



Attribution Buyer's Guide



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Mastering the Complex Consumer Landscape to Improve Marketing Impact

Growth, Change and Opportunity

74%

of marketing execs say that customer insights are critical or very important to their organization.

- Gartner

Today's marketing landscape is a fascinating one, defined by shifting consumer behaviors, fractured media attention spans, a dynamic path to purchase and intense competition. To help marketing professionals keep up, marketing measurement and analytics are evolving at lightning speed with technological innovations designed to leverage massive amounts of data. When collected and analyzed properly, responsibly mining this treasure trove of data can be the difference between success and failure.

At the heart of it all is attribution—the science of identifying the marketing activities that lead to customer engagement, sales, and loyalty. In a dynamic marketplace defined by growth, change and opportunity, the most effective attribution models are capable of measuring myriad marketing touchpoints and producing timely, accurate, and increasingly granular person-level consumer data insights.

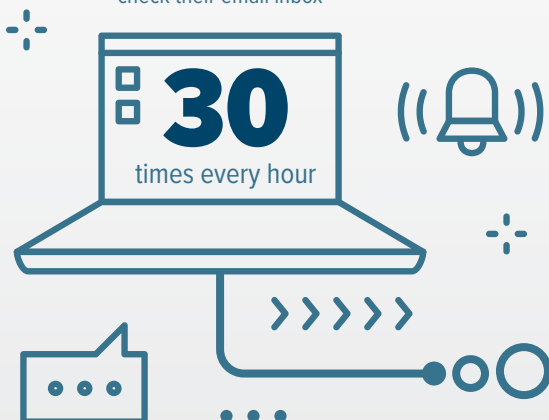
In this guide you will learn:

- What marketing attribution is and why it matters
- The evolution of marketing measurement and attribution
- The challenges marketers face with marketing measurement solutions
- The benefits and drawbacks of current tools and software
- How to identify the solution that's right for you
- Why good data is crucial, no matter the solution you choose

The average attention span in 2015:



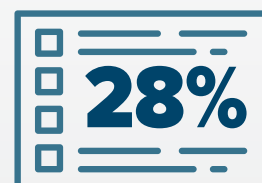
An office worker, on average, will check their email inbox



The average user picks up their phone more than



On the average web page, users will read



of the words during an average visit

The average page visit last less than a minute and users often leave web pages in just



Source

Marketing Attribution: **What it is. Why it Matters.**



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A positive consumer experience is about more than just being present; it's about being present for the right person at the right moment, in the right channel, with the right message. The more accurately a marketing professional can create messages that resonate and have them seen at the right time, the more positive impact that marketers will have on company goals. Those who are unable to create these moments of consumer interaction and positive consumer experience will find themselves losing in the marketplace. This puts immense pressure on marketers to maintain a clear, consistent, and compelling presence—coordinated and orchestrated across multiple channels. Pulling this off successfully requires speed, agility, and exceptional data insights. It's no easy task—and that's precisely why the right marketing attribution solution can change the game.

Marketing Attribution is the practice of evaluating marketing touchpoints and assigning credit to specific activities that play a role in creating meaningful interactions and driving sales.

Attribution Models organize marketing data to determine how much credit is given to each channel or touchpoint that contributes to conversion. The insights provided by attribution models into how, where, and when a consumer engages with a brand help marketers to pinpoint the channels, touchpoints, and messages that have the greatest impact, optimize tactics or campaigns, and improve ROI.

Better attribution models make it easy for marketers to quickly bring together complex data, analyze performance, get insights to understand the customer journey, and improve marketing tactics and strategies. The best models create a single view of the consumer journey, combining offline and online data to determine the best messages for specific audiences and answer questions about optimal reach and frequency within and between channels.

