

Attribute

Ad Analytics

The promise of online channels to generate perfect information for advertisers about reach, frequency, engagement, intent, and brand lift has gone largely unfulfilled. There is a lot of data available, but none of it answers the questions advertisers are asking. Rather than focus on meaningless click-through rates (CTR), savvy marketers are investing in new reporting metrics available through online Ad Analytics.

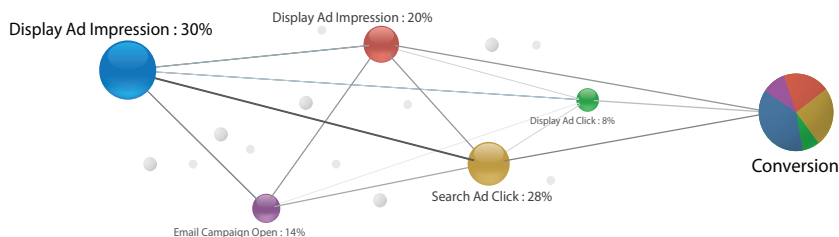
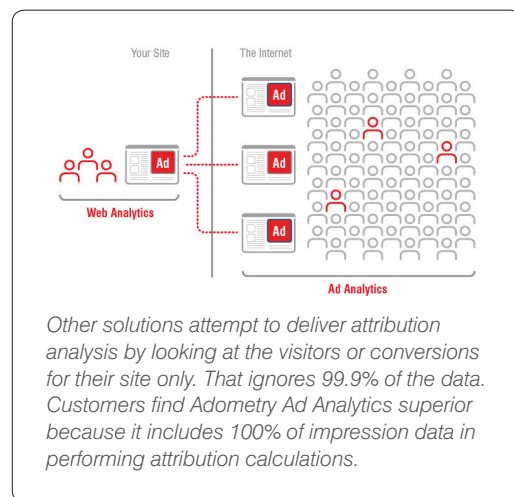
Ad Analytics: Attribute

For online advertisers, **Attribute** provides true cross-campaign, cross-channel analysis and optimization. "Last click" attribution has been roundly dismissed as fundamentally flawed. Click-through rates for display ads average 0.1%, so optimizing for clicks does not take into account as much as 99.8% of the population seeing an ad, and ignores all prior activity that drove users to click in the first place.

Adometry's **Attribute** delivers objective, algorithmic analysis for display advertisers to show the impact their campaigns have on business results, including the incremental lift that display ads give to search, e-mail, social, mobile, and other marketing efforts. By relying on data and algorithms it takes away the manual guesswork advertisers typically rely on to analyze and optimize their campaign budgets.

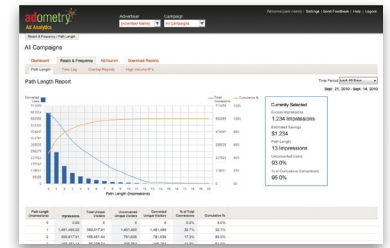
Attribute is built on the foundation layer of Adometry's optional Validate module that verifies all display impressions purchased were actually served, viewed by a human, and that viewers were part of the campaign's target audience.

Attribute calculates weights to campaign events dynamically by analyzing 100% of campaign data and applying predictive modeling and machine learning algorithms. This produces a level of accuracy and reliability that cannot be duplicated by sampling a percentage of impressions (i.e. view-throughs) or analyzing only ads that resulted in clicks. No web analytics package has access to the data required for this accurate analysis.



Assigning weights to campaign events is only the first step. **Attribute**'s interactive reporting interface turns this data into actionable information. Attribution data is presented to marketers in a browser-based interface with interactivity that allows for analysis along multiple dimensions.

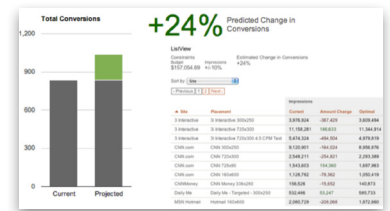
REPORTS	FUNCTION
Attribution	Measure effectiveness of various campaign dimensions using true attribution weights. Compare Adometry fractional attribution to “last click” conversions and see the true cost-per-conversion. Adometry Attribution Index calculated for each channel.
Overlap	Shows the overlap in unique visitors reached across campaigns, sites, and placements. Deduplication helps eliminate wasted spend.
Optimization	Modify in-flight campaign settings and inform future media buying decisions to increase performance against target KPIs (conversions, lift, reach, etc.)



Attribute's interface is an interactive tool for marketers to view and analyze data efficiently, more powerful than simple static reports. By adjusting the slider in the Path Length Report above, a marketer can quickly identify the frequency caps for campaigns to optimize any KPI.

Adometry Attribution Index

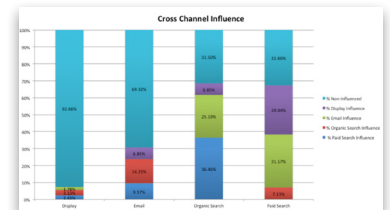
Attribute's dynamic fractional attribution provides the data necessary to calculate a new metric for each campaign dimension. Called the Adometry Attribution Index, this proprietary Adometry metric measures the conversion propensity for every campaign setting or combination of settings. For example, a creative/site combination with an Attribution Index = 3.5 provides three-and-a-half times the normal conversion rate.



Attribute provides recommendation for modifying campaign settings in flight, along with projected impact of the recommendation. Above, a slight shift in media could improve conversions by 24%.

Actionable Optimization

Unlike reporting or analytics solutions, Attribute delivers actionable optimization recommendations automatically. It is not left to an analyst to figure out how to best utilize the attribution analysis, Attribute produces recommendations for optimizing campaigns in-flight and for future campaign settings. KPIs such as conversions or eCPA can be optimized automatically with constraints defined by the marketer.



Attribute reports show true cross-channel attribution. Above, the outsized impact that top-of-the-funnel activity (display, e-mail) have on lower-funnel conversion activities including SEM.

Delivery Platform

As part of Adometry's Ad Analytics platform, Attribute is delivered via software service (SaaS) collecting and reporting on campaign effectiveness. Reports are delivered through a browser-based interface and also available Excel workbooks with the raw data output for further analysis.

Simple JavaScript ad tags and conversion pixels make deployment quick while providing data unavailable through standard web analytics reporting. A browser-based interactive user interface puts important campaign verification and effectiveness data at the marketer's fingertips without the need for complex spreadsheets or separate reporting tools.

About Adometry

Adometry, formerly Click Forensics, Inc., provides scoring, auditing, verification, and attribution metrics to optimize results for online advertisers, agencies, publishers, and ad networks. Tracking billions of impressions in real-time, reporting on where they appeared, for how long, and to what effect; the Adometry mission is to bring greater levels of transparency and accountability to the online advertising industry. Headquartered in Austin, Texas, Adometry is privately held and backed by Sierra Ventures, Austin Ventures, Shasta Ventures and Stanford University. For more information visit www.adometry.com.



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