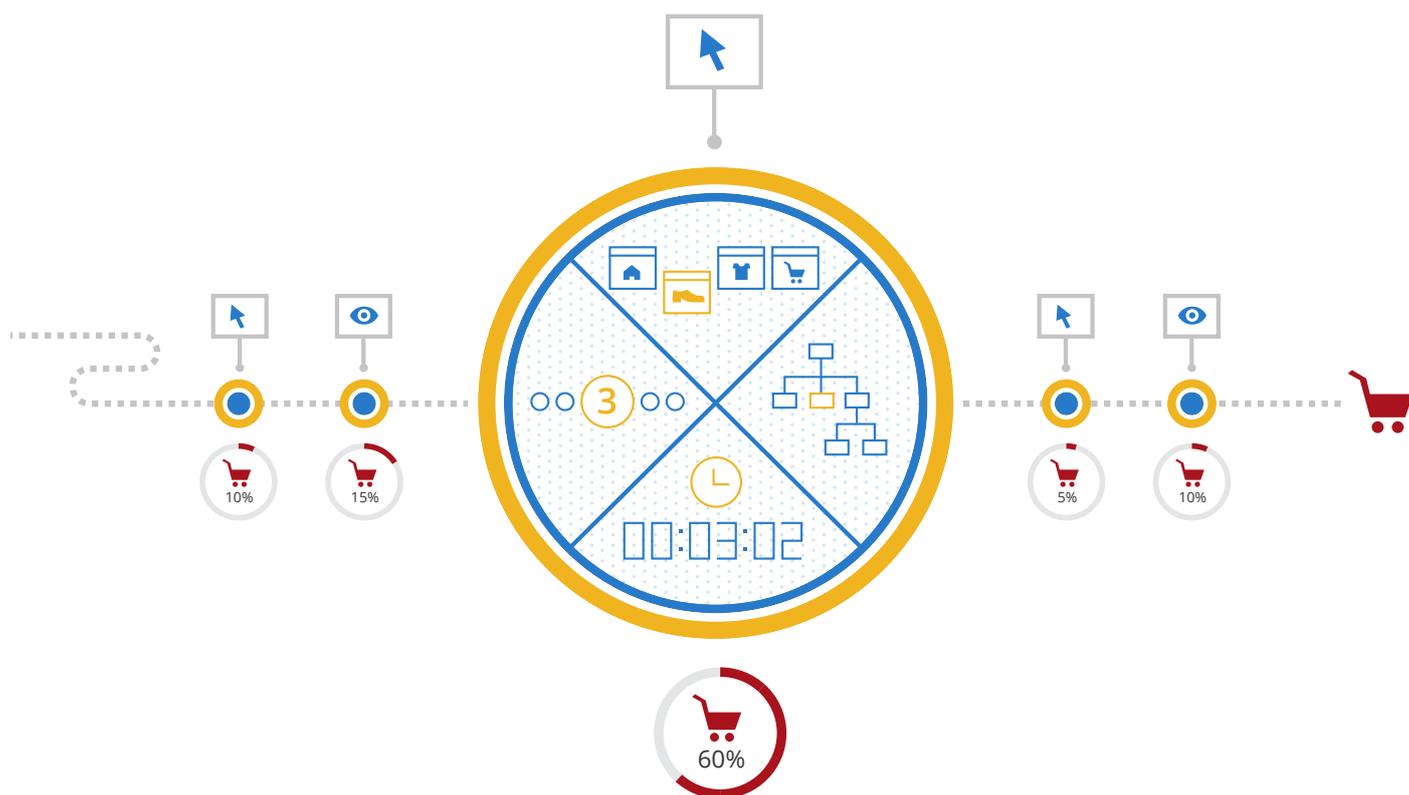# Superior Attributor

The compass for
all Budget Decisions

Efficient budget allocation is one of the most important tasks for marketeers. However, the winning channel is often still evaluated according to the Last Cookie Wins model. This means that only the last touchpoint of the customer journey is accredited. However, this model is outdated and should be replaced. The user's customer journey needs to be more fully understood. On- and offline touchpoints have to be matched to each user and be evaluated according to their actual performance.

With the Superior Attributor AdClear is ending the arbitrariness of today's online marketing controlling by using statistical methods to measure the actual performance of each channel and marketing activity. Budget decisions are made easy through the use of a dynamic and statistically meaningful attribution algorithm (Superior Attributor).

The Superior Attributor stands out by its high model quality, transparency and intuitive management of attribution model optimization. The Superior Attributor helps to allocate marketing budgets efficiently and maximizes ROI (return on investment). This can be applied not only to online marketing activities but holistically across all channels: online and offline.

Advantages for the Advertiser

Performance-based allocation of transactions ("conversions") and online revenue to channels, campaigns and ad media

Ideal starting point for efficient controlling and successful optimization of all marketing activities across all channels

Computational model allows comparison of marketing activities across all channels

Accurate data suitable for automatic optimization tools (e.g. bidding strategies for Real-Time-Advertising)

Sophisticated statistical algorithms replace commonly used, simplistic standards

Functionality

Existing attribution models have not been satisfying in determining the winner of a transaction. While they do offer an allocation based on generalized heuristics, this allocation is imprecise because of its static weighting.

With its 'Superior Model' AdClear presents the first fully dynamic attribution model. Contrary to the limited heuristical models this new model uses an extensive analysis of all metrics potentially impacting a conversion. In order to allow a reliable allocation of online sales to corresponding marketing activities, the model analyzes four data sources: onsite, offsite, CRM, and external market data.

A statistically derived evaluation of ad impressions, available exclusively at AdClear, completes the algorithm to provide a comprehensive insight. As a result, the inherent uncertainty about the impact of ad impressions in customer journeys is eliminated.

The number of evaluation parameters is unlimited and takes all incoming data into account. If relevant data is available via AdClear tracking, navigational areas, product views and basket movements can be included in attribution modeling. When weighing parameters - so-called 'scoring' - the model uses 'survival' models, an innovative, statistical approach from the area of biometry. The expanded base of data as well as the statistical model offer advertisers the "best-in-class" method when allocating transactions to channels and relevant campaigns.

This improvement pays off twofold: in the short term, through automatic optimization, and in the long term, by assisting advertisers with optimization decisions. Therefore, the Superior Attributor offers a crucial competitive advantage.

ADCLEAR

Application Process

AdClear supports its clients with proven techniques and methods in testing, choosing and implementing new attribution models. The steps are as follows:

1 Set up Tracking

The most important requirement for the attribution model is a sound data basis. To ensure this, AdClear tracking should be implemented throughout the advertiser's entire website and, if desired, across offsite campaigns (e.g. display).
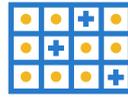
2 Check and Save Data

Confirm that all parameters are tracked correctly. Often, adding additional information can be useful (e.g. cancellations).

3 Analyze and Understand Customer Journeys

Identify advertiser-specific patterns in customer journeys. AdClear provides several analysis tools in its user interface.

4 Compare Attribution Models

The AdClear user interface offers a dedicated module to compare attribution models side-by-side. This allows for a direct comparison of the impact of channels and campaigns between two attribution models.

5 Implement New, Improved Attribution Model

If a specific model emerges from the previous steps, it should be integrated into the advertiser's controlling and reporting concepts.

Please get in touch if you require more product information or would like to arrange an individual appointment.

ADCLEAR

AdClear GmbH
Robert-Koch-Platz 4
10115 Berlin

Telephone: +49-(0)30-6098481- 0
Telefax: +49-(0)30-6098481-99

info@adclear.de