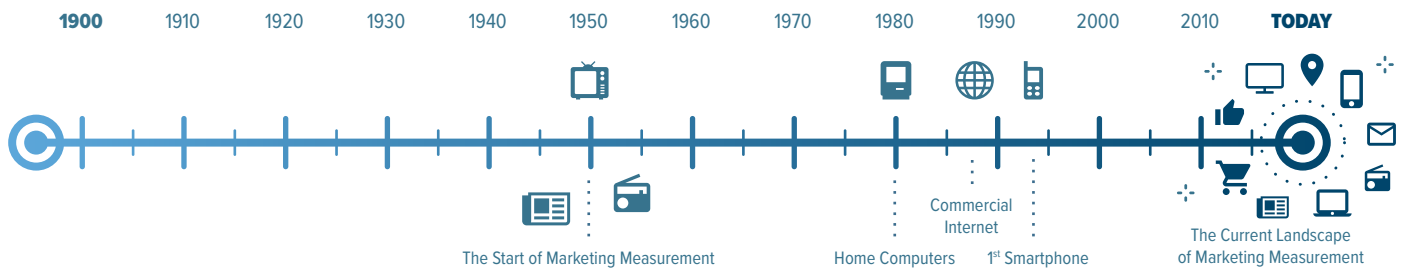
Newer tools seek to go further than attribution and deliver powerful, next-best-step decision-making. These platforms seek to harness the power of artificial intelligence to measure marketing impacts, analyzed in the context of external factors like location and weather, to give marketers a roadmap to improve future results. The most advanced of these new unified measurement solutions, when fueled with timely and accurate data, give advertisers the ability to optimize campaigns while they are still live in the marketplace.

The Challenge:

Past Attempts to Deliver Marketing Intelligence Have Fallen Short



Marketers began gathering data insights through models as early as the 1950s. Since then, massive advances both in the landscape and technology have produced a multitude of models and software solutions that try to measure and optimize marketing and media planning.



And while an abundance of attribution solutions exist, many are outdated, inaccurate, or incomplete and thus fail to deliver on their claims. These past attempts, while innovative in their time, were never able to deliver the omnichannel solution marketers always knew they needed.

Marketing Mix Modeling (MMM)

The beginning of offline measurement

Marketing mix modeling is a decades-old process developed in the earliest days of modern marketing that applies regression analysis to historical sales data to analyze the effects of changing marketing activities. Many marketers still use MMM for top-level media planning and budgeting; it delivers a broad view into variables both inside and outside of the marketer's control. As such, it's valuable for metrics like the financial value of brand ads, for which a longer time frame and greater context are useful.

MMM Pros and Cons

In the past, when one broad message to all consumers was standard procedure—the norm when there were only three television channels in the United States—MMM was more than sufficient. In today's landscape, MMM is far less effective, especially when it comes to measuring segmenting, coverage, granularity, content impact, brand impact and in-campaign adjustments—all crucial for identifying waste across the customer journey.

- MMM focuses on recommending media mixes without considering audiences and messaging—elements that have a tremendous impact on marketing ROI.

- MMM is limited to high-level segmentation. Online-offline coverage is also limited to determining ROI from each “high-spend” media channel without any insight into content effectiveness.
- Results from traditional MMMs are often only available when the model is complete—weeks or months after campaign execution. That longer time frame is a drawback, impeding the ability to respond to circumstances in a timely way and optimize accordingly.

Today’s marketers need to know how consumers react and interact with media NOW to make adjustments in-campaign. By the time a marketing mix model is available, the variables used in the model can change, making the model obsolete and unusable for long-term planning. Aggregate data also struggles to show the nuances of the customer journey, making it difficult to drill down and target specific audiences and strategies.

The Limitations of MMM

- ✗ **Coverage:** Limited online-offline coverage; low-spend media channels neglected
- ✗ **Granularity:** Limited to high-level media allocation analysis
- ✗ **Content Impact:** Measures media-level ROI with no visibility into content effectiveness
- ✗ **Brand Impact:** Does not measure brand influence on customer decisions
- ✗ **In-Campaign Adjustments:** Not capable, slow to produce campaign results
- ✗ **Segmentation:** Limited to high-level segmentation

Digital Attribution

Addressing the online consumer journey

The advent of online marketing brought digital attribution, a big data analytics process that credits the influence of digital marketing touchpoints—email, digital display ads, and paid media—along the customer journey to conversion.

Single-Touch Attribution

Single- or Last-Touch Attribution was the first to emerge, measured by an advertiser’s third-party server. This type of digital attribution allows the marketer to credit either the first or last touchpoint in the customer

journey with an outcome. Providing no opportunity to credit any other touchpoint is an obvious limitation, along with failure to provide insight into whether conversion may have happened without the advertising touch.

