

Rockerbox Attribution Platform

Over the last 4 years, Rockerbox has run digital marketing campaigns for over 150 different brands and agencies

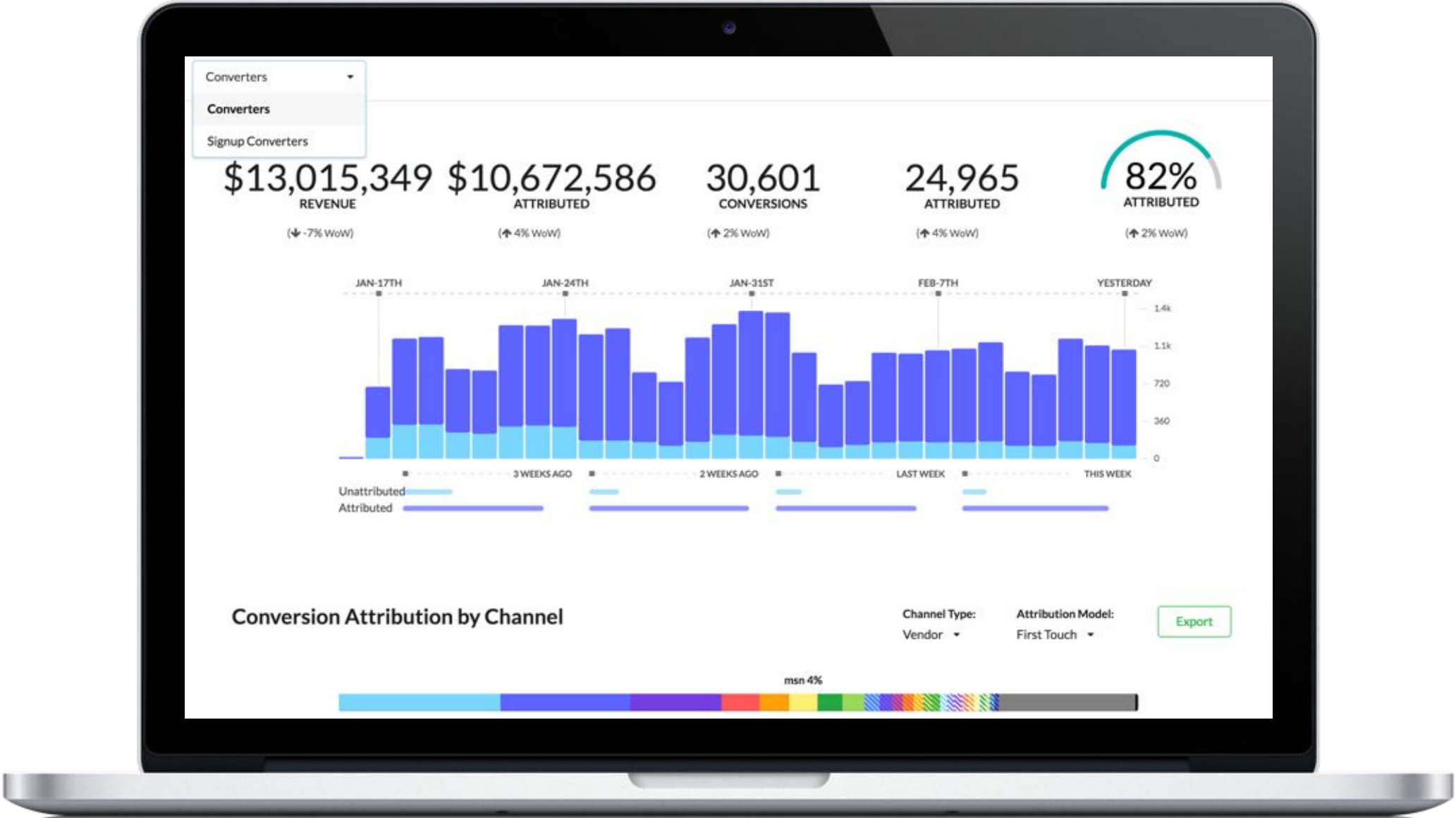


Although we've been customers of every attribution methodology and technology out there, we were never a fan of the available solutions.

