CORVIDAE

Marketing Attribution: Use Cases

QUERYCLICK

The need for attribution has never been more important: marketing budgets are being slashed left, right and centre but marketers are still being expected to produce results with far less resources at their disposal.

Acknowledging that is all well and good; what marketers want to know is how attribution will solve the problems they face day in, day out. That's why we've put together six use cases that highlight how our unique attribution tool, Corvidae, can help solve your specific marketing analytics challenges, from justifying your marketing budget to knowing where to find more customers for less.

Select your challenge to discover how we can help transform your marketing attribution:

→   **How to justify your marketing spend to the CFO**

→   **How to fix inaccurate website analytics**

→   **How to combat over-saturation in Paid search**

→   **How to ensure you have the most effective marketing mix**

→   **How to ensure you have the right attribution solution**

→   **How to get more customers for less budget**

How to justify your marketing spend to the CFO

Show where to reduce wasted spend and increase ROI with accurate attribution

Marketers are under increased pressure to prove the value of every marketing activity and channel within their marketing mix – not only to show that they are having a positive impact on the growth of the business but to secure that all important buy-in from the CFO and other stakeholders who hold power over budget.

So. if you can't show that any marketing channels other than Direct or PPC are bringing real value, chances are you'll be deterred from exploring any new channels where there could be opportunities to acquire new customers at a much lower CPA.

68% of Marketing Directors report that internal stakeholder pressure actively restricts the option to employ marketing activity with longer term payback.

Attribution matters. Accurate data gives marketers the power to push back and take more control over the marketing mix and allocation of budget. And, with **spending on marketing analytics expected to increase 71% in the next three years** getting buy-in and finding the right solution is crucial.

Let's Look at an Example...

We all know customer journeys are becoming longer and more complex – spanning multiple devices and touchpoints.

Because of this, how you frame your marketing spend to your CFO is crucial for justifying spend.

For example, participating in webinars might be a key part of your strategy because you know they bring prospects into your funnel that will convert later down the line once you've nurtured them with a mixture of marketing touchpoints - remarketing campaigns, display ads etc.

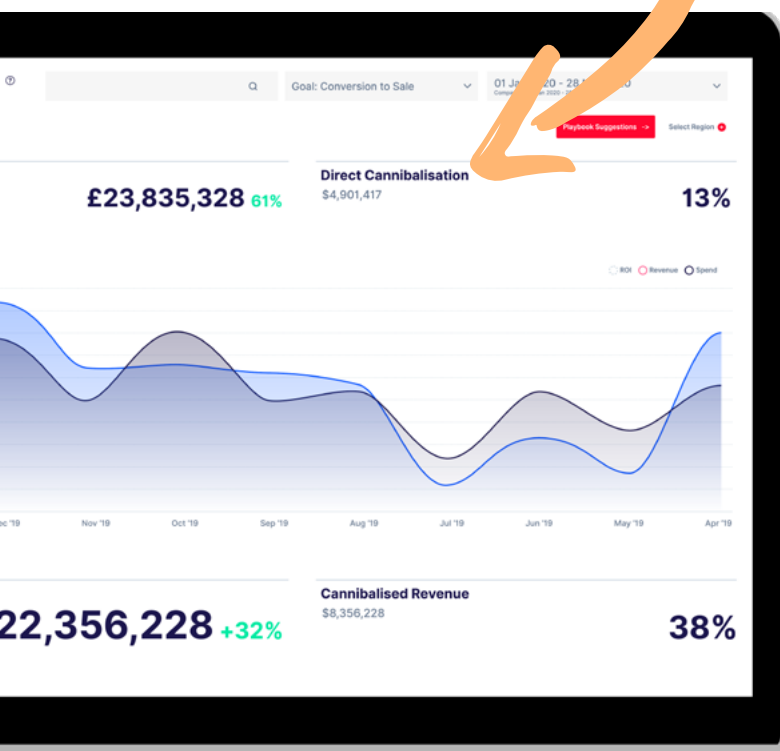But, CFOs will want to see results – *fast*.