To remedy these clear flaws, product innovations enabled marketers to apply custom weightings known as **Fractional Attribution** to recognize the value of different digital touchpoints.

“Multi-Touch Attribution”

Rewards multiple touchpoints along the path to conversion, with varying methodologies for doing so.

Equal Weights



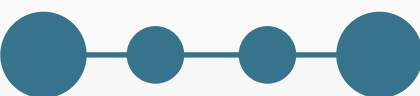
Assume all touchpoints were equally valuable

Custom Credit



AKA “Fractional Attribution” systems allocate credit based on algorithms, historical experience, or a hunch

U-Curve



Final and last touches get the most credit



Multi-Touch Attribution (MTA)

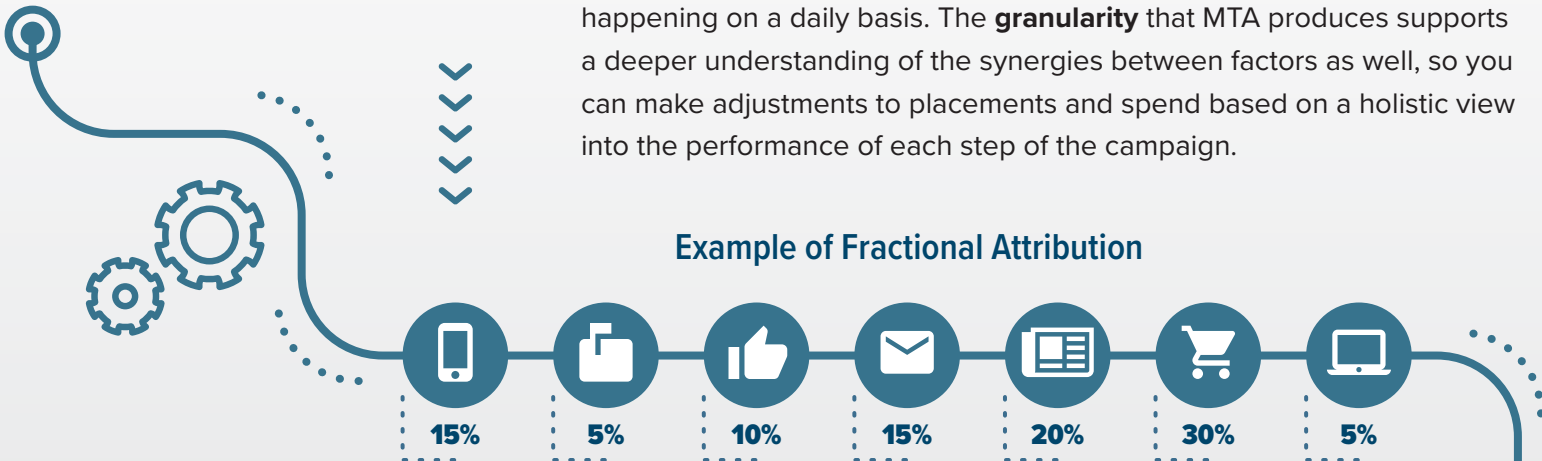
As the marketing landscape grew more complex, a new category of multi-touch attribution (MTA) services emerged. Tracking ad effectiveness along the path to purchase enabled marketers to see the steps leading up to a purchase at the person level. MTA uses data science to turn account-specific, near-real-time data into insights about how marketing initiatives are performing at each level, from vendors to channels to targeting to creative. Multi-touch attribution tackles marketing measurement from the other direction, employing a bottom-up, more granular, user-centric approach to measurement by evaluating the touchpoints along the consumer journey and determining which touchpoints, channels, and messages have the greatest impact. As the name suggests, MTA analyzes the path to conversion across multiple touchpoints, revealing the impact of each individual marketing tactic.

While linear MTA credits all interactions equally, time decay, u-shaped, and w-shaped models give more weight to the first and last touchpoints. MTAs also provide insight on the messaging and channels individual consumers prefer. This enables a more granular look at what’s working. However, this type of correlation analysis creates its own flaws.

