



# Fractional Attribution: The Right Way!

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# Webinar Agenda

- Who is Adometry?
- The problem with last event attribution.
- Our approach to fractional attribution.
- Examples of our reports.
- Q&A

# 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

**Microsoft**

**facebook**

**Expedia.com**

**Local.com**

**PROGRESSIVE**

**at&t**

**moxy media**

**The All New  
lendingtree**

**ebay**

**looksmart**

**intel**

**adknowledge**

**TURN**

**demand MEDIA**

**LYCOS**

**CreditCards.com**

# Last Event Attribution: The reason this quote is still relevant 100 years later.

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“ Half the money I spend  
on advertising is wasted;  
the trouble is  
I don't know which half. ”



John Wanamaker  
c. 1910

## Online Ad Analytics

- Eliminate wasted ad spend
- Accurately attribute cross-channel results
- Isolate key success drivers
- Optimize ROAS (+30-50%)

adometry.  
2011

# Lack of Data?

No, lack of meaningful data

## What Display Advertisers Want

Brand Awareness Metrics

Reach & frequency

Purchase Intent Data

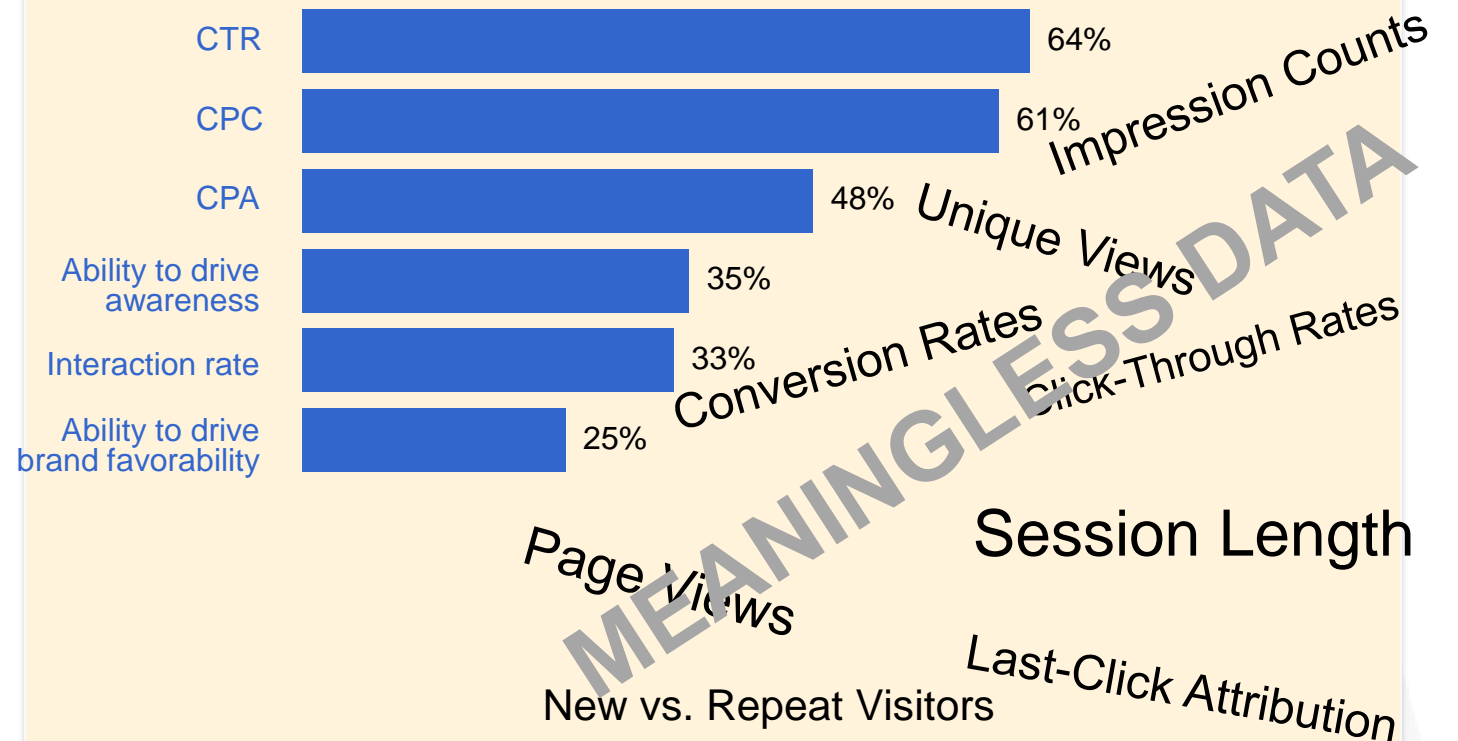
Favorability Ratings

Attribution Metrics

Cross-channel metrics

## What Display Advertisers Get

What metrics do you use to evaluate ad network performance?  
*Responses from 420 display advertisers:*

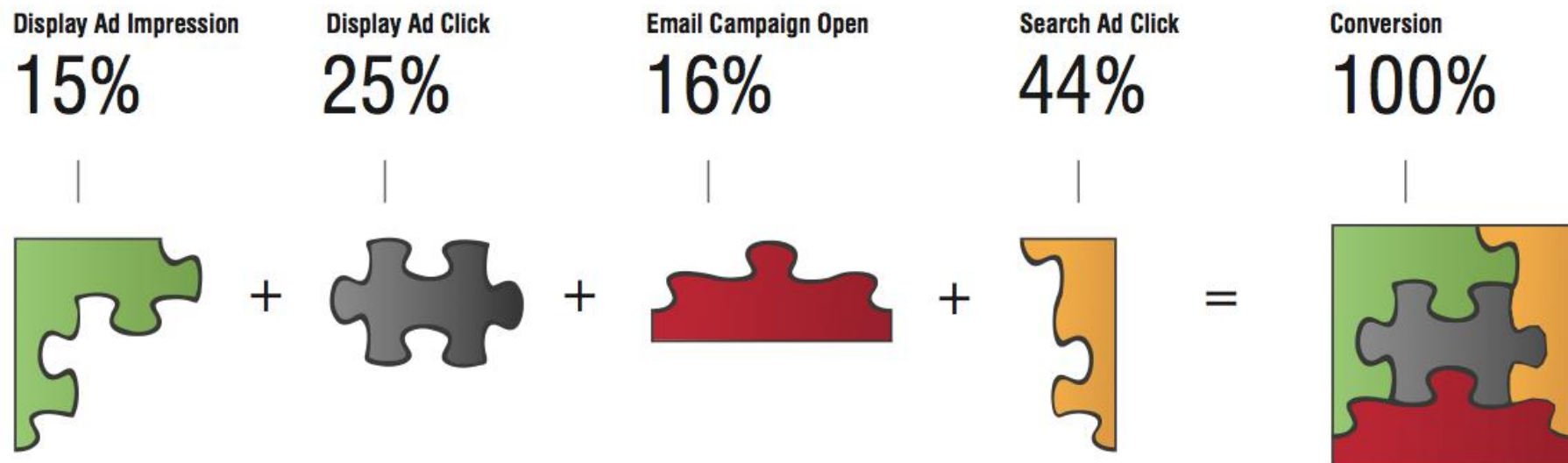
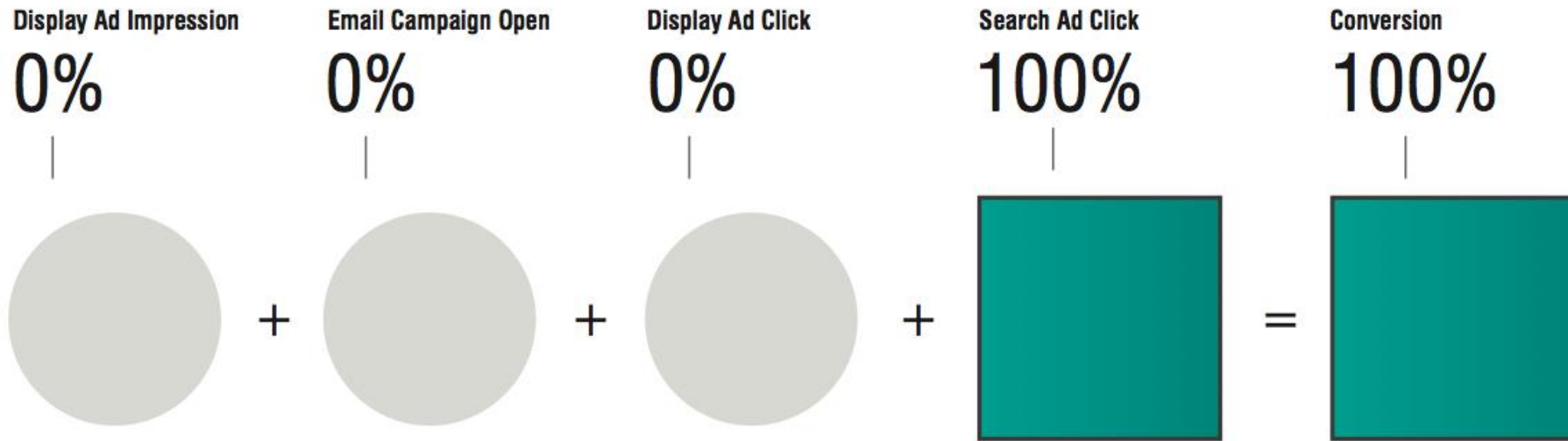