Sure, being able to show how many conversions are associated with a campaign in a given time frame is important, but it's just as, if not more, important to understand and explain how that number is still only a small part of a much bigger picture.

This is where a multi-touch attribution model comes in. If you're relying on a single-touch model – such as First or Last-Click - that treats every touchpoint as an individual event in a silo, it's impossible to get a complete picture of the journey and how each marketing activity influenced that conversion. And even more difficult to clearly show the impact to your CFO.

Corvidae is the only attribution that rebuilds your data to give you a complete picture of the customer journey so you can see what's working – and what's not working – to drive growth and ROI.

For example, we worked with UK clothes retailer, Quiz, to rebuild their marketing data which led to the discovery that **34% of their ad spend was being wasted** within certain Facebook campaigns – and by reallocating this, they could drive an additional £1.6million of revenue from this activity.

[Discover how Corvidae can help you get more customers for less](#)

How to fix inaccurate website analytics

Avoid data landing in Direct with accurate attribution

If you can't trust your analytics data, how do you know the marketing decisions you're making are the right ones? Without access to accurate attribution, it's impossible to truly understand which marketing channels are driving the most value for your brand.

In most cases, it's not just the attribution model that's causing inaccurate results, it's the underlying data. In fact, we've found that **80% of a marketer's core analytics data is wrong**. So, to put it simply, if you're putting rubbish in... you're going to get rubbish out.

When analytics platforms, including GA 360, have a hard time tracking every source of traffic that lead to a conversion, it gets dumped into Direct – meaning the campaigns you're running aren't getting the credit that they deserve. And neither are you!
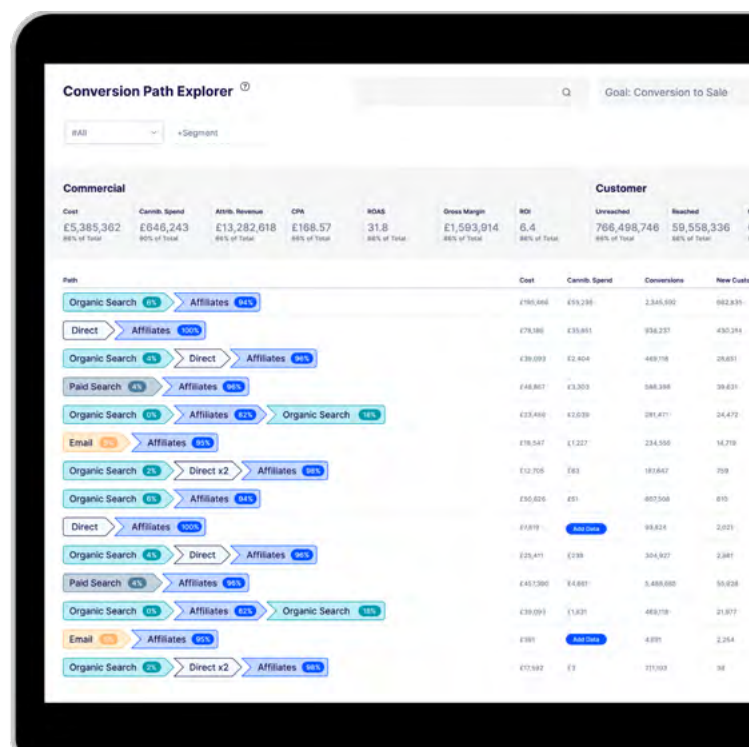
Your core analytics data is 80% wrong.

Attribution matters. Accurate data gives marketers the power to make informed data-driven decisions about the channels in their marketing mix and how budget is best spent to increase ROI and drive growth for their business.

Let's Look at an Example...

A user first discovers your product through a paid ad on Instagram. Rather than immediately making a purchase, they spend a few days considering your product and conducting more research online, which includes arriving at your site from an organic search engine listing.

Feeling compelled by your web content, they decide to make a conversion and type your product into Google to find the right page. They click on the paid ad that appears at the top of the search results and go on to make a purchase.

