

**Predicting the future:**

# **The data marketer's guide to accurate attribution**

How to make the most of your budget through optimisation, accurate attribution, connected media, and predictive modelling.

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# Introduction

The challenge that marketers have always faced is knowing where to allocate marketing budget, how much to spend, and where to spend it.

And as budgets get tighter, and engaging a cross-channel customer gets ever more complex, this problem only gets bigger. Developing an accurate way to measure campaign performance and predict the best possible future outcomes is essential to optimise your marketing spend and outperform on ROI.

The digital marketing industry is constantly evolving, and it's becoming more and more challenging to truly understand what is driving good performance as closed networks restrict performance measurement to their own, sometimes inaccurate, metrics.

And, from Apple's Intelligent Tracking Prevention (ITP) to Google phasing out third-party cookies, a marketer's ability to measure is being restricted by big tech.

It's becoming increasingly difficult to attribute and predict the true potential and performance of your campaigns. So with such a seismic shift in the landscape, and more channels to keep track of than ever, how can marketers keep up?

Whether it's to raise brand awareness, acquire customers or grow customer lifetime value through retention, you need to know what's working and why. And we're here to help you do this. In this guide, we cover how to approach attribution, the methodology that works and how to implement it in your marketing strategy. And, maybe even help you predict the future.

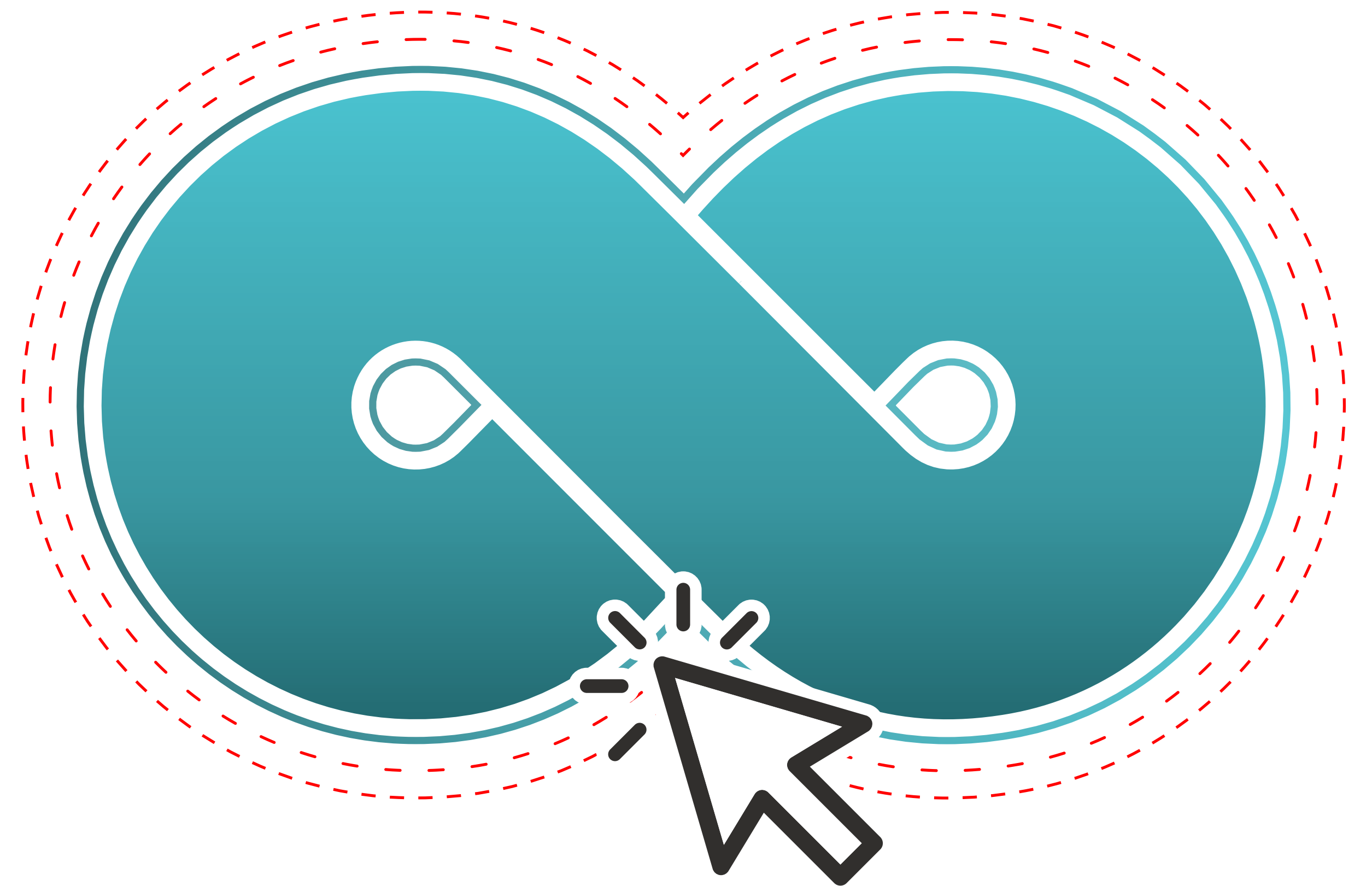


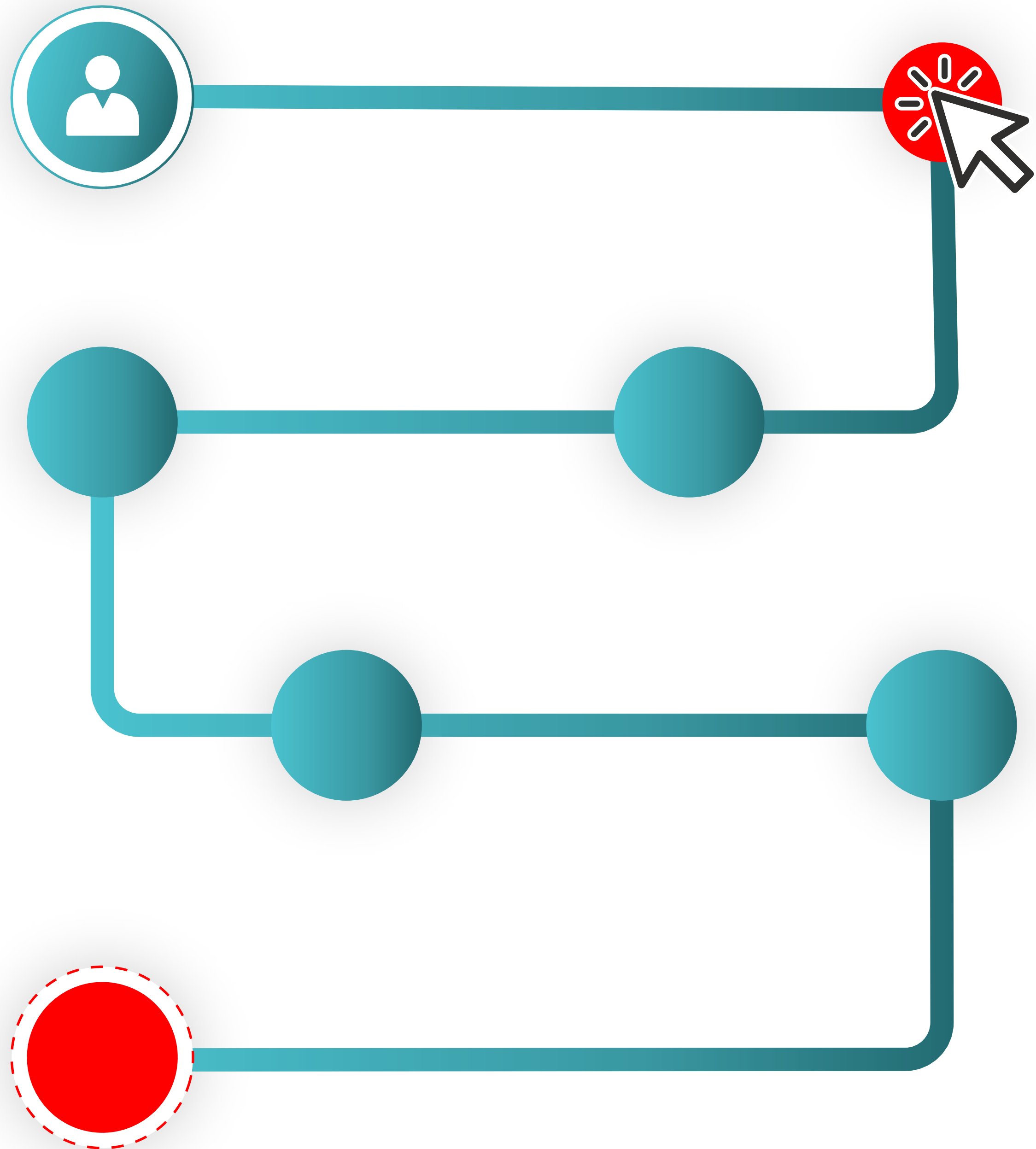
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# Section 01: **FROM LAST CLICK TO LIFECYCLE**