*“The lack of uniform, meaningful brand-centric metrics have pushed advertisers towards the near-meaningless Click Through Rate.”*

Source: 2010 Collective Display Advertising Study

# Attribution

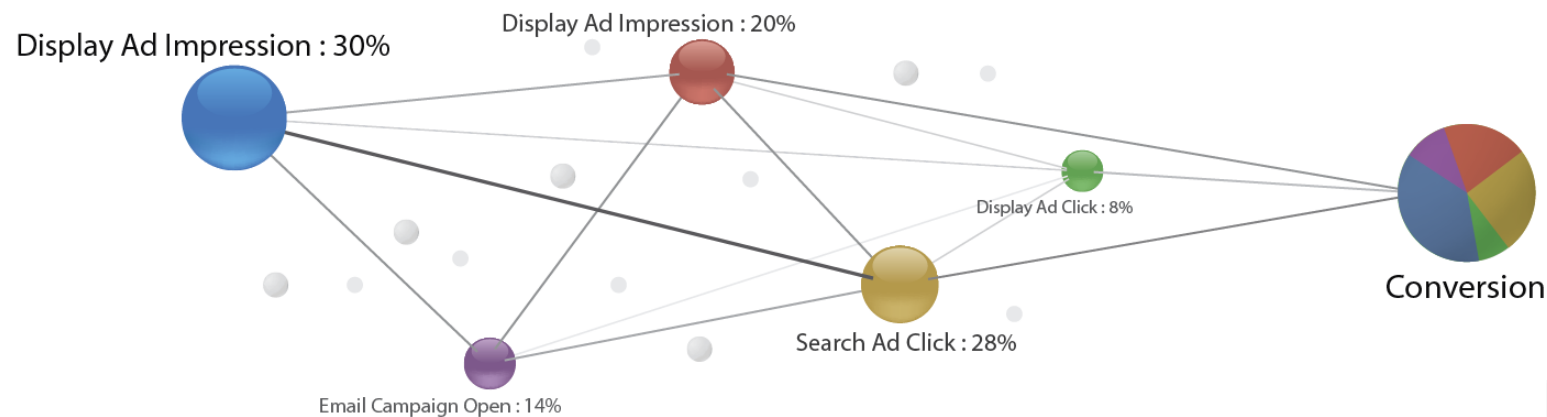
A fractional attribution model