According to Google Analytics, all the credit for this journey lies with PPC with none for Paid Social. The initial Instagram post and the content the user came across in their research stage **are not credited at all.**

Corvidae uses machine learning and our unique visit-level attribution model to assign a value to every touchpoint in the customer journey. This information can then be used to move budget from channels that aren't contributing to conversions and start driving growth and ROI by focusing time, money and effort into the activities in your marketing mix that will produce more sales and acquire new customers for your business.

Discover how Corvidae can help you get more customers for less

How to combat over-saturation in Paid search

Combat rising CPCs with accurate attribution

PPC was once the backbone of most marketing strategies but as years have gone by, the paid search arena has become saturated and increasingly difficult to get noticed in – unless you have the budget to compete with big brands.

Because of this, marketers must adapt their strategies and add new channels where there's more space to play into their marketing mix but doing this can be costly when your analytics platform isn't accurately attributing revenue to the correct channels.

If you can identify your potential customers earlier in the buying journey and provide them with pre-transactional content that solves their challenge, you begin to effectively funnel them through their conversion process at a much lower cost.

By using an attributed view, we were able to release budget from lossmaking paid search campaigns for an online mattress retailer - resulting in an identified £1.3 million p/a revenue.

Attribution matters. Accurate data gives marketers the power to make informed data-driven decisions about the channels in their marketing mix and how budget is best spent to increase ROI and drive growth for their business.

Let's Look at an Example...

Let's say you're using GA360's Last-Click model to see the impact of your marketing mix on revenue.
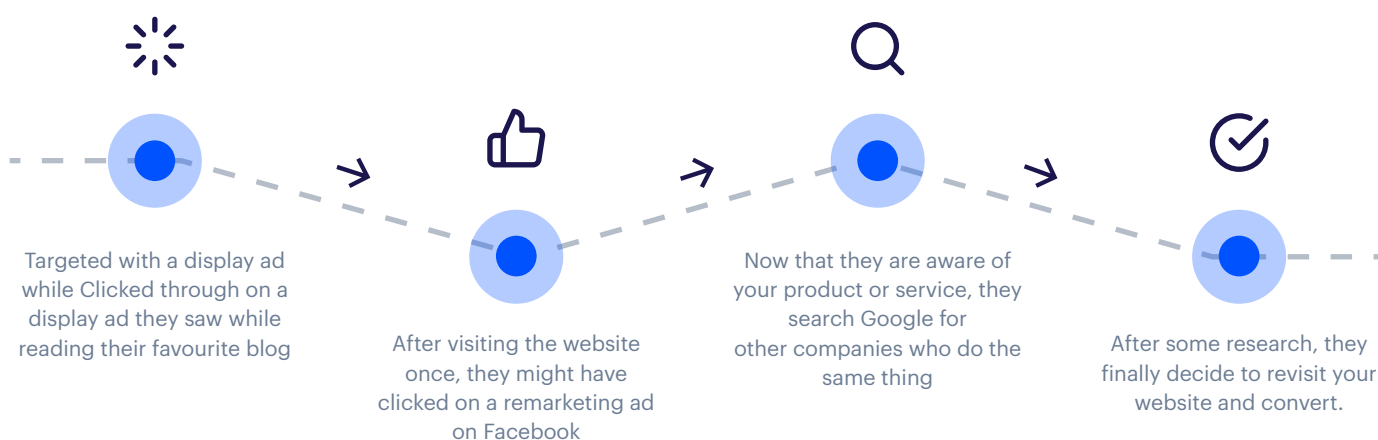
When you check your latest report, you can see that the channels bringing in revenue rank as follows:

Direct

Paid & Organic Search

Paid Social & Display

Based on this data, you **realise that the ROI of Paid Social and Display is significantly behind your target**, resulting in a decision to limit the amount of media spend assigned to them from the overall marketing budget.

However, **what your analytics is failing to tell you**, is the conversions attributed to Direct or Paid and Organic Search through GA's Last-Click model are **a result of journeys with varying length and number of touchpoints**.

So, even though your analytics is telling you that a user came to the website directly and converted, realistically their journey might have looked something like this:

Targeted with a display ad while Clicked through on a display ad they saw while reading their favourite blog

After visiting the website once, they might have clicked on a remarketing ad on Facebook

Now that they are aware of your product or service, they search Google for other companies who do the same thing

After some research, they finally decide to revisit your website and convert.

