



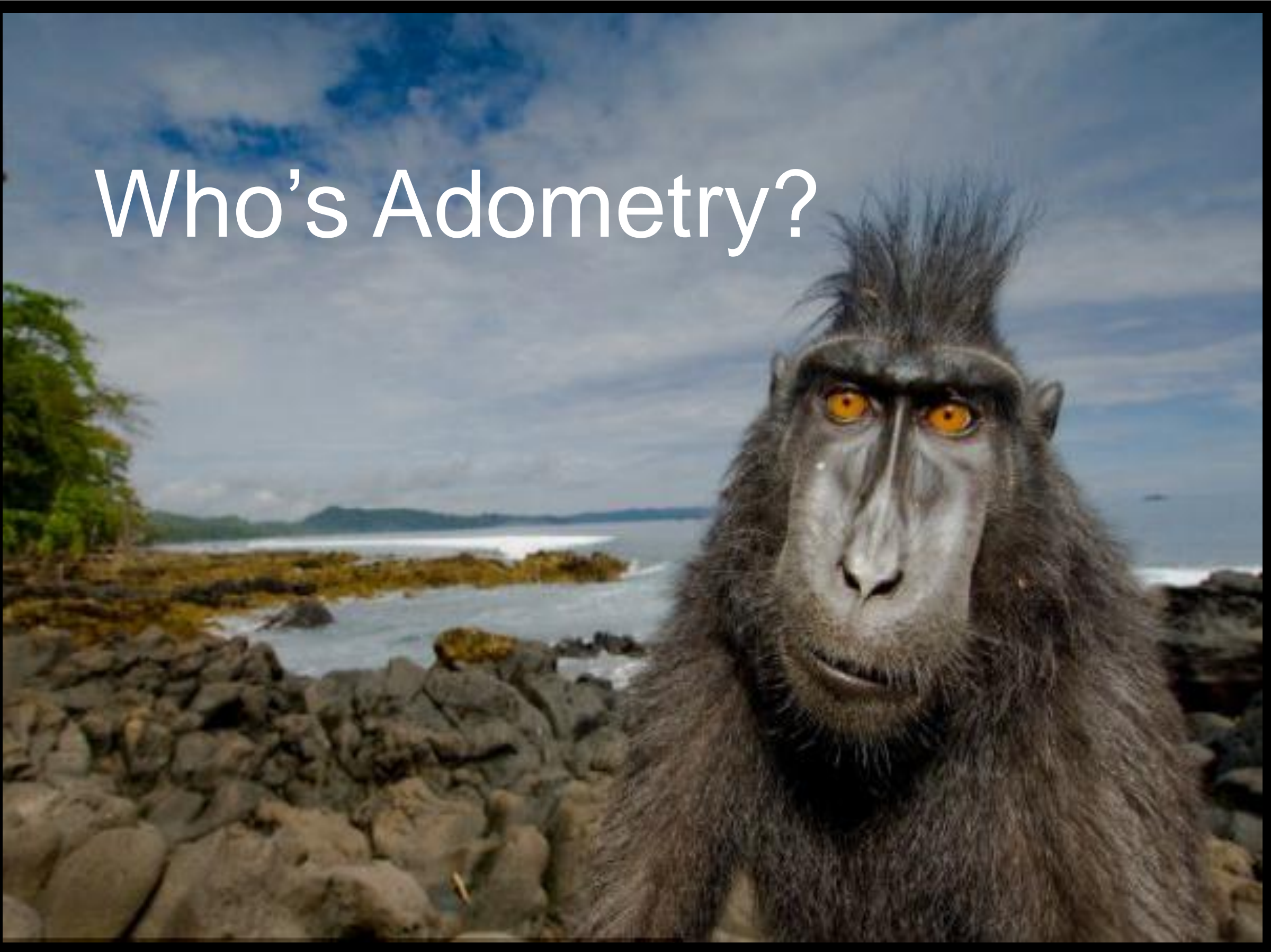
*“The Gold Standard in Web Analytics”*

Steve O'Brien/Kent Emeson  
Marketing  
August 2, 2011

# Agenda

- Who's Adometry?
- What's ad analytics?
  - ✓ Verification
  - ✓ Attribution
  - ✓ Optimization
- Who cares?
- Why?
- Q&A

Who's Adometry?



# About Adometry



The leading provider of ad analytics,  
delivering actionable insight to improve  
the performance of online advertising

Founded 2006



Austin, TX

# About Adometry

## Proven Technology

- **First use of data mining & machine learning**  
Processing BILLIONS clicks/month  
Click score: currency of the CPC industry
- **Pioneered the use of effectiveness metrics**  
Improving display ad ROI
- **Advanced development in ad analytics**  
Audience verification  
Dynamic fractional attribution  
Cross channel optimization