# From last-click to lifecycle

At a basic level, every marketer wants to ensure their marketing spend is effective, achieves campaign objectives and delivers great ROI. But not every marketing investment leads to immediate sales. So how can you efficiently track and measure how and where customers engage with your brand, make purchase decisions, convert and become loyal lifetime customers? Through accurate attribution.





## Last-click attribution

Attribution systems help you make informed decisions about the channels that might be working for your business across every stage of the customer lifecycle, from prospect to advocate.

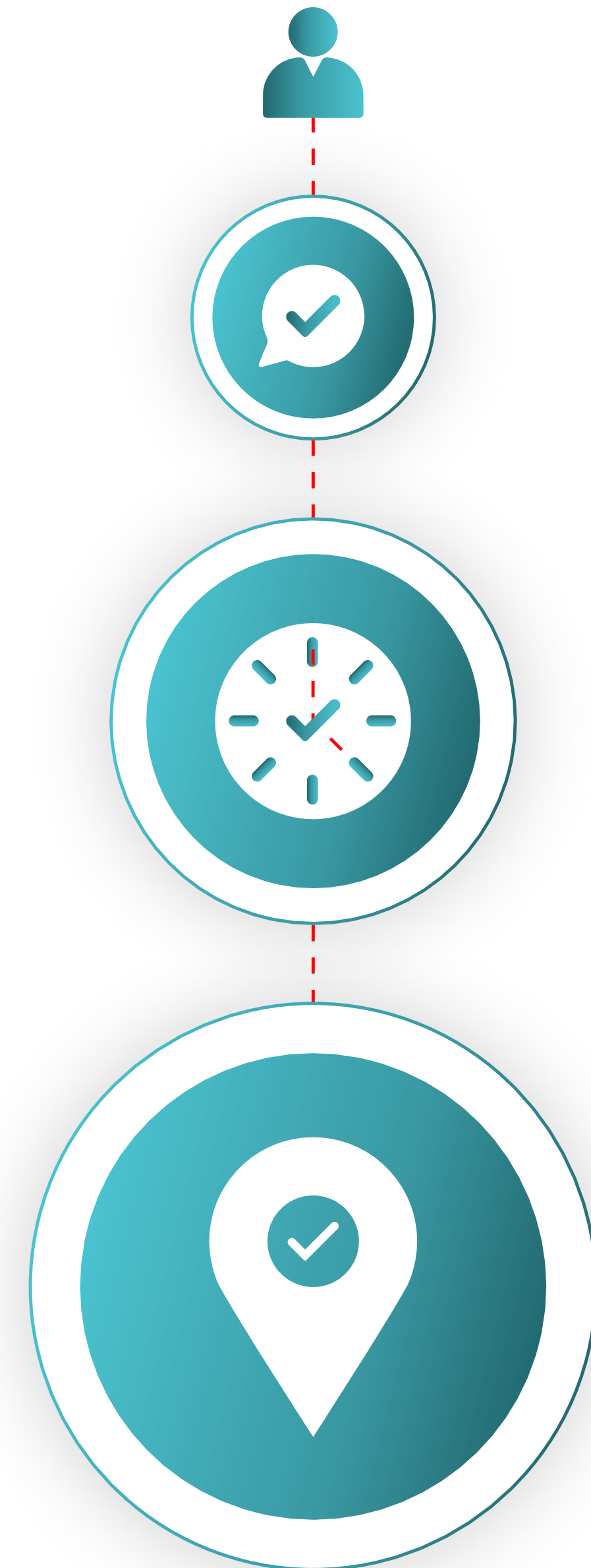
Google Analytics is free to use, and is one of the most well-known systems, but it is limited as it only looks at last-click and assisted-click attribution. This can give you a good snapshot of what's working day-to-day, but doesn't give you the full picture of brand engagements throughout the customer journey, meaning you have no way of knowing which of your marketing activities has led to customer interest, engagement, and ultimately, conversion.

## Customer lifecycle

Lifecycle marketing is all about engaging the customer with the right message, at the right time, in the right place, with the right context throughout the customer journey, from acquisition to conversion to lifetime value.

At any one of these stages, customers may engage but not necessarily 'click' with your brand or make an immediate purchase decision. However, this brand engagement could add to the halo effect on active engagements or conversion at a later stage.

True attribution modelling and understanding the value of marketing spend needs to include all these engagements, regardless of whether a customer has clicked or converted. Engagements such as page views and dwell time should not be ignored. Through Google Analytics, you may be able to show that customers are searching for your brand and coming directly to your site, but the next step is understanding where and how they decided to do that in order to effectively plan and budget your future campaigns.





## Omnichannel approach

There are more channels to engage with customers than ever before. And with customers taking a non-linear approach via multiple touchpoints, and engaging an average of seven times before making a purchase, marketers have both a challenge and an opportunity.

We need to not only understand which channels are generating leads and conversions, but also predict which channels will work in future, which audiences to target and how much to spend.