MTA: Pros and Cons

Multi-touch attribution models are a vast improvement over last-click attribution. MTA has **reporting speed** on its side; marketers can adjust tactics in-campaign to better target and improve ROI and react to what’s happening on a daily basis. The **granularity** that MTA produces supports a deeper understanding of the synergies between factors as well, so you can make adjustments to placements and spend based on a holistic view into the performance of each step of the campaign.



Example of Fractional Attribution



And while its digital roots give MTA the data it needs to dive deeply into the customer journey, this can also lead to under-attribution of offline activities and a failure account for baseline conversions—the ones that happen without marketing activity. MTAs often rely on a single algorithm, only analyzing the data in one predefined way.

- **Correlation-based biases** also influence MTA results. For example, an in-market bias occurs when a consumer intends to buy a product whether they have seen the ad or not. In this case, the ad gets the attribution for converting this consumer when in fact it didn't.
- **Cheap inventory biases** occur when comparing cheap and expensive inventory ad performance. Most brands target a broader audience for lower-cost ads for lower-cost inventory but take a more segmented approach for expensive inventory ads. This makes performance for lower-cost inventory look better simply because it was seen by a higher number of consumers, not because the ad was effective.
- **Brand and behavior:** Most attribution models do not consider the impact brand-building initiatives have on consumer behavior, or they only do so on a trend regression level. This results in undervaluing the influence of brand building on consumer behavior.
- **Missing message signal:** Creative and messaging play as important a role in advertising as the media. MTA can misinform marketers and cause crucial mistakes, such as valuing creative at an aggregate level and determining a message ineffective when it can actually be effective for a smaller, more targeted audience.

The Limitations of MTA

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- 
- ✗ **Coverage:** Selective with digital media; limited online coverage
 - ✗ **Granularity:** Provides aggregated consumer analysis without sufficient online media coverage
 - ✗ **Content Impact:** Provides limited understanding of content effectiveness
 - ✗ **Brand Impact:** Lacks connection between brand and consumer decisions
 - ✗ **In-campaign Adjustments:** Possible but limited to digital media
 - ✗ **Segmentation:** Limited to segmentation at an aggregated level

Using Both MMM and MTA is Not the Answer

Many marketers use both MMM and MTA models to address traditional and digital activities, but it is near-impossible to reconcile results between the two in order to make holistic decisions about overall marketing spend. If you can't integrate online and offline, you can't truly understand how your overall marketing strategy is working.

Data inconsistencies: Correlating data from both models is an arduous task that, when done incorrectly, can lead to misattribution and incorrect optimizations.

Resource constraints: What's more, taking the time to correlate this data accurately will hinder any ability to make in-campaign adjustments. In fact, a recent survey found that wrangling data and preparing it for analysis accounts for far more time than actually deriving insights from the data.

Conflicting conclusions: Marketing mix models and attribution models have the same goal: to measure marketing effectiveness more accurately by assigning business value to each element of the mix. But that's where the similarity ends. Traditional mix models measure channel performance at an aggregate level and quantify "base volume," the sales that would likely have happened in the absence of marketing. In contrast, digital attribution models use a bottom-up approach; they track user interactions across digital and some direct response programs, yet they fail to measure traditional media and internal and external effects. These shortcomings result in performance metrics that literally don't add up, leaving the marketers puzzled about the conflicting results and unclear as to where to put their money next.

Understanding the history of each model, how they work, their strengths, and their weaknesses can help you better appreciate the modern tools we now have at our disposal.



The Opportunity:
**Beyond Attribution
Towards Unified
Measurement and
Decision Making**

A Marketing Evolution
customer found a

14.3%

*increase in impact when
optimizing their creative
mix itself across several
channels.*

The landscape is evolving. The competition is fierce. It can be challenging for advertisers to be present across a wide spectrum of media and multiple channels while still managing their budget to optimize performance. Today's marketers can no longer succeed by piecing together offline and online metrics into a vague set of assumptions about holistic performance.

Increasingly, marketers are seeking to combine or unify methodologies to expand the scope and precision of their measurements, because when the right mix of online and offline media work together, marketers deliver richer, more engaging, seamless customer experiences that drive real results.

Unified Marketing Measurement

Your customers are omnichannel; your business should be too.