# Attribution

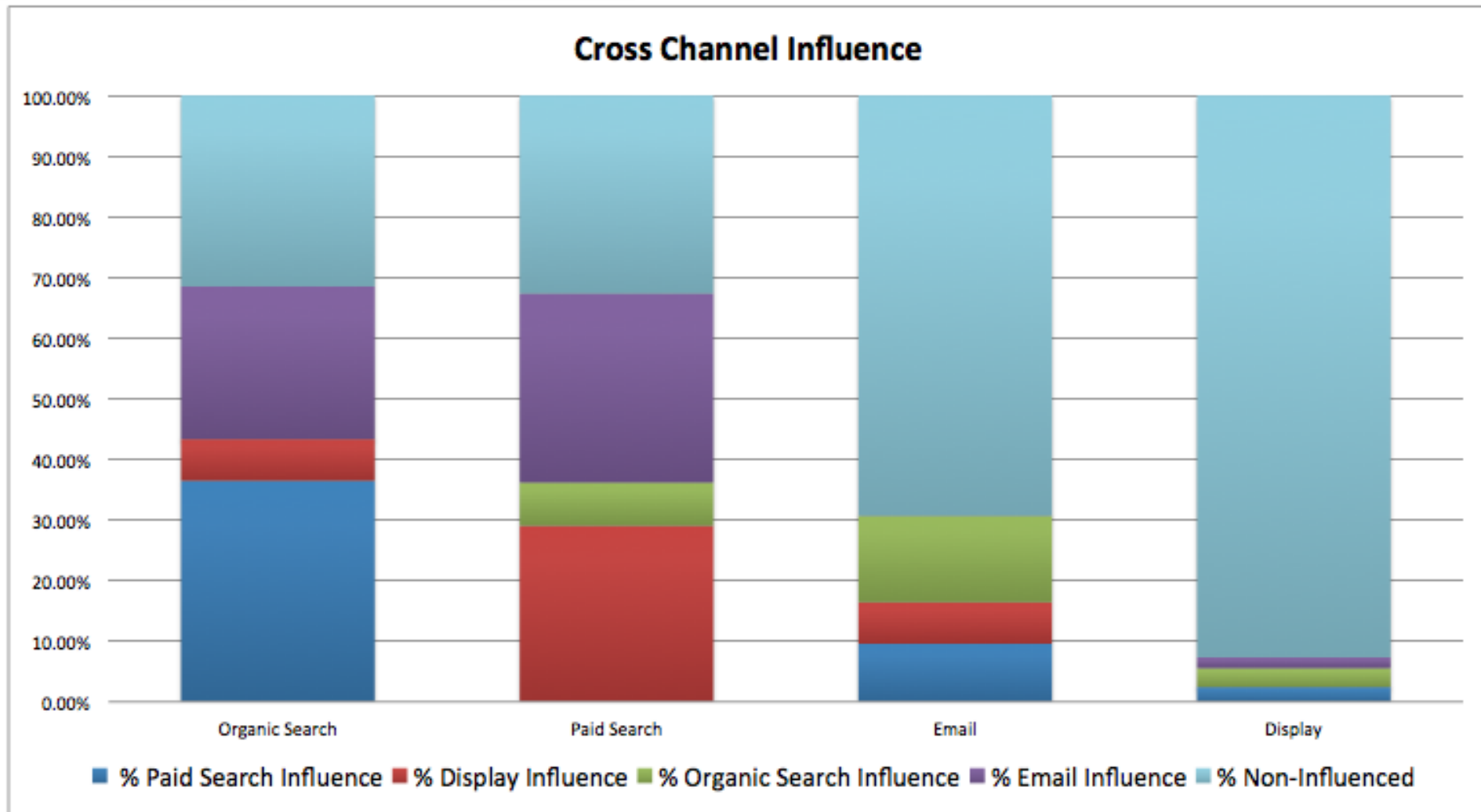
Accuracy requires real science

- ❑ Adometry dynamic fractional attribution model:
  - **Scientific:** probability based model
  - **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)