## Proven Customer Relationships



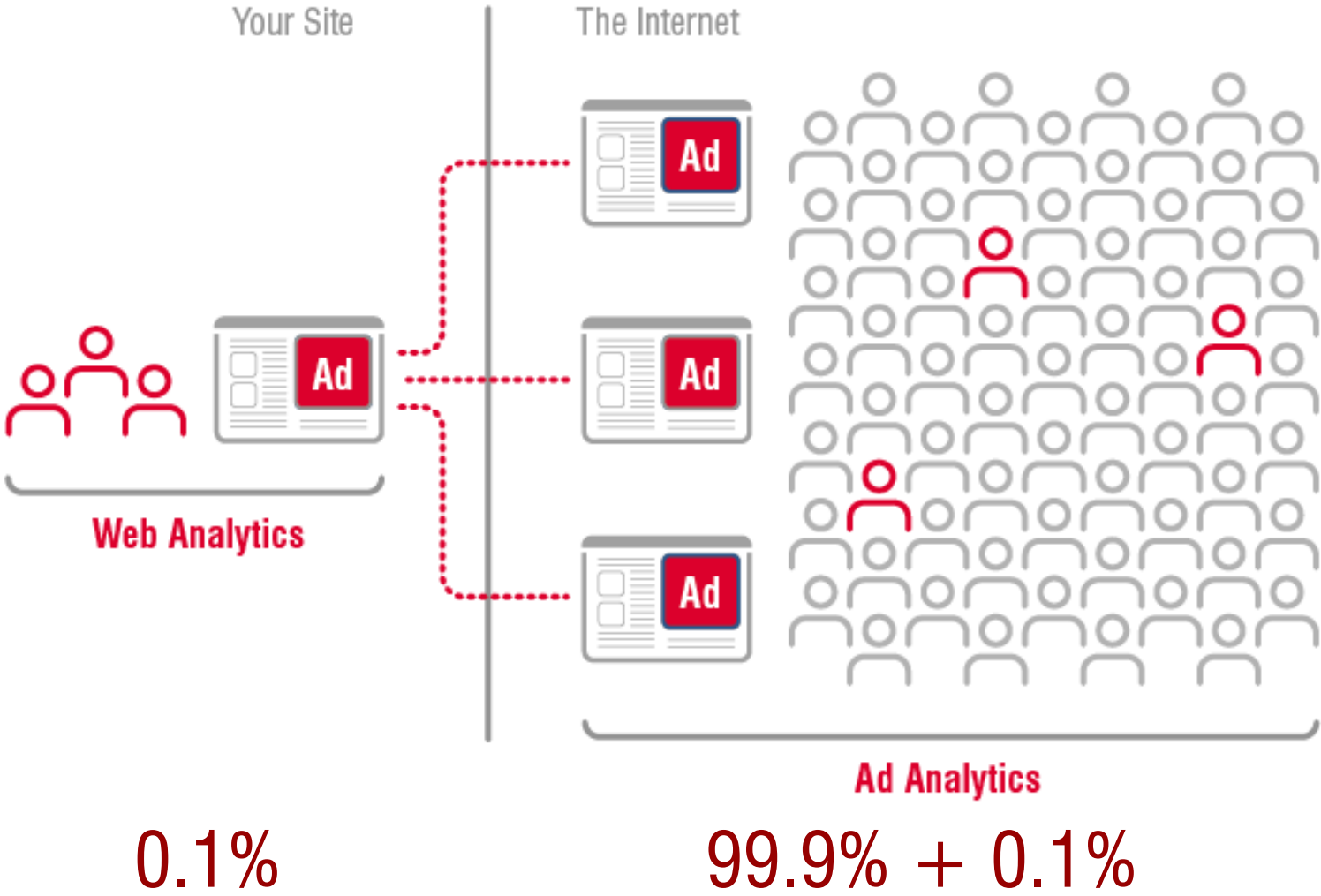
# What's ad analytics?