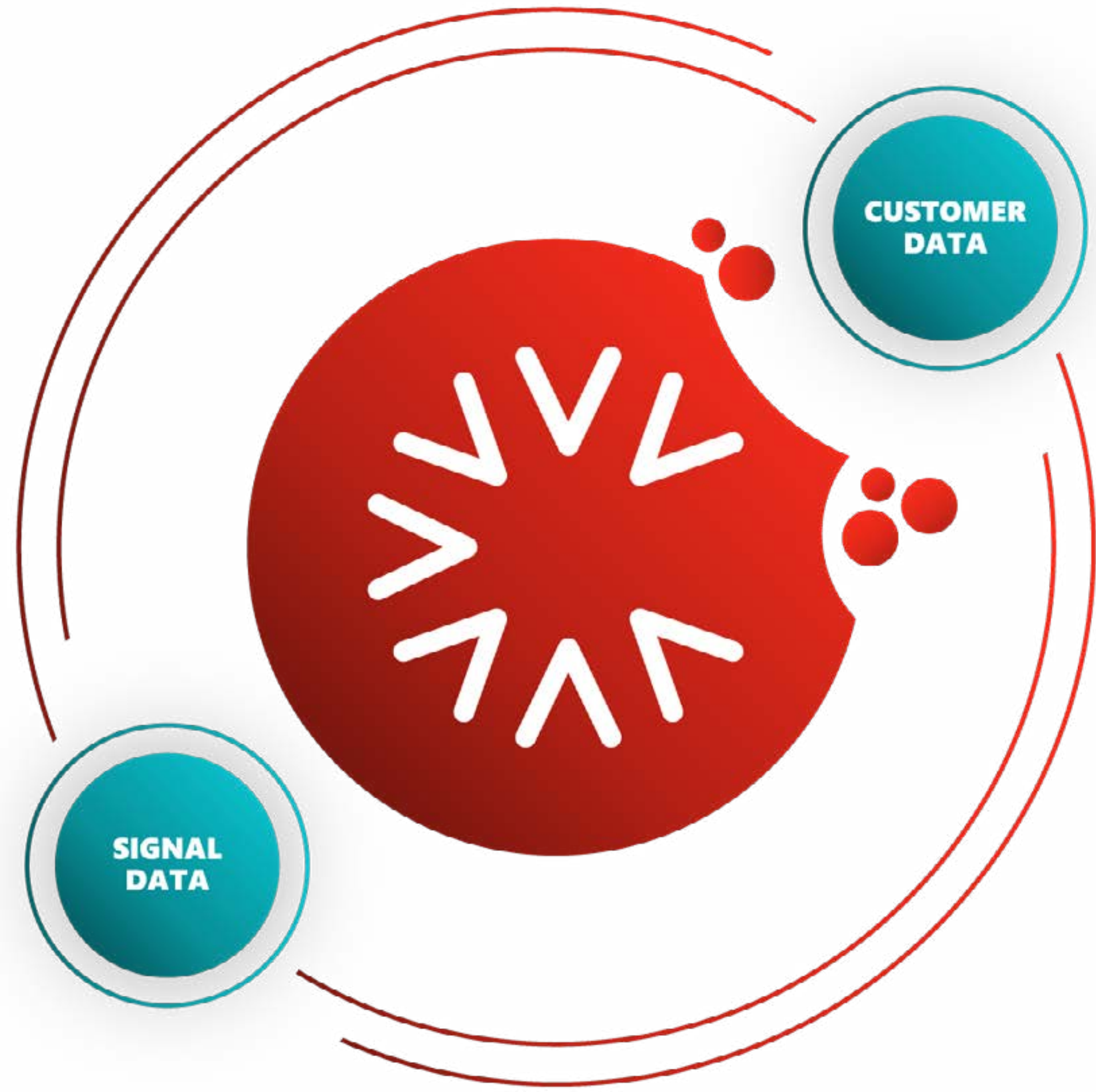
And the more channels customers are interacting and engaging with, the more complex this gets. Every channel requires different consent capture, targeting and measurement, so your marketing attribution strategy needs to take this into account, too.

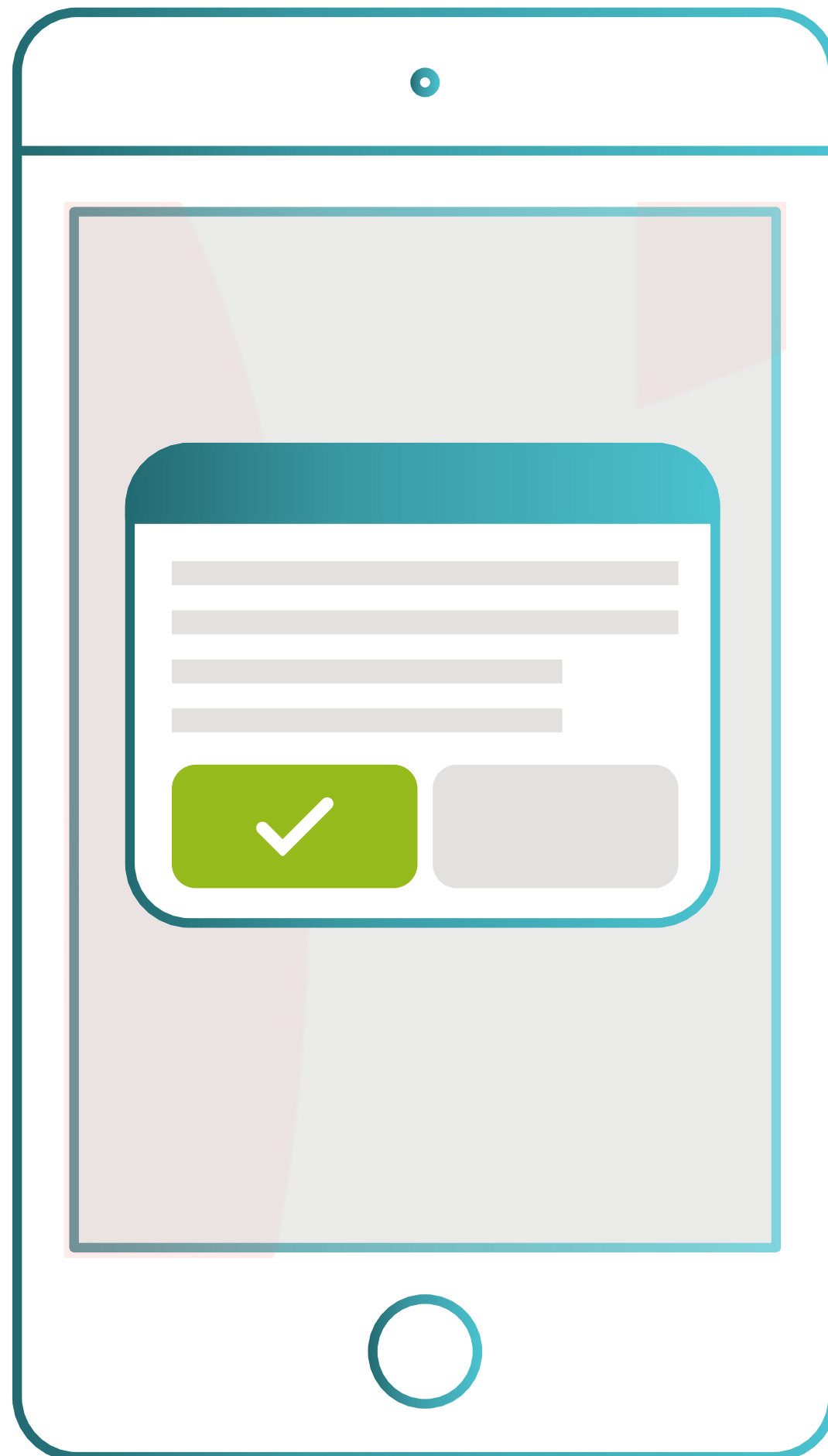


Section 02:  
**COOKIELESS  
DOESN'T MEAN  
POWERLESS**

# Cookieless doesn't mean powerless

We all know that attribution has got a whole lot harder with the demise of the cookie. But the loss of cookies doesn't mean you can't still deliver great performing campaigns. By combining customer data with contextual data signals, it's still possible to deliver highly targeted, privacy-compliant, effective marketing.