# Cross Channel Attribution Reports

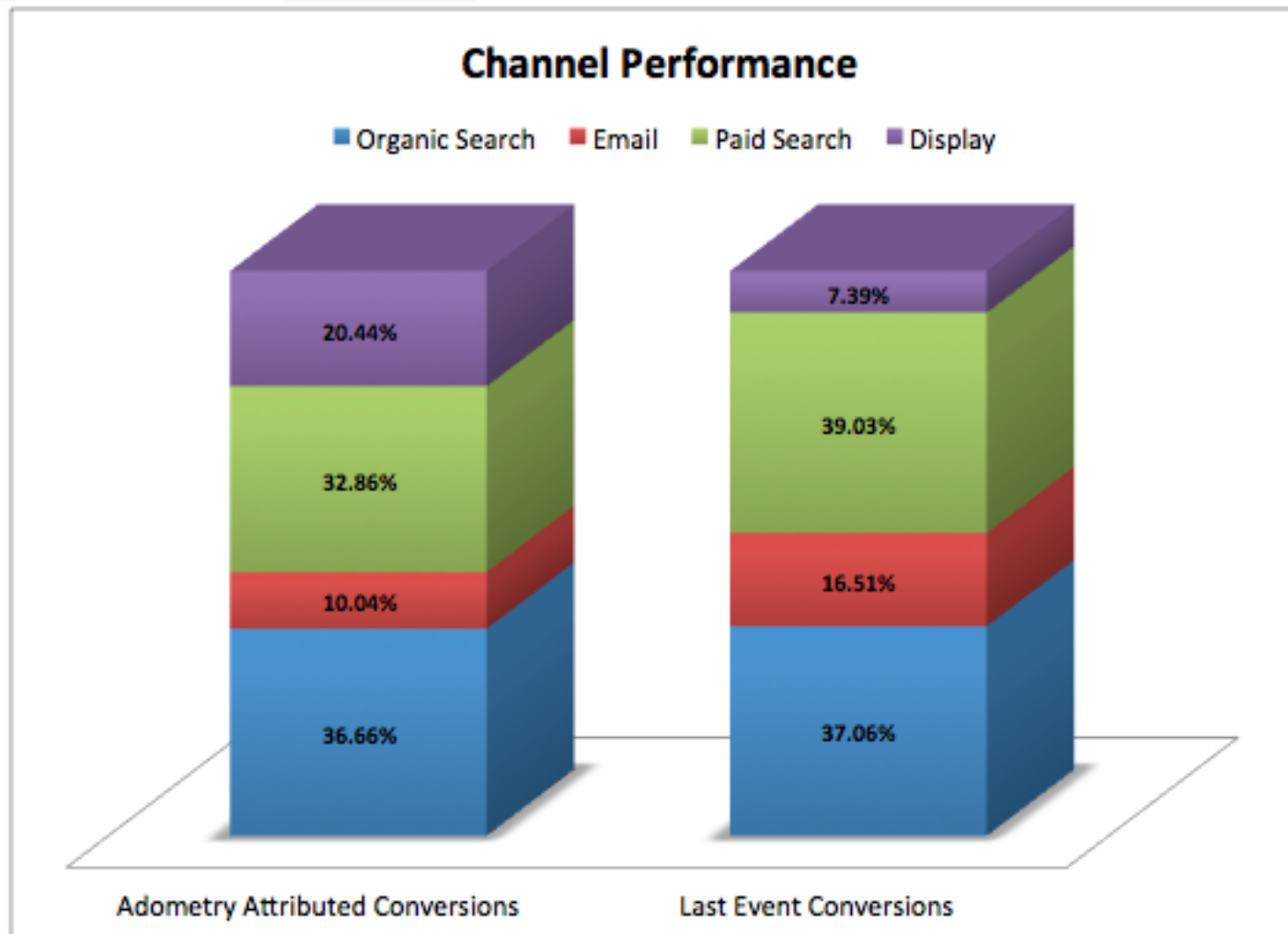
Measure the influence of one channel to another.



Channel	Attributed Conversions	% Total Attributed Conversions	% Paid Search Influence	% Display Influence	% Organic Search Influence	% Email Influence	% Non-Influenced	Cost per Conversion	Conversion Index	Conversion Importance
Organic Search	1,608	39.09%	36.46%	6.85%	0.00%	25.19%	31.50%	\$0.00	2.40	0.39
Paid Search	1,402	34.08%	0.00%	29.04%	7.13%	31.17%	32.66%	\$88.87	1.50	0.34
Email	463	11.25%	9.57%	6.85%	14.25%	0.00%	69.32%	\$0.00	0.75	0.11
Display	641	15.58%	1.56%	0.00%	2.34%	3.12%	92.98%	\$147.91	1.25	0.16

# Cross Channel Attribution Reports

Compare Adometry Fractional Attribution to last event results.