So we built our own.

Rockerbox Attribution Platform

Simple & affordable multi-touch attribution



Easy Setup

1. Tag your site (Rockerbox automatically maps UTM's for you)
2. Send Rockerbox your media spend
3. Pixel your Media (Optional)

Sample All Pages Pixel:

```
<!-- Rockerbox - Place on all pages -->
<script type="text/javascript">(function(d,RB) {if (!window.RB) {
window.RB=RB;RB.queue=RB.queue||[];RB.track=RB.track||function(){RB.queue.push(Array.pro
totype.slice.call(arguments));RB.initialize=function(s){RB.source=s;var a =
d.createElement("script"); a.type="text/javascript"; a.async=!0;
a.src="https://getrockerbox.com/assets/xyz.js"; f=d.getElementsByTagName("script")[0];
f.parentNode.insertBefore(a,f);} }(document,window.RB ||
[]);RB.disablePushState=true;RB.initialize("dGgnb19zYW5kd2ljaGVzfDExNjI4fDExNjI4MTI
zOjk2NjY3NXwxMTYyNTEyND05NjY2NzR8MTE2MjUxMjk=");
RB.track("view");
}</script>
<!-- Rockerbox -->
```

Enterprise-grade features

- **Bespoke models**
 - Logistic regression based attribution models, customized on a per client basis
- **Vendor auditing**
 - Ensure your prospecting vendors are prospecting
- **Event based attribution**
 - Determine ROI from non digital events (e.g. TV ads)
- **Media optimization recommendations**
 - Get recommendations on how to reallocate spend to improve ROI



Additional Features:

- Log level reporting
- All base attribution models (first touch, last touch)
- Attribution by channel, vendor or campaign
- All results updated daily

Reporting

Rockerbox Attribution Platform gives you reporting on every interaction with your prospects or customers.

Daily Multi Touch Attribution Reporting

source	uid	conversion_count	event_type	classification	timestamp	sequence_number	vendor	medium	campaign	touch_count	event_url
client	7680588412364490851	1	click	prospecting	2018-03-19 23:01:57	0	november 2017	email	0380767877-november_e	7	https://ww
client	7680588412364490851	1	view	retouch	2018-03-22 13:33:23	1	dcm-1668223	display	20850249-216214267	7	https://sin.
client	7680588412364490851	1	view	retouch	2018-03-22 17:22:25	2	dcm-1668223	display	20859291-216444969	7	https://sin.
client	7680588412364490851	1	view	retouch	2018-03-22 19:40:24	3	dcm-1668223	display	20859291-216444969	7	https://sin.
client	7680588412364490851	1	view	retouch	2018-03-22 22:00:01	4	dcm-1668223	display	20859291-216444969	7	https://ww
client	7680588412364490851	1	view	retouch	2018-03-23 00:17:46	5	dcm-1668223	display	20859291-216444969	7	https://sin.
client	7680588412364490851	1	click	retouch	2018-03-23 23:14:54	6	lg solar guide eb	email	f1eb4a4e1f-email 2: what u	7	https://ww

About Rockerbox

Brands that trust Rockerbox

WINNER
The New York Times
2012
NYC
ADTECH STARTUP OF THE YEAR

WINNER
ad:tech
STARTUP SPOTLIGHT

FINALIST
ADTHINK
TRENDING IN TECH & ADVERTISING


Hewlett Packard
Enterprise


Safelite
AutoGlass


NEW
YORK
LIFE


WEST
JET


leesa


FSA Store
THE FLEXIBLE SPENDING ACCOUNT SITE


Vanguard


Robot

ARHAUS
your home

FULTON & ROARK
Men's Grooming


LOEWS
HOTELS • RESORTS


vimeo



Thanks!

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