First, we need to understand the issues marketers are facing post-cookie:

## **01. How to ensure consent**

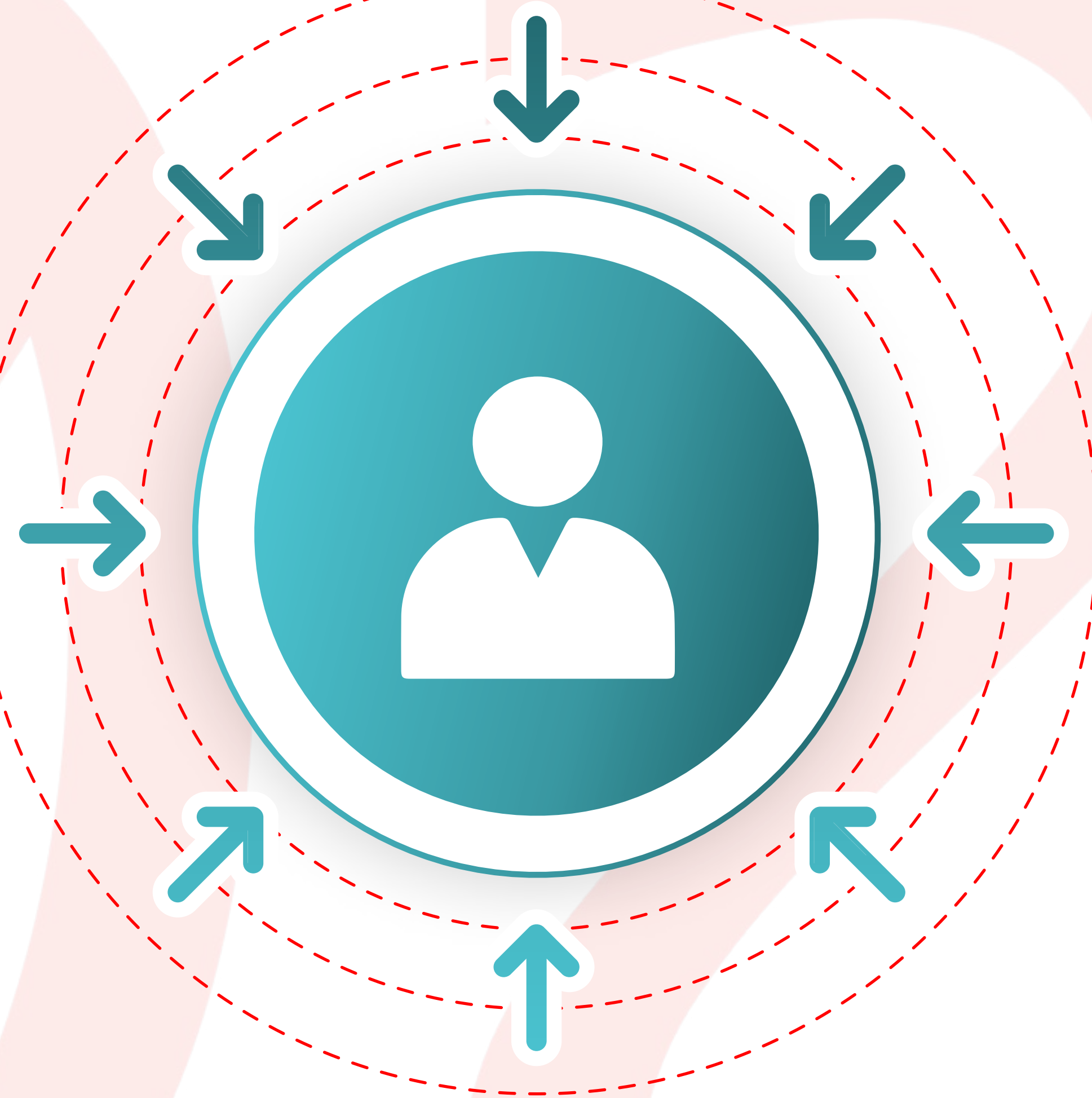
There are over 130 privacy jurisdictions in the world, and with brands now reaching across the globe, that's a lot of legislation to keep up with. So it's essential to work with a partner who can ensure all your campaigns are fully compliant, no matter where you are in the world.

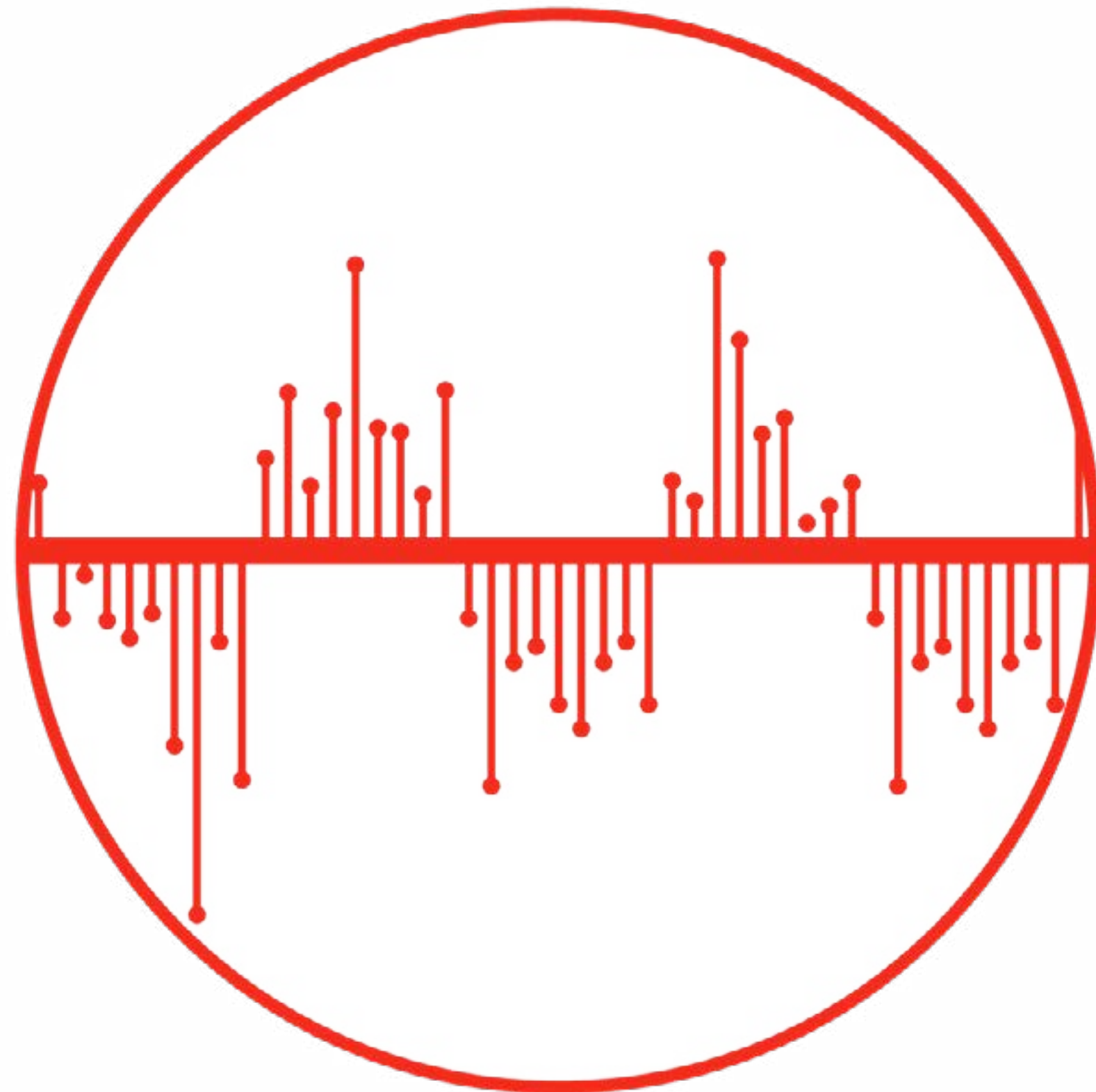
From updates to the GDPR in Europe, CDR (Consumer Data Right) in Australia, APPI (Japan's Act on Protection of Personal Information), and the California Consumer Privacy Act (CCPA), whether you need explicit or implicit consent, you need the ability to match consent preferences and signals to customers – which cookies were previously used for. So ensuring consent without the use of cookies is key.