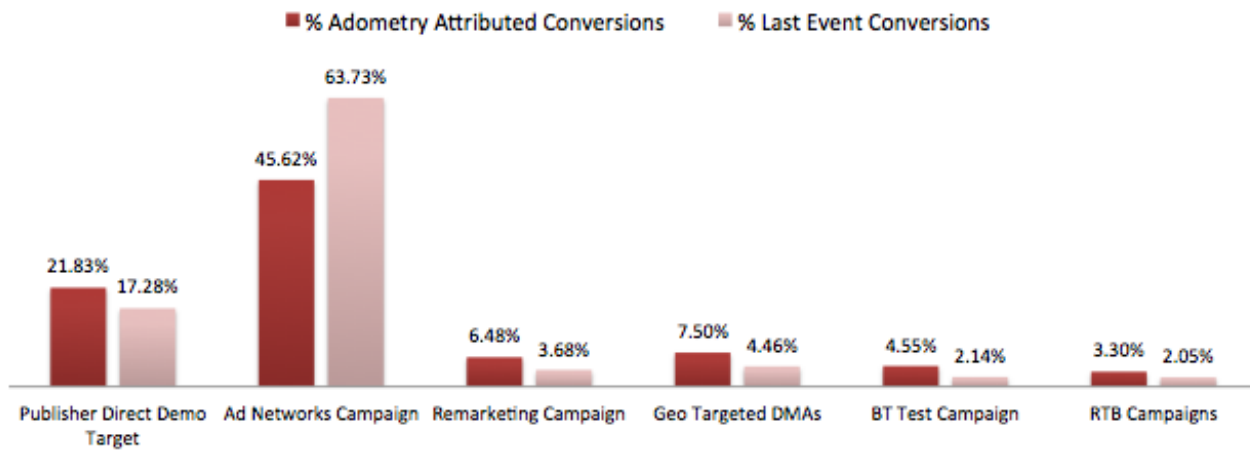


Channel	Total Conversions (Ad Server)	Total Conversions Attributed	Adometry Attributed Conversions	Last Event Conversions	CPA (Fractional)	CPA (Ad Server)
Organic Search	1,710	1,508.0	36.66%	37.06%	\$0.00	\$0.00
Email	762	413.0	10.04%	16.51%	\$0.00	\$0.00
Paid Search	1,801	1,352.0	32.86%	39.03%	\$88.87	\$83.06
Display	341	841.0	20.44%	7.39%	\$147.91	\$393.41

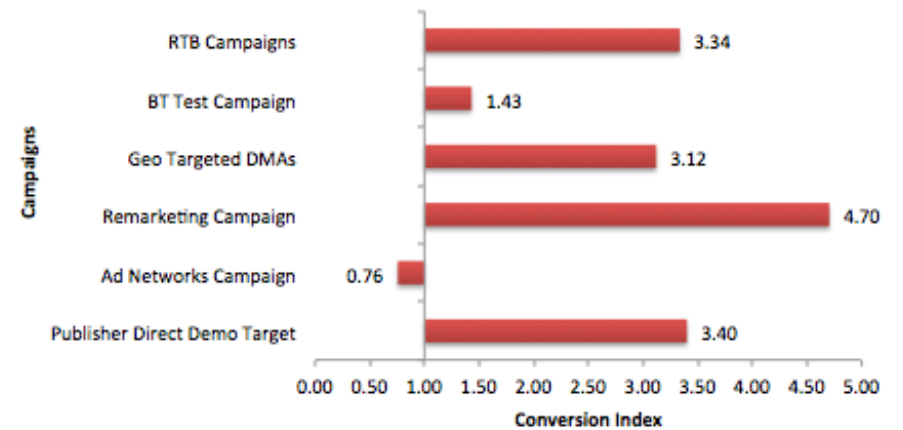
# Channel Level Attribution Reports

Compare Adometry Fractional Attribution to last event results.