Without this knowledge, you're left spending more of your budget on the channels the lower in the funnel, where the market is overcrowded, competitive and expensive severely reducing your visibility and chances of conversion.

The power lies in **rebuilding your marketing analytics data** so you can accurately attribute value of the channels towards conversions correctly across early and late funnel interaction.

This allows you to make data-driven decisions on where to spend your media budget as well as justify channel diversification.

With the right attribution, you can confidently invest in top of funnel activity and content, thus ensuring a constant inflow of relevant new users into the business that can be led through the funnel to conversion via multiple touchpoints.

Discover how Corvidae can help you get more customers for less

How to ensure you have the most effective marketing mix

Focus your budget on the best performing channels with accurate attribution

As marketers, we all know that the key to growth is being able to place the right product in the right place, at the right price and at the right time. Sounds simple, right?

But, without an attribution solution that clearly shows you how each of the channels in your marketing mix, and the varying campaigns within those channels, is working to acquire customers, it's likely you'll be left spreading your budget across multiple channels and individual campaigns without really understanding the key areas for growth – resulting in hemorrhaged marketing spend and a confused marketing strategy.

The real goal is being able to create a marketing mix that allows the channels to complement each other instead of competing.

93% of all media spend exists in Facebook and Google – but marketers are struggling to understand the value their campaigns within these channels bring to the bottom line.

Attribution matters. Having an accurate and effective attribution solutions allows you to see which channels in your marketing mix are working to provide growth and, more importantly, which ones aren't. This means you can then make informed decisions based on your data and move marketing budget to more effective channels and campaigns.

Let's Look at an Example...

If you're focusing the majority of your digital marketing spend on channels like Google and Facebook, it's likely you're struggling to really understand where the value lies in these campaigns.

Let's say you're looking at your campaign performance in Facebook's reporting platform: one of your campaigns shows £450,000 attributed revenue but when you look at that same campaign in Google Analytics, only £20,000 has been attributed. How can that be?

Walled gardens, siloed data and a case of "marking their own homework" means these two ad-tech platforms are battling to prove that they're the one providing value to your campaigns. This leaves marketers guessing where to spend budget - resulting in wasted spend and cannibalisation.

Marketers need an attribution solution that can **unbundle the data provided by Google and Facebook**, to allow you to get a true picture of the Return on Ad Spend (ROAS) generated and the ROI at a much more specific level. This approach allows you to eliminate spend on adverts that are not effective and use that budget in other channels to create a more effective marketing mix.

By using Corvidae, a UK-based mattress retailer identified wasted spend and reallocate budget to the campaigns that were driving ROI. By **reallocating the 22% of budget** that was going into poor performing campaigns, and putting it in to the more effective ones, they were able generate **an additional £1.4 million p.a. from Google Ads**.

Discover how Corvidae can help you get more customers for less

How to ensure you have the right attribution solution

Understand why "off-the-shelf" solutions are no longer fit for purpose

Marketers are under increasing pressure to do more with less and prove that their marketing mix is effectively acquiring customers at the lowest costs possible.

But, having an attribution that's holding you back rather than lighting the way to improved CPAs and ROI only makes this more difficult than it needs to be.

If you don't have effective attribution in place, then it's a fairly safe bet that you also don't know what is – and just as importantly isn't – working across your marketing mix. So, assessing and improving "true" marketing performance isn't really possible for you.

35% of marketers say flawed Last Click reports are their primary marketing challenge.