## 02. How to make smart targeting decisions

Since 1994, the cookie has been the driving force behind our ability to make better digital targeting decisions. Whether mapping first-party behaviours or linking third-party data overlays, cookies helped us understand our audience better.

Moving on from the cookie, you need to take an approach which allows you to target your ideal audience with relevant messaging, measure the impact of your campaigns and stay compliant - working with an expert programmatic partner like Crimtan can help you do this, all in one place.





### 03. How to achieve accurate attribution

Cookies allowed you to understand not only your audience, but also campaign performance and measurement. So without the cookie, how can we ensure we're accurately measuring marketing effectiveness?

There are three approaches you can take to help fill the gap:

#### **DETERMINISTIC**

As the name suggests, with deterministic data we can determine who a user is with 100% accuracy, using an ID for a 1:1 match.

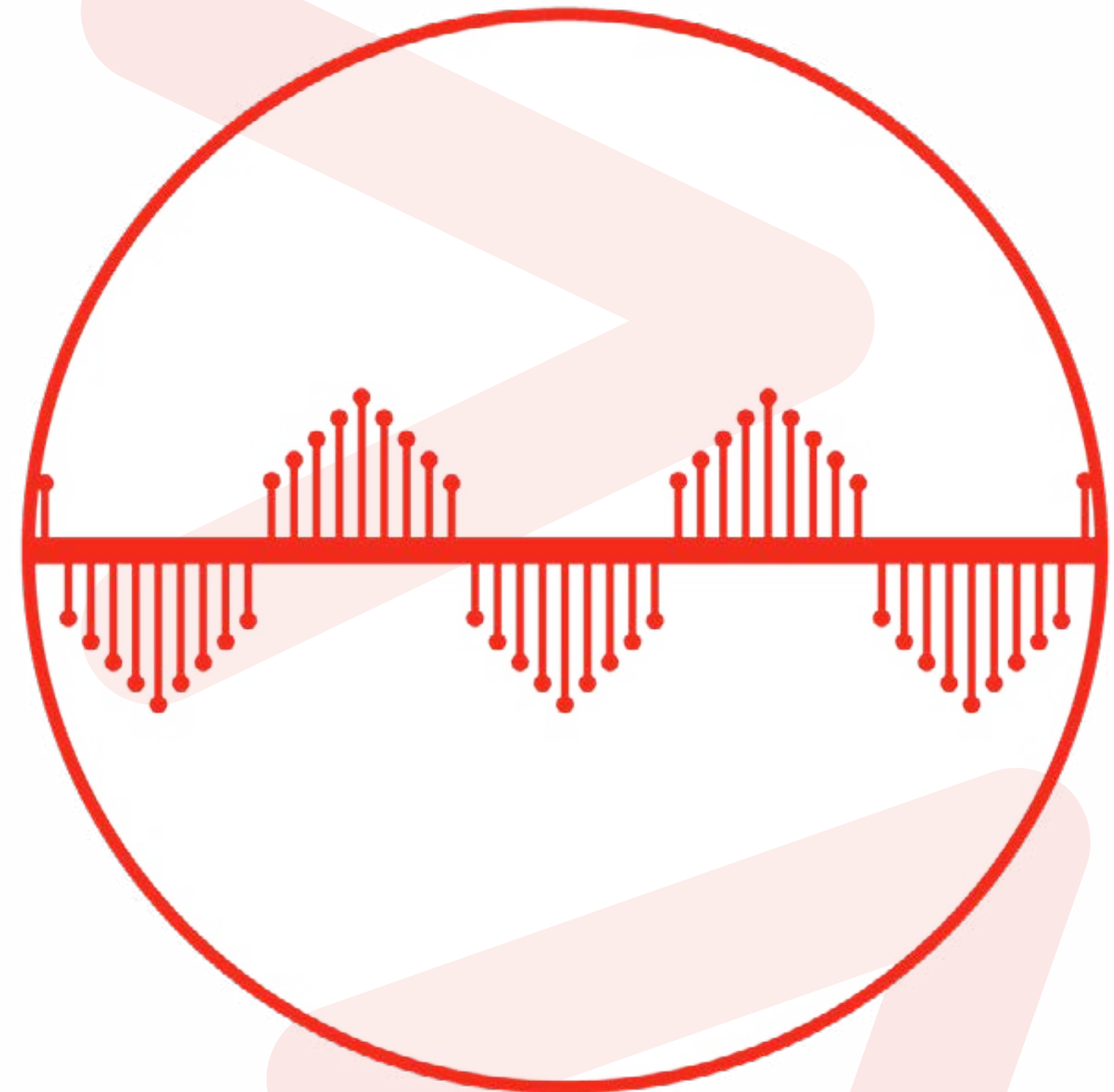
- **Examples:** NetID, Hashed Email IDs, Login IDs, Liveramp IDs, Unified ID 2.0
- **Channels:** Digital Web
- **Browsers:** Google Chrome - not Safari/Firefox
- **Key challenges:** Adoption and reach

## PROBABILISTIC

The probabilistic approach works through combining many non-personal data signals to give a high probability that your opportunity to target is the right one. The more probabilistic signals you layer, the more accurate you can be, but as these combinations are constantly changing, you need to constantly refresh and update your data in order to maintain accuracy and recency.