# What's Ad Analytics?

Not web analytics

*Ad Analytics Considers 100% of Web Audience*



## So What?

Ad analytics value for interactive marketers

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# Verification

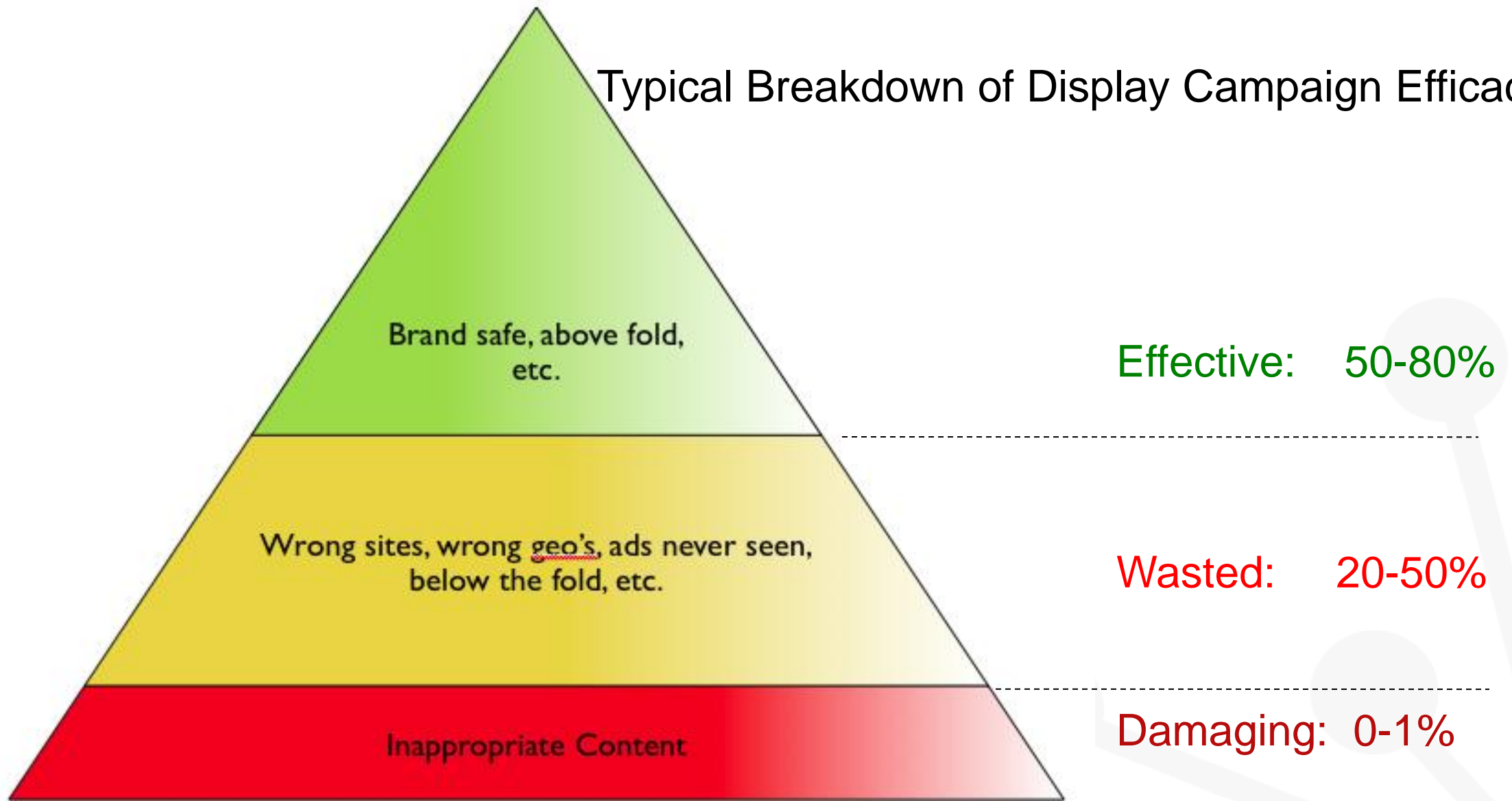
# Attribution

# Optimization

# Ad Analytics

## Verification challenges

### Typical Breakdown of Display Campaign Efficacy



# Attribution

A fractional attribution model

Display Ad Impression

0%



+

Email Campaign Open

0%



+

Display Ad Click

0%



+

