Amplify Your Brand with Connected Growth Strategies

#elitesummit18
Incrementality > Attribution
Digging into Your KPIs

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INCREMENTALITY > ATTRIBUTION
Agenda

Measurement
  • Is your data ready?

Incrementality
  • More than one way to skin a cat

Attribution
  • Don’t throw it away completely

Go Forth and Multiply (your revenue)
  • Testing mindset
But first, let’s talk about measurement.
GET OUT YOUR DEVICES

EliteSEM Digital Summit 2018

How confident are you that your digital data is clean enough for real analysis, attribution, or incrementality studies?

A. 100% sure - clean as a whistle (3 votes)
   
   6.6%

B. 75% sure - we might have a little work to do (1 vote)
   
   25%

C. 50% sure - I hope it's clean... (1 vote)
   
   43.2%

D. 25% sure - we got some 'splainin' to do (7 votes)
   
   15.9%

E. 0% sure - dirt, mud, we've got it all (4 votes)
   
   9.1%

TOTAL VOTES: 44
<table>
<thead>
<tr>
<th>Default Channel Grouping</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Direct</td>
</tr>
<tr>
<td>2. Branded Paid Search</td>
</tr>
<tr>
<td>3. Social</td>
</tr>
<tr>
<td>4. Email</td>
</tr>
<tr>
<td>5. Referral</td>
</tr>
<tr>
<td>6. Affiliates</td>
</tr>
<tr>
<td>7. Generic Paid Search</td>
</tr>
<tr>
<td>8. Paid Search</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Default Channel Grouping</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. (Other)</td>
</tr>
<tr>
<td>2. Social</td>
</tr>
<tr>
<td>3. Referral</td>
</tr>
<tr>
<td>4. Affiliate</td>
</tr>
<tr>
<td>5. Display</td>
</tr>
<tr>
<td>6. Email</td>
</tr>
<tr>
<td>7. Paid Search</td>
</tr>
<tr>
<td>8. Direct</td>
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</tbody>
</table>
What matters isn’t how much your target audience bought, but how much MORE they bought because of your marketing.
GET OUT YOUR DEVICES

Have you ever done incremental lift studies?

A. Yes (27 votes) 65.9%
B. No (11 votes) 26.8%
C. Not sure (3 votes) 7.3%
Incrementality

Placebo Testing

The Users

<table>
<thead>
<tr>
<th>Type 1 (Solid shirt)</th>
<th>Type 2 (Striped shirt)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exposed</td>
<td>Unexposed</td>
</tr>
<tr>
<td>PSA exposed</td>
<td>PSA unexposed</td>
</tr>
</tbody>
</table>

TREATMENT

SAW YOUR AD

DIDN'T SEE YOUR AD

CONTROL

UNEXPOSED TO PSA

EXPOSED TO PSA

Img Source: Google
Incrementality

Holdout groups - retargeting

Visits Site, Views Product, Adds to Cart...then leaves

Both are now part of the same retargeting audience

Returns to site and purchases!

Clicks on a Dynamic Ad featuring item in his cart

Purchase Rate: 12%

Incremental Lift = +2%

Zach Morrison

Added to a holdout group, never sees a retargeting ad

Purchase Rate: 10%

Zach Morris

Img Source: Nanigans
Incrementality

Ghost Ads via GDN

Test

Control

Those who saw your ad

Those who would have seen your ad

Your ad

Other ad

Didn't convert  Converted because of this ad  Converted regardless of this ad

Img Source: Google
Incrementality

Upper Funnel Creative Impact - Video

ONLY video view A

ONLY Video View A

Click after video view A

Click from first A

Click after video view B

Click from first B

Upper Funnel Audience A

Upper Funnel Audience B

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Incrementality

Halo Effect - Regression

![Graph showing the Halo Effect in regression analysis with a trend line and data points.](image-url)
What kind of attribution do you use?

A. External vendor/partner (6 votes)
   - 15.4%

B. Google/Adobe Analytics models (22 votes)
   - 56.4%

C. We don’t use attribution (8 votes)
   - 20.5%

D. Not sure (3 votes)
   - 7.7%
When to go there?

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Attribution

What to choose?

1. First Touch
2. Last Touch
3. Even
4. Time Decay
5. Weighted Model
6. Algoritmic
It’s a testing mindset, a journey - not a one time thing
Closing

Bringing it all together
QUESTIONS?