Attribution matters. Accurate data gives marketers the power to make informed data-driven decisions about the channels in their marketing mix and how budget is best spent to increase ROI and drive growth for their business.
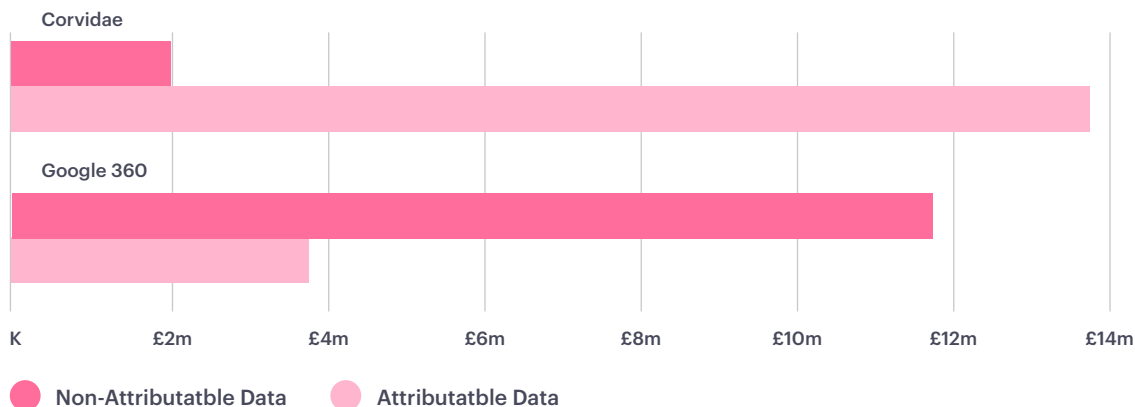
Let's Look at an Example...

If you're relying on "off-the-shelf" solutions like GA360 or Adobe Analytics – do you know how accurate your data really is?

Without getting overly technical, the majority of digital marketing data is "deterministic" and collected using a pixel working in tandem with a cookie. A variety of data including dwell time, previous site visited, repeat visits is captured in this way.

And this is the point at which the world's most commonly used analytics packages – like the ones provided by Google and Adobe - start to break down and generate incorrect or incomplete data.

The cause? What is being measured is a device accessing a web property. Not the actual person – a person who will typically use multiple devices in the course of even simple transactions. Cookies are supposed to enable 'joining' of multiple sessions generated by devices interacting with a web property. Unfortunately, in reality they do a pretty poor job.

Daily attributable data (i.e. Repaired broken sessions & enhanced cross device)

The chart shows that using deterministic analytics data only (i.e. pixel and cookie data) to create a picture of an individual's behaviour behind their multiple devices generates data that is around 80% incorrect. Even where advanced session joining algorithms are employed (a feature of GA360).

In this instance, Corvidae –QueryClick's attribution software – used a combination of advanced econometrics techniques and Machine Learning to effectively "rebuild" the core clickstream data

from Google Analytics which was then shown to be 80% incorrectly attributed.

It's only by fixing this broken data that we have then been able to unbundle the data held within Google and Facebook's walled gardens and join these data silos together to discover **differences in revenue source reporting of greater than 50%!**

Discover how Corvidae can help you get more customers for less

How to get more customers for less budget

Identify where to spend budget to acquire customers for lowest CPAs with accurate attribution

Marketers are under increasing pressure to do more with less and prove that their marketing mix is effectively acquiring customers at the lowest costs possible.

To achieve this, marketers need to get savvier about where and when they invest their media budgets and the channels they include within their channel mix. Additionally, it's never been more important to understand the true value of the money they spend – which means accurate attribution has never been more important.

On average, the modern consumer consults 12 sources before making a purchasing decision.

<u>Attribution matters</u>. Accurate data gives marketers the power to make informed data-driven decisions about the channels in their marketing mix and how budget is best spent to increase ROI and drive growth for their business.

Let's Look at an Example...

PPC is your core source of leads. But increased competition has led to increased CPCs, which in turn leads to increased CPAs.

But there's a better way!