Search Ad Click

100%



=

Conversion

100%



Display Ad Impression

30%



+

Email Campaign Open

16%



+

Display Ad Click

28%



+

Search Ad Click

26%



=

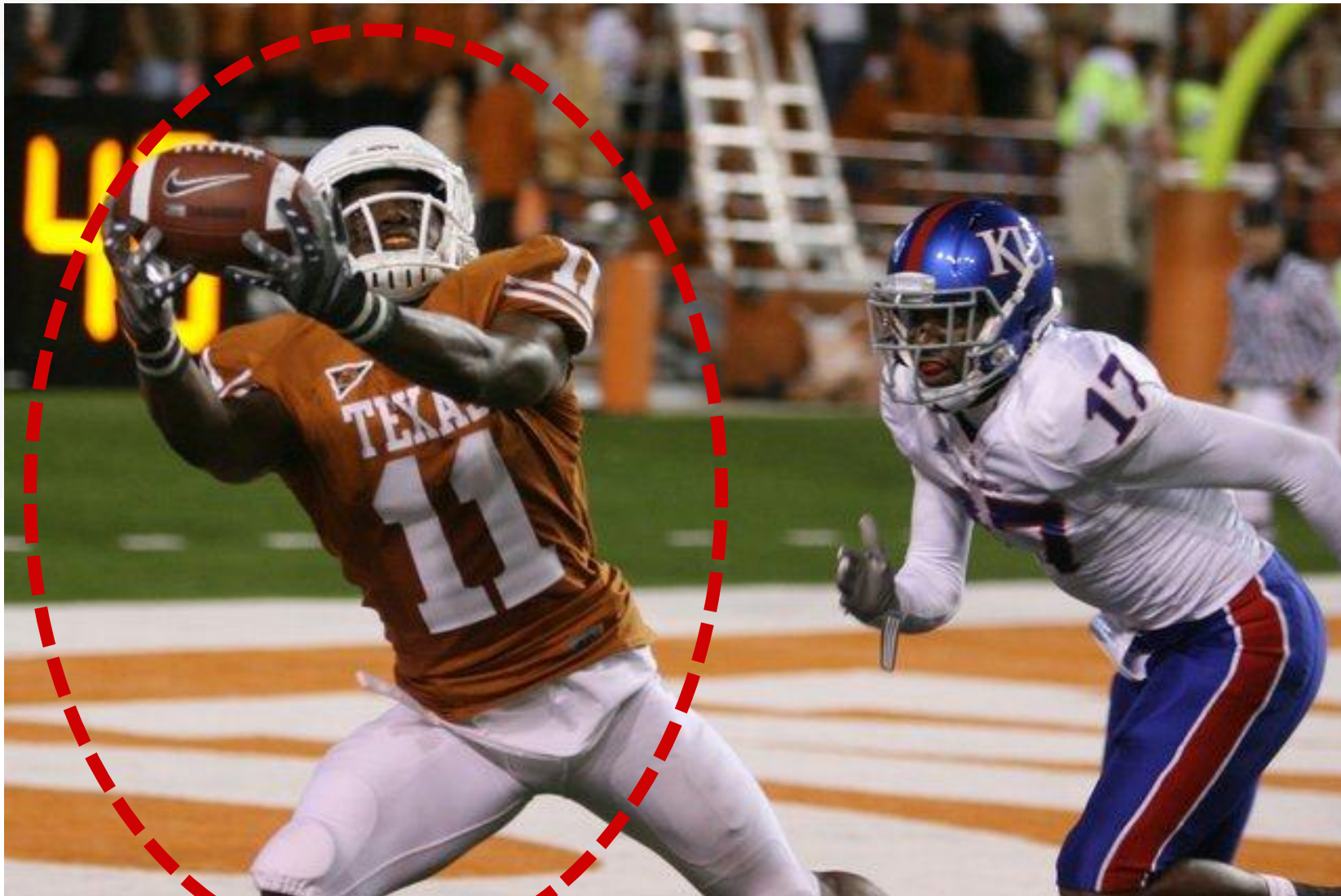
Conversion

100%



# Attribution

Assigning credit for campaign success



→ 100% of credit for victory?

# Attribution

It's a Team Effort



# Attribution

It's a Team Effort



# Attribution

It's a Team Effort

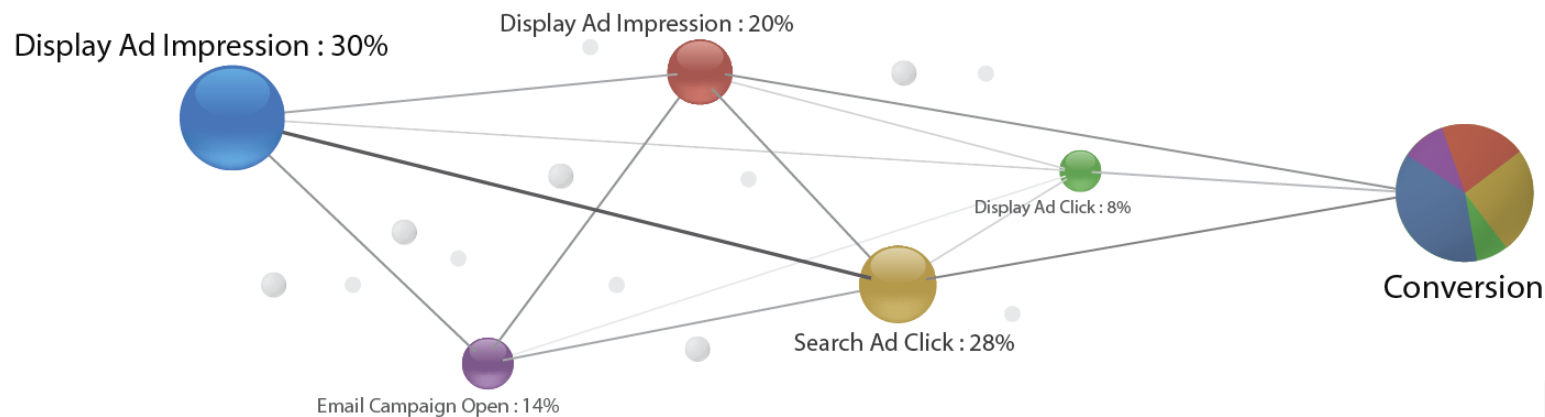
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# Attribution

