



Exercise: One Purchase

Different Attribution Models

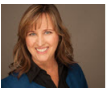
Attribution Models							
	Model A	Model B	Model C	Model D	Model E	Model F	Model G
Action	Click	Click	Click	Opened / Displayed	Opened / Displayed	Sent / Displayed	Sent / Displayed
Timeframe	0 days	7 days	7 days	14 days	14 days	28 days	28 days
Product(s)	Featured plus	Featured only	Featured plus	Featured only	Featured only	Featured only	Featured plus
Touch	Last	First	First	First	Last	First	Any
Total Revenue	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45
Attribution:							
SEM							
Email							
Display							
% Attributed							
% UnAttributed							



Exercise: One Purchase

Different Attribution Models

Attribution Models							
	Model A	Model B	Model C	Model D	Model E	Model F	Model G
Action	Click	Click	Click	Opened / Displayed	Opened / Displayed	Sent / Displayed	Sent / Displayed
Timeframe	0 days	7 days	7 days	14 days	14 days	28 days	28 days
Product(s)	Featured plus	Featured only	Featured plus	Featured only	Featured only	Featured only	Featured plus
Touch	Last	First	First	First	Last	First	Any
Total Revenue	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45
Attribution:							
SEM	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 20	\$ 45
Email	\$ -	\$ 15	\$ 45	\$ 35	\$ 20	\$ 15	\$ 45
Display	\$ -	\$ -	\$ -	\$ -	\$ 15	\$ -	\$ 45
% Attributed	0%	33%	100%	78%	78%	78%	300%
% UnAttributed	100%	67%	0%	22%	22%	22%	-200%



Choosing an Attribution Model





Choosing an Attribution Model

Direct Mail -- Any Touch		
Days	Product Marketed Only	All Products
7	\$ 2,170,550	\$ 16,655,541
14	\$ 4,706,585	\$ 32,452,653
30	\$ 10,456,164	\$ 66,002,174
45	\$ 15,090,856	\$ 96,954,306
60	\$ 19,729,561	\$ 125,593,886

Direct Mail -- First Touch or Last Touch		
Days	Product Marketed Only	All Products
7	\$ 2,115,234	\$ 13,204,489
14	\$ 4,472,927	\$ 19,528,474
30	\$ 8,795,770	\$ 24,754,961
45	\$ 10,921,657	\$ 26,144,247
60	\$ 11,951,765	\$ 26,631,425

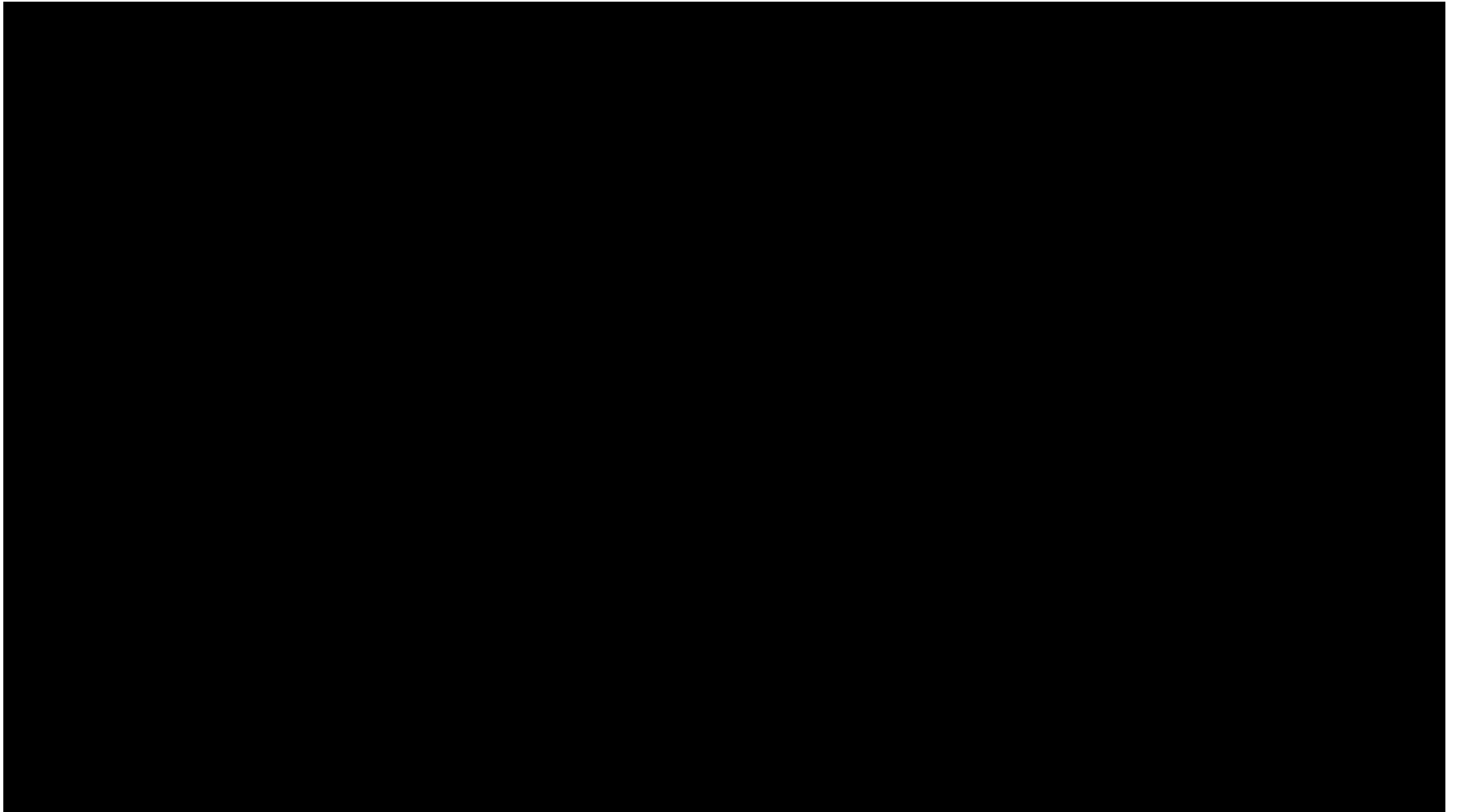
Direct Mail -- Any Touch		
Days	Product Marketed Only	All Products
7	3.3%	25.4%
14	7.2%	49.4%
30	15.9%	100.5%
45	23.0%	147.7%
60	30.1%	191.3%