- **Examples:** Behavioural events
- **Channels:** CTV, Audio, all digital web
- **Key challenges:** Accuracy and recency

! As this method is defined as a 'tracking' mechanism, it requires consent under privacy legislation.





## DIGITAL SIGNAL AGGREGATION

This requires only access to good data and the ability to make sense of it. Whenever an activity is carried out in the digital world, it creates something called a log file. So everything online has a log file associated with it that you can use to gain insights into audience behaviour and motivations.

- **Examples:** Anything happening via a digital device
- **Channels:** All channels – most customer decisions involve a digital event, so all you have to do is listen out for it
- **Key challenges:** Access and internal capability

This method does not require consent, just good data and equally good analysts! But this is where the challenge lies: access to the granularity of data required, and the ability to aggregate the data to understand who needs to be targeted and when, alongside measuring the results, can be difficult to achieve in-house.

**Working with a data-specialist partner like Crimtan, who can ensure you're benefiting from great insights, whilst remaining legally compliant, can really give you the competitive edge.**

# Section 03: **SOLVING THE ATTRIBUTION GAP**

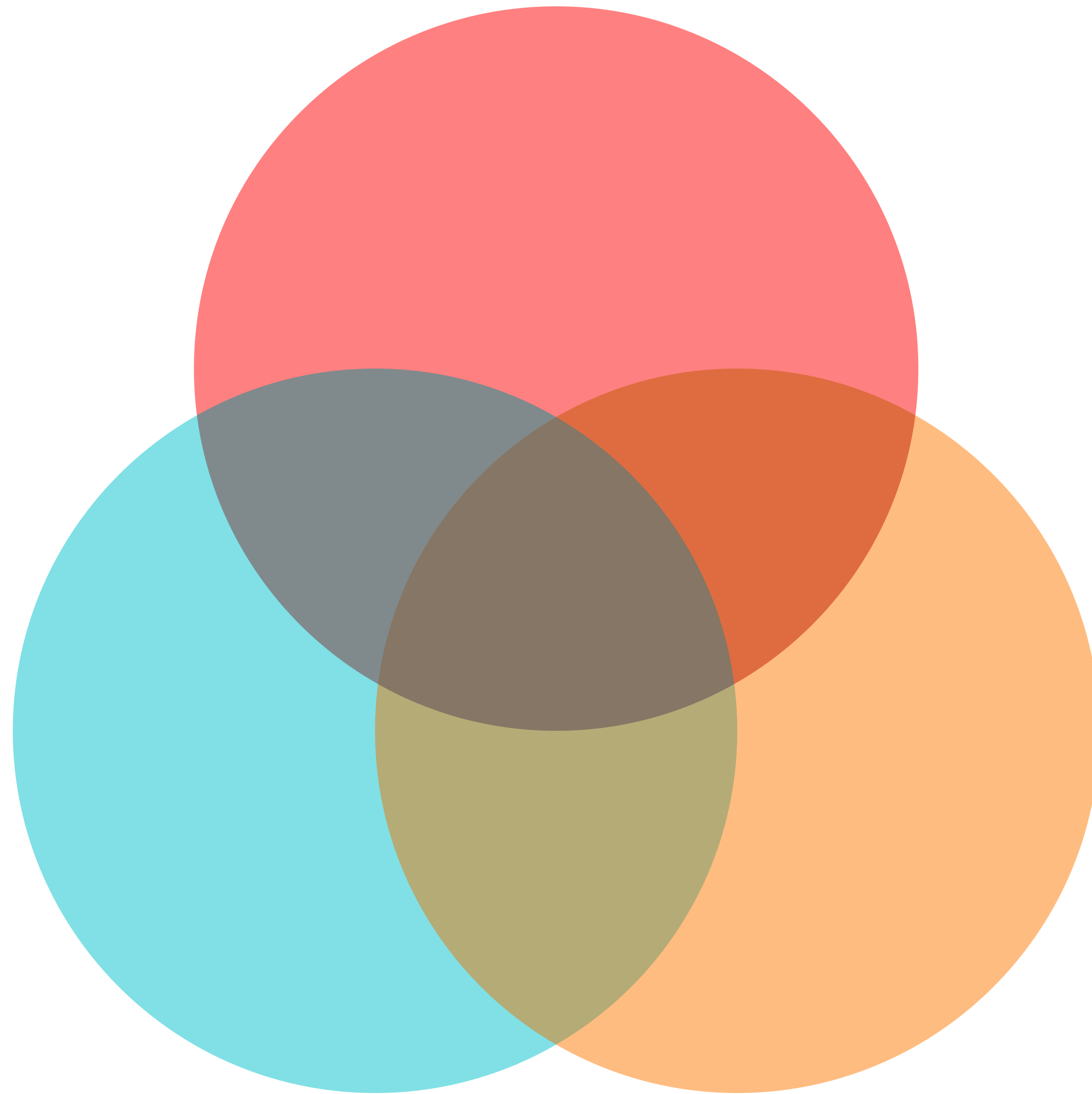


# Solving the attribution gap

So, we know that we need to look at the whole customer lifecycle, across all channels, and we know that we no longer need to rely on the cookie. But where do we start in terms of accurately measuring the true performance of our campaigns, and achieving true attribution?

Traditionally, marketing attribution worked through measuring a series of inputs, data signals and outputs to ascertain marketing performance. From how much an ad placement costs to customer interactions and conversion results. Looking at cause and effect to determine what good performance truly looks like.





There are several approaches you can take to calculate marketing attribution:

**01. TARGET MODELLING**

This model predicts revenue and measures it against your overall targets, based on your go-to-market plan.

*“Will my go-to-market plan achieve its sales curve?”*

**02. PRODUCT-LEVEL MODELLING**

This model links channel spend to impact across products.

*“Will my product-level go-to-market plans achieve their sales curves?”*

**03. MARKETING MIX MODELLING**

This model recommends a mix of channels based on spend and target.

*“How can I best optimise my spend between paid media channels to achieve my sales curve?”*

# So, what's the solution?

In order to achieve truly accurate marketing attribution, you need to take a connected media approach, that considers all channels, online and offline, different regions, seasonal variations and customer behaviour.

This approach allows you to identify where your conversions really come from, measure the success of your current campaigns and, more importantly, simulate conversion returns on future campaigns. Giving you valuable insight to inform your marketing strategy and planning insights.