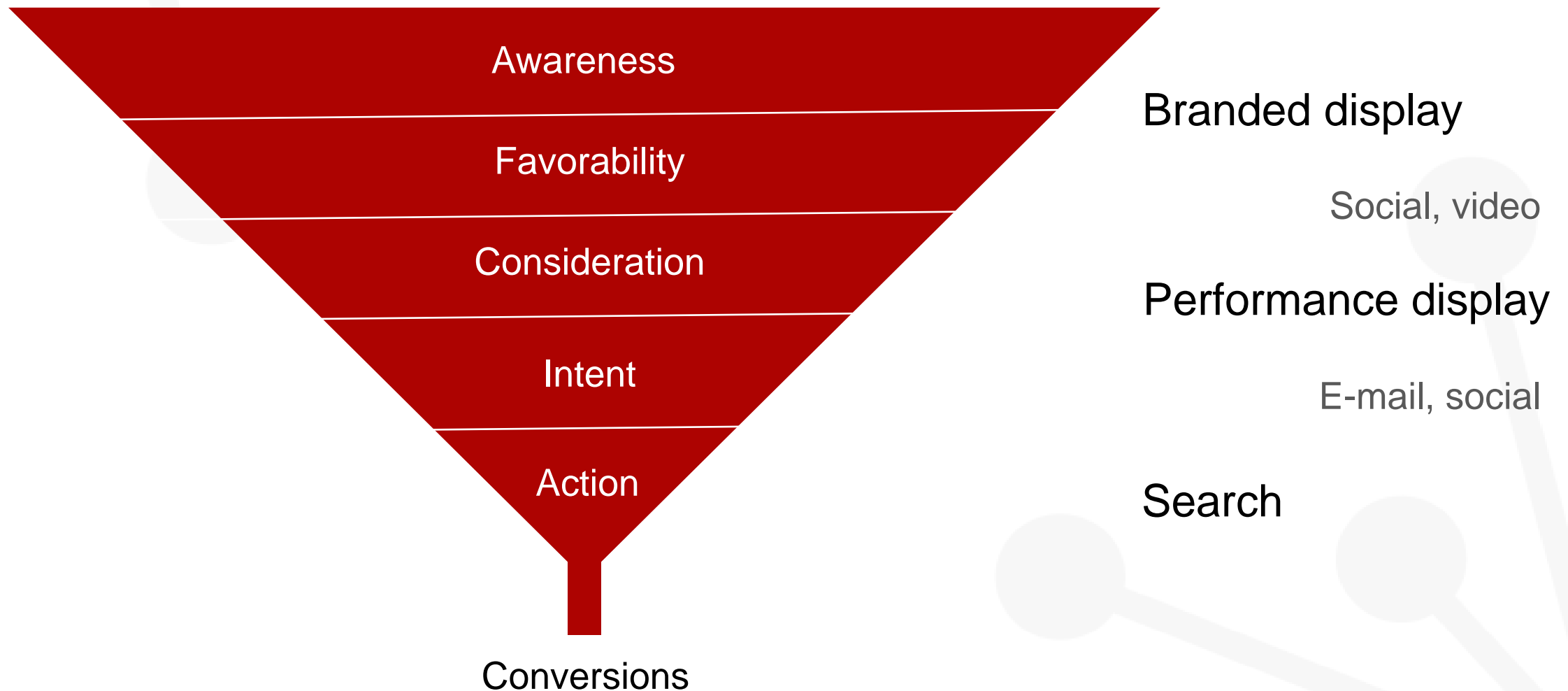
Accuracy requires real science

- ❑ Adometry dynamic fractional attribution model:
  - **Scientific:** probability based model, machine learning algorithms
  - **100% of data:** converting & non-converting data
  - **Data driven:** specific data patterns drive customized attribution weights
- ❑ Delivers different answers to improve performance
  - **where** to spend
  - **how much** to spend (or not spend)



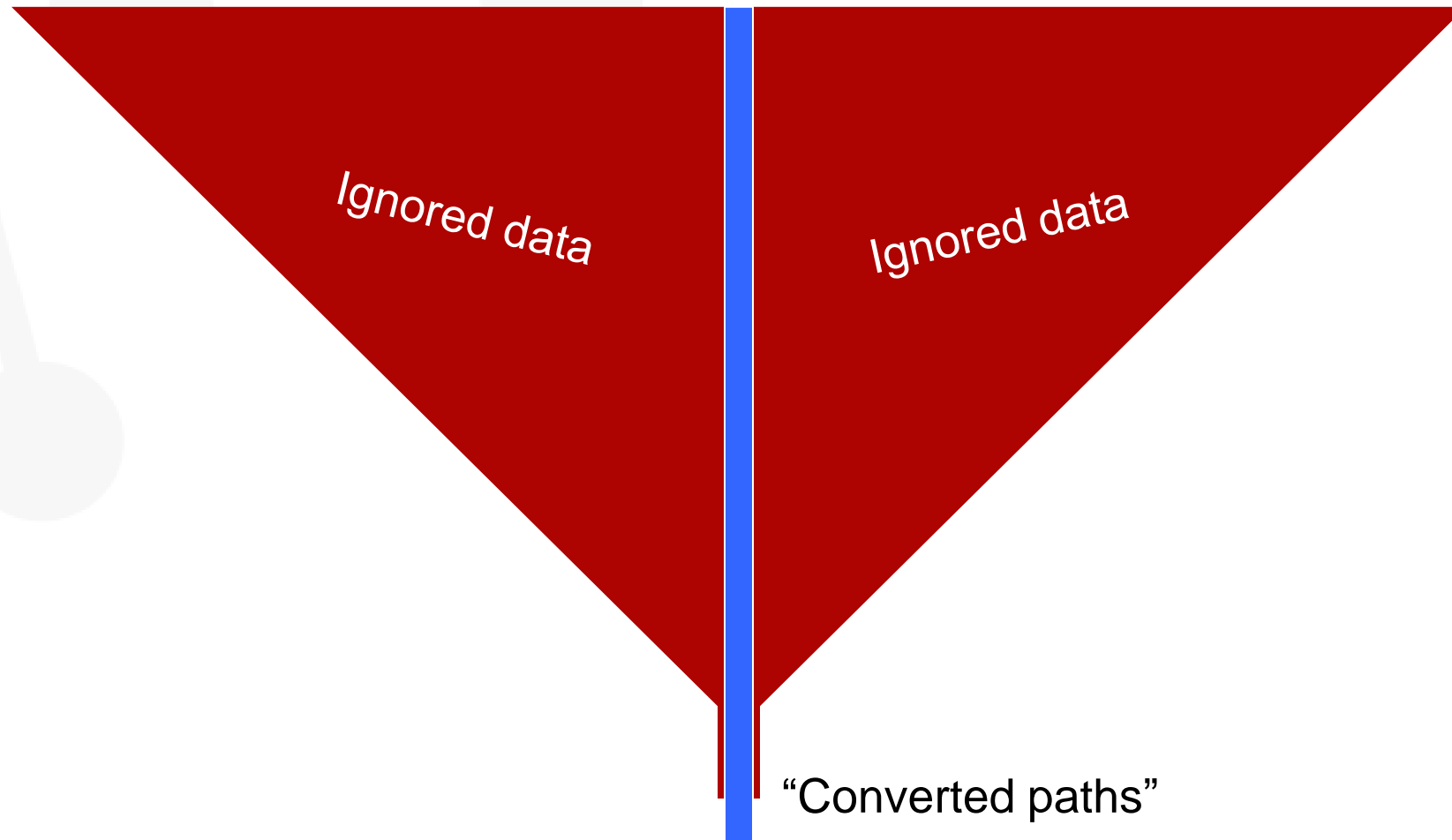
# “Full Funnel” Attribution Typically Falls Short