Using paid search to promote pre-transactional content not only costs less than a bottom of the funnel generic click but by engaging with users earlier, you can gain more intelligence around how to re-engage with them further down the funnel.
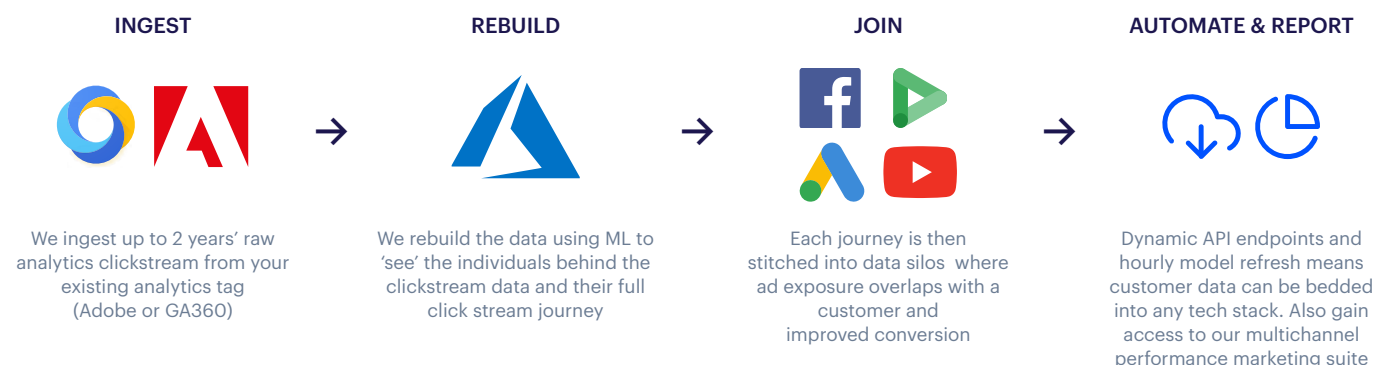
By using re-targeting to engage with lower funnel search terms we remove the need to blanket prospect at this stage – which will help reduce wasted spend on expensive end of journey searches and instead focus on customers we've already pre-qualified earlier in their buying cycle.

For instance, by reallocating saturated paid search spend into attributed programmatic display campaigns targeting top of funnel growth, we saw **a reduction in CPA of 87.5% compared to that same media spend for non-brand Paid Search terms.** The confidence and measurement required to perform this type of reallocation comes from Corvidae's unique capabilities.

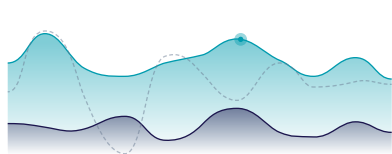## Discover how Corvidae can help you get more customers for less

Why Corvidae?

Corvidae is the only attribution solution that rebuilds your analytics data. We then combine that freshly rebuilt data with cutting edge multi-channel modelling and our patented 'session stitching' to help you truly understand the value of every marketing touchpoint in a conversion path. This results in attribution that marketers can truly trust to help them understand where their marketing budget is best spent to drive revenue and reduce CPAs.

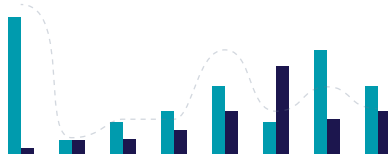| **INGEST**	**REBUILD**	**JOIN**	**AUTOMATE & REPORT**
We ingest up to 2 years' raw analytics clickstream from your existing analytics tag (Adobe or GA360)	We rebuild the data using ML to 'see' the individuals behind the clickstream data and their full click stream journey	Each journey is then stitched into data silos where ad exposure overlaps with a customer and improved conversion	Dynamic API endpoints and hourly model refresh means customer data can be bedded into any tech stack. Also gain access to our multichannel performance marketing suite

Benefits for Digital Marketers

→ **Gain** a real understanding of the user behind every conversion

→ **Identify** the content and campaigns that attract customers early in their conversion path

→ **Reallocate** budget to campaigns that will drive growth and ROI

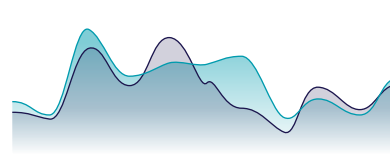## Corvidae Features to Empower Digital Marketers

Visit Level Attribution
Gain a real insight into the user behind every conversion so you know which touchpoints hold the most value

Unified Search
Align your Paid & Organic strategies to completely eliminate wasted spend and unnecessary cannibalization

Attributed Performance vs. Last Click
With a 2-year lookback window, see how your revenue actually stacks up by channel

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Want to know more about Corvidae?

Book a demo today to find out how Corvidae can help solve your attribution challenges.

Book a demo