## PLANNING:

Leverage data to inform your marketing strategy

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- Link market data with site data to focus budget on the right locations and products
- Use real-time intent signals to target the right audiences
- Optimise your strategy through knowing what's working and what isn't, allowing you to maximise your budget and achieve the best ROI



## MEASUREMENT:

Customise your data and insights

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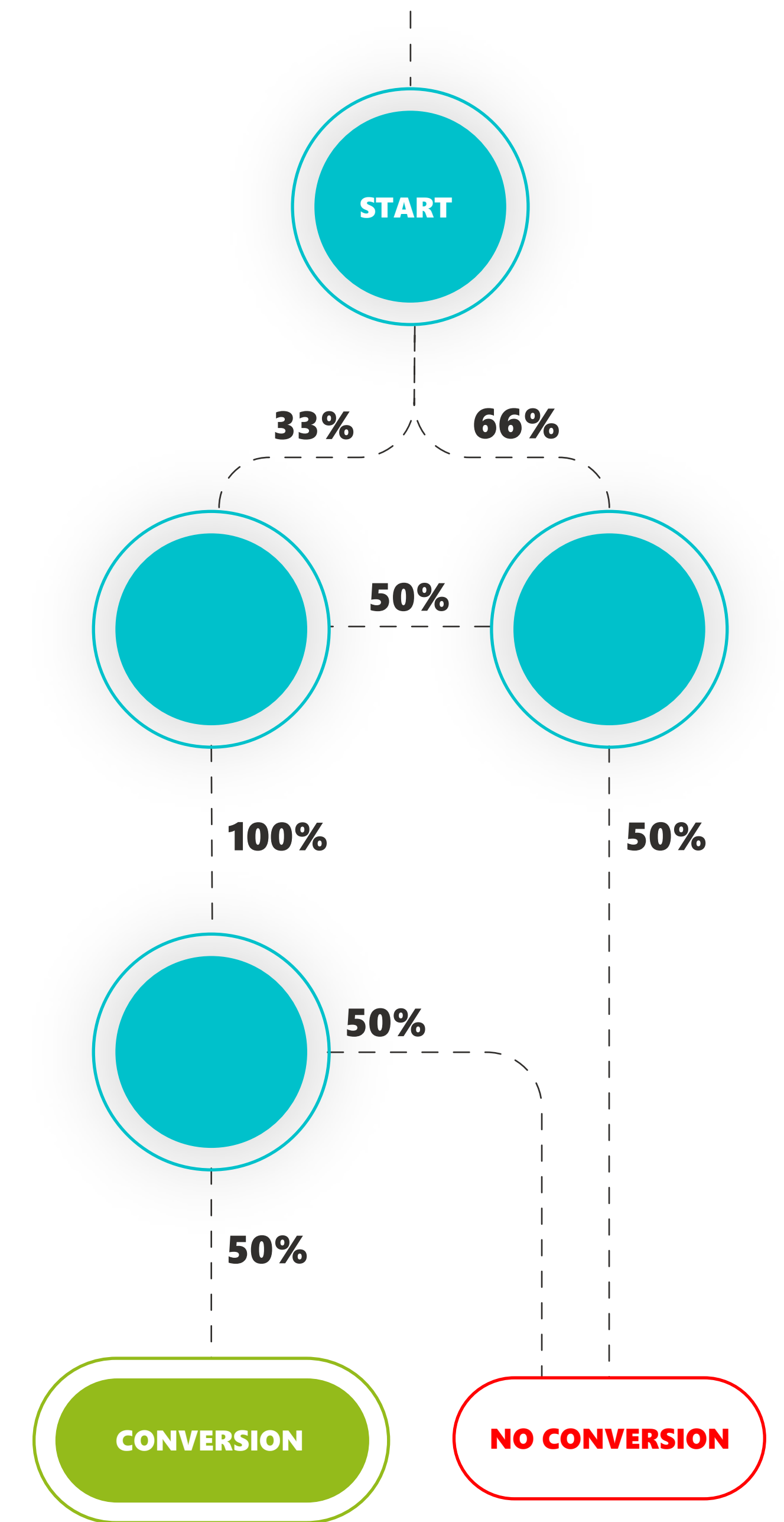
- Build intelligent reports of analysis that show how data and media channels drive success
- Benchmark performance of future campaigns, both on and offline

# Section 04: **PREDICTING THE FUTURE: TOTAL MEDIA ATTRIBUTION**

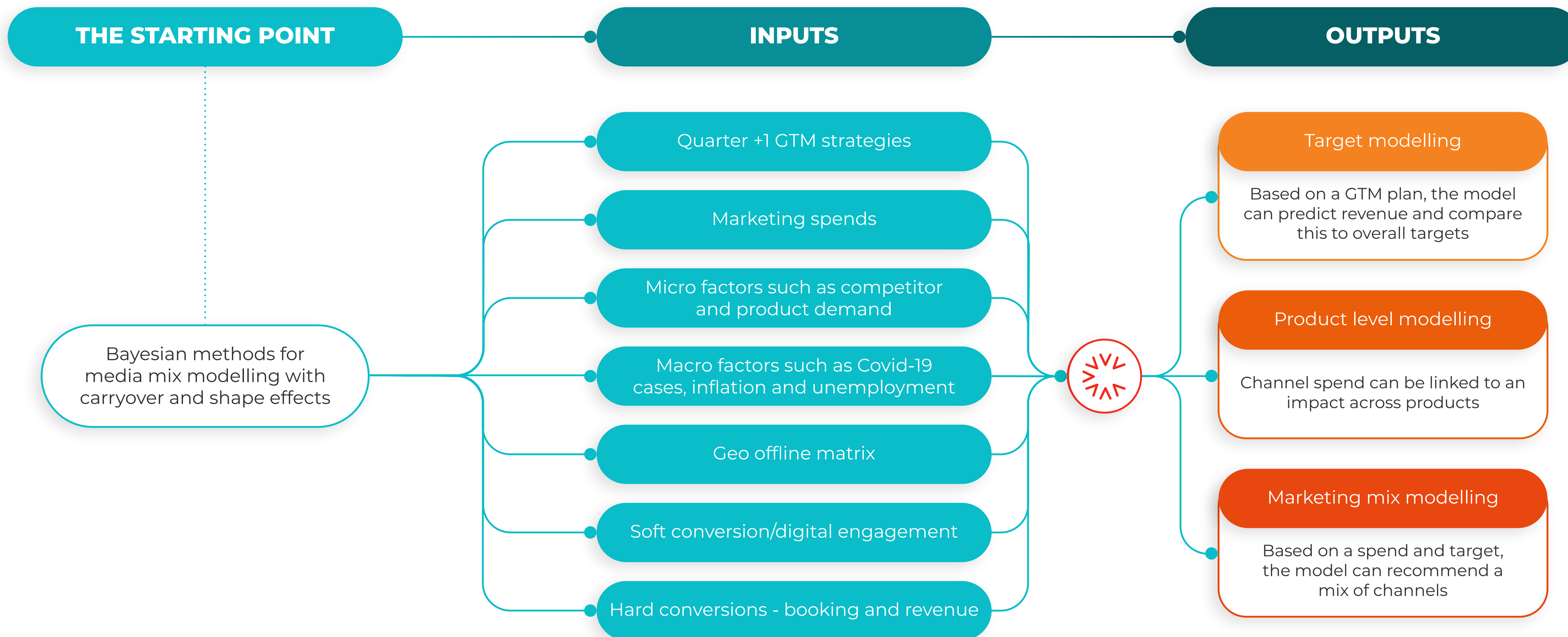
# Predicting the future: Total Media Attribution