Forrester definition: *“The practice of measuring the correct partial value of each interactive ad that drove a desired outcome.”*



# Converted Visitors Don't Tell The Whole Story

Just 0.1%



“Converted paths”  
shows what happened prior to conversion event

Totally absent:

Causality – what *contributed* to the conversion?

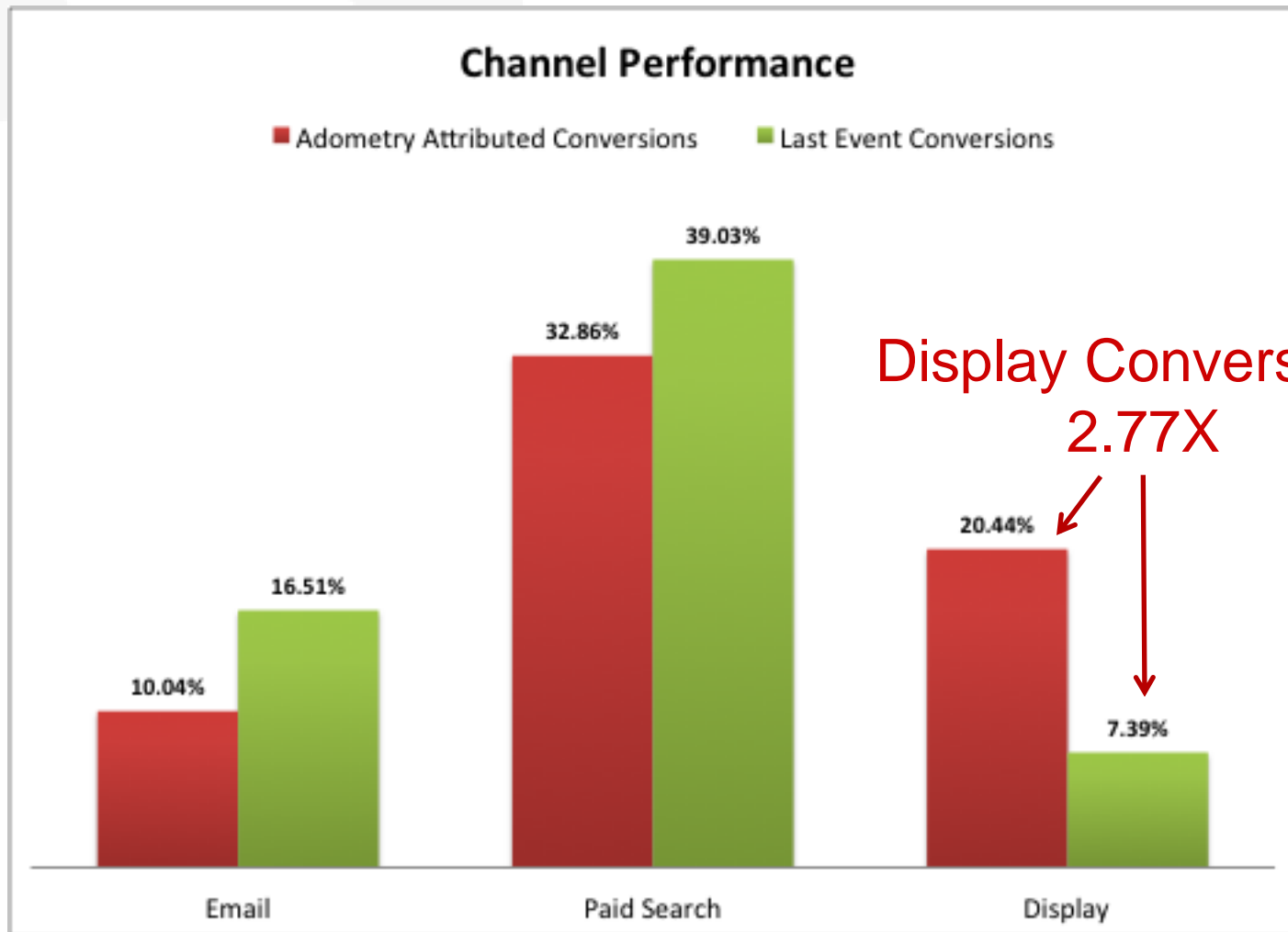
Optimization – how can we *increase* conversions?

Who cares?