## Display Campaign Performance



## Conversion Index



Campaign	Conversion Index	Total Impressions	Adometry Attributed Conversions	% Adometry Attributed Conversions	% Last Event Conversions	Cost per Conversion	eCPM	Total Cost	Conversion Importance
Publisher Direct Demo Target	3.40	48,546,613	1,208,227.3	21.83%	17.28%	\$0.08	\$2.03	\$98,495.93	0.30
Ad Networks Campaign	0.76	430,100,920	2,525,590.3	45.62%	63.73%	\$0.13	\$0.74	\$320,100.92	0.27
Remarketing Campaign	4.70	31,896,076	358,847.4	6.48%	3.68%	\$0.16	\$1.83	\$58,451.19	0.12
Geo Targeted DMAs	3.12	24,567,769	415,374.9	7.50%	4.46%	\$0.13	\$2.12	\$52,049.47	0.09
BT Test Campaign	1.43	11,071,876	251,943.1	4.55%	2.14%	\$0.12	\$2.67	\$29,520.72	0.06
RTB Campaigns	3.34	32,734,222	182,559.7	3.30%	2.05%	\$0.23	\$1.25	\$41,076.64	0.04
Overall	1.00	629,601,384	5,535,564	100.00%	100.00%	\$0.12	\$1.08	\$678,133.50	0.00

# Optimization Results

Minor adjustments produce significant ROAS improvement

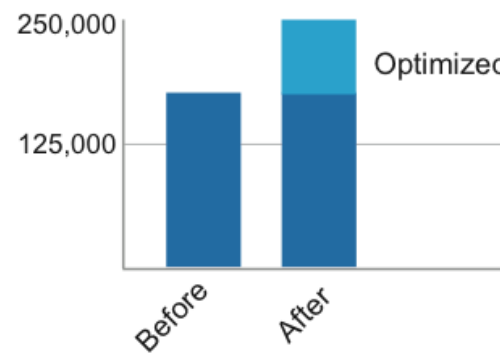
## Recommended Budget Reallocations

Maximize Conversions

Maximize Converted Visitors

Maximize Reach

Site	Before	Change	After
Yahoo Inc.	\$6,784	+10%	\$7,488
AOL / Ad.com	\$6,664	-37%	\$4,202
CNN.com	\$7,261	+9%	\$7,916
Monster.com	\$6,569	-18%	\$5,380
Invite Media	\$6,830	+9%	\$7,461
MSN.com	\$12,310	-19%	\$9,949



**+43%** Estimated Increase in Conversions  
**-28%** Estimated Decrease in Cost Per Conversion

## Demographic Reach Changes

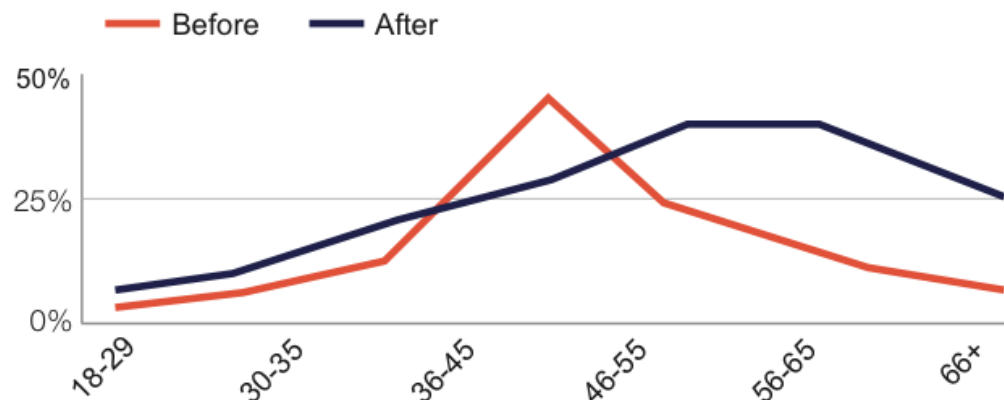
Age

Income

Geo

Marital Status

Age	Before		After	
18-29	10	0.00%	9,916	\$2.45%
30-35	2,500	1.19%	11,233	2.77%
36-45	60,232	28.59%	18,532	4.57%
46-55	95,232	45.21%	52,650	13.00%
56-65	51,222	24.32%	133,650	32.99%
66+	1,436	0.68%	138,105	34.09%



# With Fractional Attribution: We can make the Wanamaker quote obsolete.

“Nothing I spend in online advertising is wasted. I have an excellent attribution model!”



John Cathey  
c. 2011

## Online Ad Analytics

- Accurately attribute cross-channel results
- Eliminate wasted ad spend
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Thank You



Want to learn more?

Email us at: [info@adometry.com](mailto:info@adometry.com)

Call us at: 1-866-512-5425