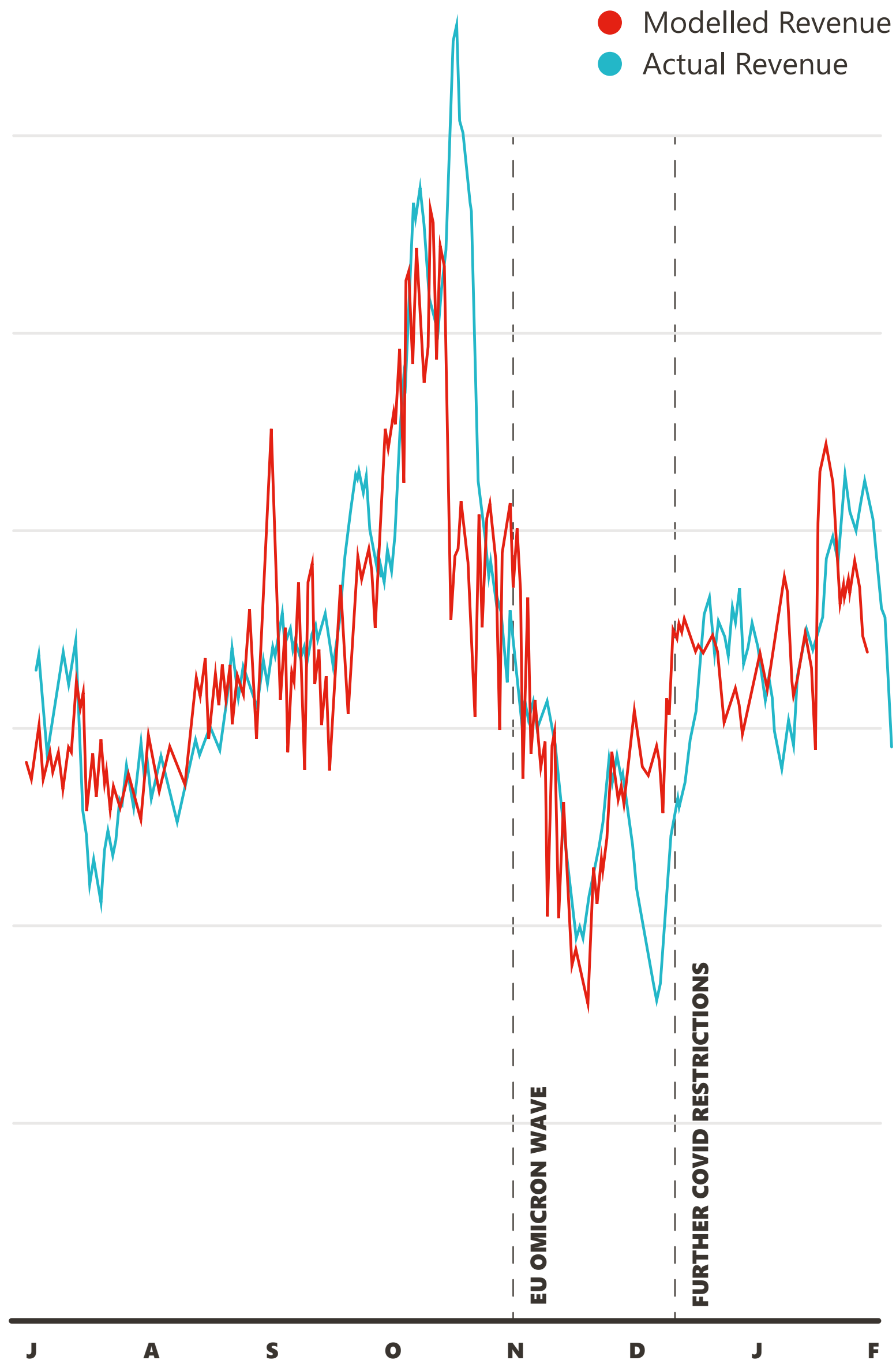
Achieving accurate attribution, knowing what is working, and what will work in future, is the holy grail for every marketer. An intelligent, connected media approach enables you to predict exactly where your returns will come from, and therefore how you should weight your spend across your entire marketing strategy, from TV, radio, print and PR to digital - including Facebook ads, Google ads, programmatic, DOOH, CTV and audio.

And working with an attribution model such as Crimtan's Total Media Attribution (TMA) allows you to take this even further, achieving a prediction accuracy of around 99%. You can even factor in seasonal variations and geographic preferences. So if people in Germany prefer print, you can upweight that, or if people in the US like video, our predictions will let you know. You can see what returns your campaigns will get with each balance of media – and what will happen if you do nothing at all via a particular channel. Enabling you to plan and optimise your campaigns for the best possible ROI every time.



# How it works:





## How does Total Media Attribution work?

Total Media Attribution is based on an advanced statistical model using the Bayesian approach, which assumes that;

- The impact of marketing isn't immediate, there's a delay.
- The impact of marketing isn't global, it's regional.
- The impact of marketing isn't consistent, channels perform differently.
- The impact of marketing isn't easy to capture, it's diverse.

The model looks at inputs such as conversions per week (i.e. number of orders or amount of revenue) and marketing spend per channel, as well as macro and micro factors, and predicts revenue for each channel.

**This then provides you with invaluable insights such as:**

- Whether you will reach your revenue targets using your current approach
- The marketing impact per individual product
- Your bespoke optimal marketing mix

This enables you to make informed decisions about where to spend your marketing budget, and how much to weight to each individual channel.



## Benefits of Total Media Attribution

- ✓ It creates a coefficient (a constant quantity) for each channel, representing the number of customers acquired for the money spent.
- ✓ It can be used on an in-depth regional level, and it doesn't just look at immediate returns; it models how returns change over time (and lag response).
- ✓ It works online and offline and allows you to balance 13 variables, including spend and base brand.
- ✓ Unlike the traditional approach to marketing mix modelling (MMM), it doesn't need years' worth of data to make predictions, making it quicker and easier to get started.
- ✓ It natively integrates macroeconomic and behavioural signals such as global pandemics and regional brand awareness.
- ✓ It models regional and geographic features in ways that MMM cannot, such as behavioural differences between metropolitan and rural areas.

...allowing you to finally solve that age-old marketing problem of truly knowing where to allocate your marketing budget and how much to spend, maximising your results and ROI.

# Key takeaways

**01** | Look at attribution holistically, across your whole customer lifecycle, taking an omnichannel approach.

**02** | Move away from relying on cookies for attribution and targeting and towards other approaches such as deterministic or digital signal aggregation.

**03** | Take a connected media approach to attribution, enabling you to measure the true value of your marketing campaigns and inform your future marketing strategy.

**04** | Work with an expert partner like Crimtan to gain greater insight from your marketing attribution, from predicted returns over time to regional and macroeconomic variations.

# Get started

All marketers need to understand which activities are working, which channels are generating leads and where conversions are coming from. But getting visibility on this information can be tough, and it can be difficult to know where to start. With budgets being cut and marketing scrutinised, you need to make sure that every penny counts. So knowing how your marketing campaigns are truly performing, and what return on investment they're giving you, is essential.

Crimtan's Total Media Attribution can solve this problem, empowering you with the insights and data you need to prove marketing effectiveness and plan future campaigns with exceptional results.

If you'd like to learn more, contact one of our attribution experts today.

[Get in touch](#)



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