# Avoid Bad Decisions!

Adometry fractional attribution vs. "last event"

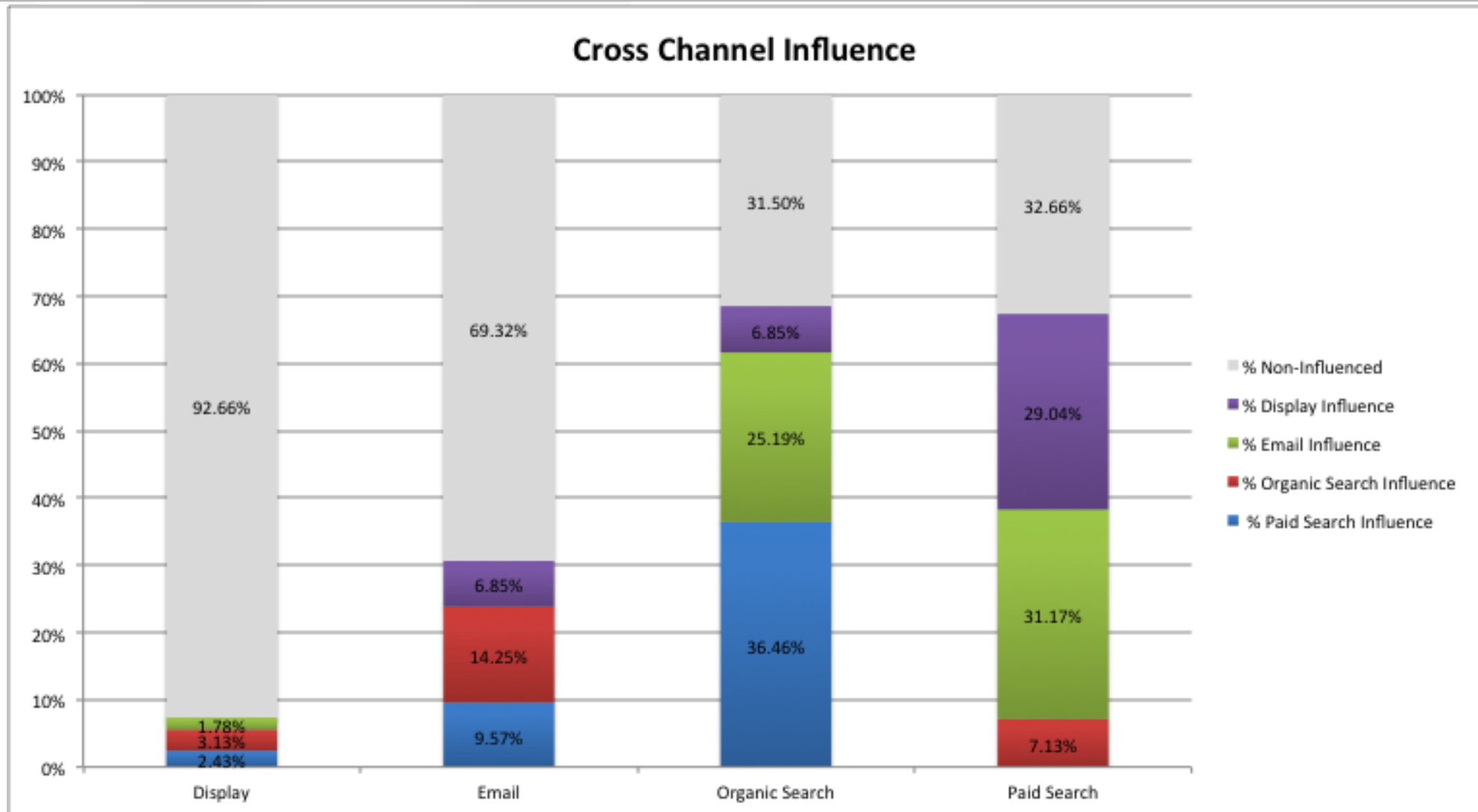


Display Conversions  
2.77X

Channel	Total Conversions (Ad Server)	Total Conversions Attributed	Adometry Attributed Conversions	Last Event Conversions	CPA (Fractional)	CPA (Ad Server)
Organic Search	1,710	1,508.0	36.66%	37.06%	\$0.00	\$0.00
Email	762	413.0	10.04%	16.51%	\$0.00	\$0.00
Paid Search	1,801	1,352.0	32.86%	39.03%	\$98.87	\$93.96
Display	341	841.0	20.44%	7.39%	\$147.91	\$393.41

Display CPA  
-62%

# Cross Channel Attribution Reports



## Cross Channel Reports

Measure the influence of one channel to another

## Insight

Top of the funnel marketing activities heavily influence search (SEM/SEO)

## Action

Allocate more \$\$ to display & email



**FOR IMMEDIATE RELEASE**

**Adometry Launches New Attribution Index to Help Online Marketers  
Better Measure and Predict Ad Campaign Performance**

*Identifies Elements in Display Campaigns that Drive Conversions*

**AUSTIN, Texas – July 20, 2011** – Tomorrow at the OMMA Metrics 2011 conference, [Adometry™](#), Inc. will release the Adometry Attribution Index – a new way for online marketers to gauge how advertising campaigns perform. The Attribution Index, which is currently available as part of the Adometry Attribute SaaS offering for cross channel

attribution, scores campaign performance to help marketers better measure

# Adometry Attribution Index

A relative measure of how important an attribute is for driving conversions compared to other similar attributes (campaign, creative, placement, site etc...)