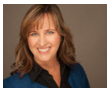
Direct Mail -- First Touch or Last Touch		
Days	Product Marketed Only	All Products
7	3.2%	20.1%
14	6.8%	29.7%
30	13.4%	37.7%
45	16.6%	39.8%
60	18.2%	40.6%

Based on 2015 Revenue of \$65,552,182

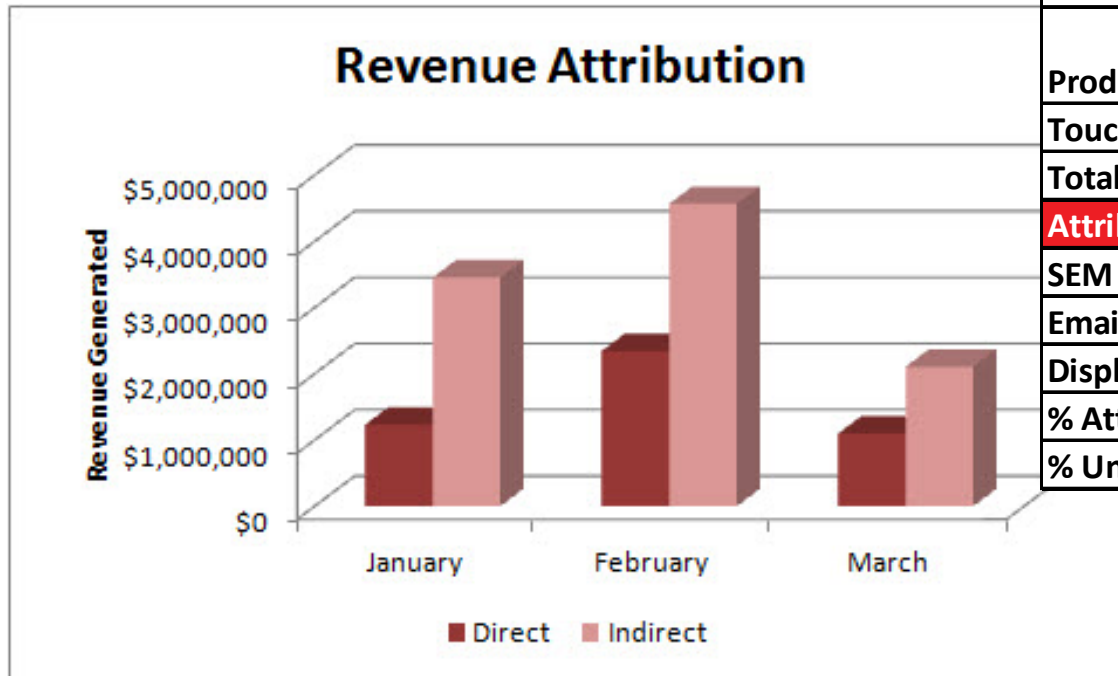


Nuances: Assists



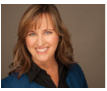


Hybrid Attribution Model (Example)



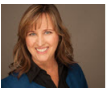
Hybrid Attribution Model			
	Direct	Indirect	Indirect
Action	Click (All Channels)	Open or Click (Email)	Display or Click (SEM or Display)
Timeframe	14 days	14 days	14 days
Product(s)	Featured plus	Featured only	Featured only
Touch	Last	Not Last	Not Last
Total Revenue	\$ 45	\$ 45	\$ 45
Attribution:			
SEM	\$ -	\$ -	\$ -
Email	\$ 45	\$ -	\$ -
Display	\$ -	\$ -	\$ 15
% Attributed	100%	0%	33%
% UnAttributed	100%	100%	100%

Source: *Key Elements of a Realistic Attribution Model*, Jeanne Jennings for ClickZ, October 8, 2013



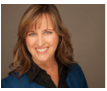
Nuances: Pass Alongs





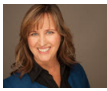
Keep Peeling Off Layers to Attribute More Revenue

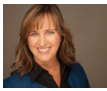




Nuances: Different Models for Different Divisions/Products







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More Effective Digital Marketing

Additional Email Marketing Resources



@JeaJen to follow Jeanne



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Get more of Jeanne's take at *More Effective Digital Marketing*, her Blog and Email Newsletter

www.JeanneJennings.com



Look for Jeanne's column on email marketing every other Monday

www.ClickZ.com



The premier email marketing association, part of the DMA – join us for the annual conference in 2017

www.EmailExperience.org



A private community for email marketers; look for Jeanne's posts on the blog

www.OnlyInfluencers.com

**Thanks for
Attending!**

Questions?



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Email Innovations Summit
Las Vegas
May 18th and 19th, 2016

Creating Meaningful Attribution