- e.g. Attribution Index for Campaign “XYZ” = 5.69, means it is 5.69 times as likely to drive conversions as an average campaign.

Rank	Campaign	Site	Placement	Adometry Attribution Index	Cost Per Conversion	% Attributed Conversions
1	Campaign XYZ	3i Interactive	720x300	+5.69	\$31.97	23%
2	Campaign abc	CNN	300x250	+6.55	\$95.27	34%
3	Campaign RST	Yahoo Mail Tier 4	300x250	-2.63	\$189.05	45%
4	Campaign def	Yahoo Mail Tier 5	300x250	-0.88	\$33.39	56%
5	Campaign LMN	3i Interactive	300x250	+1.23	\$2.59	78%
6	Campaign GHI	Associated Press	300x250	-3.56	\$1.00	23%
4	Campaign dig	USA Today	300x250	+1.23	\$31.97	23%
8	Campaign jkl	CNN	720x300	-3.56	\$95.27	34%
9	Campaign fall	CNN	180x150	+6.55	\$189.05	45%
10	Campaign eve	Yahoo Mail Tier 4	160x600	-1.88	\$33.39	56%



So what?

## Conclusions

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- Attribution alone is unimportant
  - Fractional
  - Full funnel
  - Dynamic

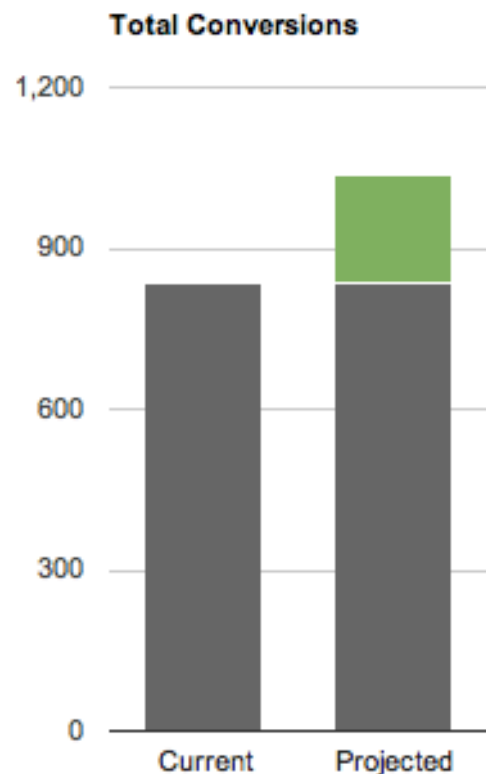
Meaningless

Introducer, Influencer, Assister, Converter

- Actionable attribution → Optimization
  - Make money
  - Save money
  - Improve results

# Optimize Campaigns In-flight

## Recommendations and expected impact



**+24%** Predicted Change in Conversions

ListView

Constraints  
 Budget \$157,054.69    Impressions +/-10%    Estimated Change in Conversions +24%

Sort by

[Previous](#) [1](#) [2](#) [Next](#)

Site	Placement	Impressions			Cost			
		Current	Amount Change	Optimal	Current	Amount Change	Optimal	% Change
3 Interactive	3i Interactive 300x250	3,976,924	-367,429	3,609,494	\$15,908.00	-\$1,470.00	\$14,438.00	0.00%
3 Interactive	3i Interactive 720x300	11,158,281	186,633	11,344,914	\$50,212.00	\$840.00	\$51,052.00	59.78%
3 Interactive	3i Interactive 720x300 4.5 CPM Test	5,474,324	-494,504	4,979,819	\$7,664.00	-\$692.00	\$6,972.00	0.00%
CNN.com	CNN 300x250	9,120,901	-164,024	8,956,876	\$25,082.00	-\$451.00	\$24,631.00	0.00%
CNN.com	CNN 720x300	2,548,211	-254,821	2,293,389	\$3,822.00	-\$382.00	\$3,440.00	0.00%
CNN.com	CNN 728x90	1,543,603	154,360	1,697,963	\$1,775.00	\$178.00	\$1,953.00	9.97%
CNN.com	CNN 160x600	1,128,782	-78,362	1,050,419	\$1,016.00	-\$71.00	\$945.00	0.00%
CNNMoney	CNN Money 336x280	156,526	-15,652	140,873	\$274.00	-\$27.00	\$247.00	0.00%
Daily Me	Daily Me - Targeted - 300x250	532,486	53,247	585,733	\$916.00	\$92.00	\$1,007.00	9.96%
MSN Hotmail	Hotmail 160x600	2,080,729	-208,068	1,872,660	\$1,186.00	-\$119.00	\$1,067.00	0.00%

### Campaign Optimization

- Select goal to optimize:
  - Conversions, visitors, other

### Insight

- What is maximum lift potential?
- Impact on other goals & eCPA

### Action

- Reallocate current spend
- Buy new categories of inventory

**Q? & A!**

# Why Adometry?

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- **Better data**
  - Built on a verification platform
  - Analyzes 100% of display impression data
- **Better science**
  - Data driven attribution via data mining, predictive modeling
  - Dynamic cross-channel fractional attribution
- **Actionable optimization**
  - Specific, campaign-level recommendations
  - Automated, projected benefit

Thank You

adometry™ 