While older attribution methods still play a role, more and more businesses are embracing the power of a unified approach to marketing attribution—to bridge the gap between MMM's strategic insights and MTA's more tactical recommendations, allowing for both long- and short-term planning and projections.

Consumers do not consume advertising in a single channel. Measuring a single medium in isolation will miss the ways in which different messages in different media interact. Older tools can miscount the effectiveness of the media they are measuring when the media succeeds only in combination with other media that they might not measure. This has been proven to be a flaw. Specifically, there are documented cases where the digital messages only succeeded in conjunction with a TV message. In this case, the digital media reinforced the TV message. However, looked at from the vantage point of digital-only measurement, the marketer would erroneously conclude that cutting TV significantly while increasing digital significantly would have positive results.

Unified Measurement brings it all together, combining multiple data sets, techniques and approaches that assign business value to each factor affecting marketing performance across all touchpoints, both digitally and offline. This holistic view enables marketers to pinpoint impact and customer interactions across print, broadcast, and digital ads and digital marketing efforts, all through person-level data. Unified measurement aggregates and normalizes data from across devices, campaigns, and touchpoints for a look at person-centric interactions and high-level trends to demonstrate how these worked together to influence the buyer's journey.

Person-level unified measurement boosts budget efficiency by an astounding

30%

- Forrester

With unified measurement, all of this data is distilled into digestible, normalized metrics, which can be evaluated to create actionable insights.

Person-level unified measurement models connect data at the individual shopper level—including branding insights—to uncover purchase drivers, behaviors, and attitudes for each individual, allowing the marketer to optimize creative and media for every customer interaction at the person-level in real-time. By analyzing at the most granular level, marketers have deeper insights by leveraging more accurate and specific data.

Forrester released a report that highlights the value of this sophisticated methodology:

“Unified measurement begins with the goal of capturing a holistic view of touchpoints—paid, owned, and earned—bringing relevant data together at a strategic and tactical level. The result? A 360° view into the online and offline channels driving engagement, no more misattribution, and less waste in advertising. Further, unified measurement leverages different measurement methodologies in orchestration to better understand cross-channel effects, such as the impact of digital advertising to offline sales.” - Forrester

[Forrester estimates](#) that unified measurement can help improve the efficiency of marketing budgets by 15 to 20 percent. Person-level unified measurement boosts the budget efficiency improvement to an **astounding 30 percent**.

“ UMM shines a bright light into the dark boxes of attribution to help marketers make better decisions that create more value. - Rex Briggs

Now, marketers can make smarter decisions about how to allocate ad dollars across all media, because with unified measurement, you’re marketing not just to groups of individuals but the right individual. The cross-channel fog is lifted, enabling marketing teams to make agile decisions from granular insights, such as how running a TV ad or renting a billboard impacts search engine activity or online sales, or how an online banner ad or email campaign impacts in-store sales. In a multichannel, consumer-centric world where everything happens in the moment, campaign results are available in near real-time so that the marketer can make in-flight adjustments with greater precision.

Unified measurement also considers baseline sales volumes and appropriates incremental sales volume to each contributing marketing element. This model considers the halo effect of branding activities that

influence purchase decisions, delivering the power to determine with ease the best mix of product and brand marketing and analyze how branding impacts sales. In essence, unified measurement delivers the holy grail with data that marries performance and brand marketing.

Now that we can unify them and optimize marketing across all touchpoints, why shouldn't we? It takes the chaos out of marketing and delivers the opportunity to compete and win against goliaths and disruptors alike.

The Benefits of Unified Measurement

- ✓ **Coverage:** 360° online coverage; media campaign is optimized for each consumer
- ✓ **Granularity:** Delivers person-centric data, enabling deeper, more accurate analysis of consumer behavior at the individual level
- ✓ **Content Impact:** Measures effectiveness of a specific ad or creative content; provides message- or content-level ROI
- ✓ **Brand Impact:** Measures brand awareness and consumer's long-term value
- ✓ **In-Campaign Adjustments:** Highly capable
- ✓ **Segmentation:** Built for segmentation by person, content, media, etc.

The actual cost of advertising fraud was predicted to reach

\$16.4

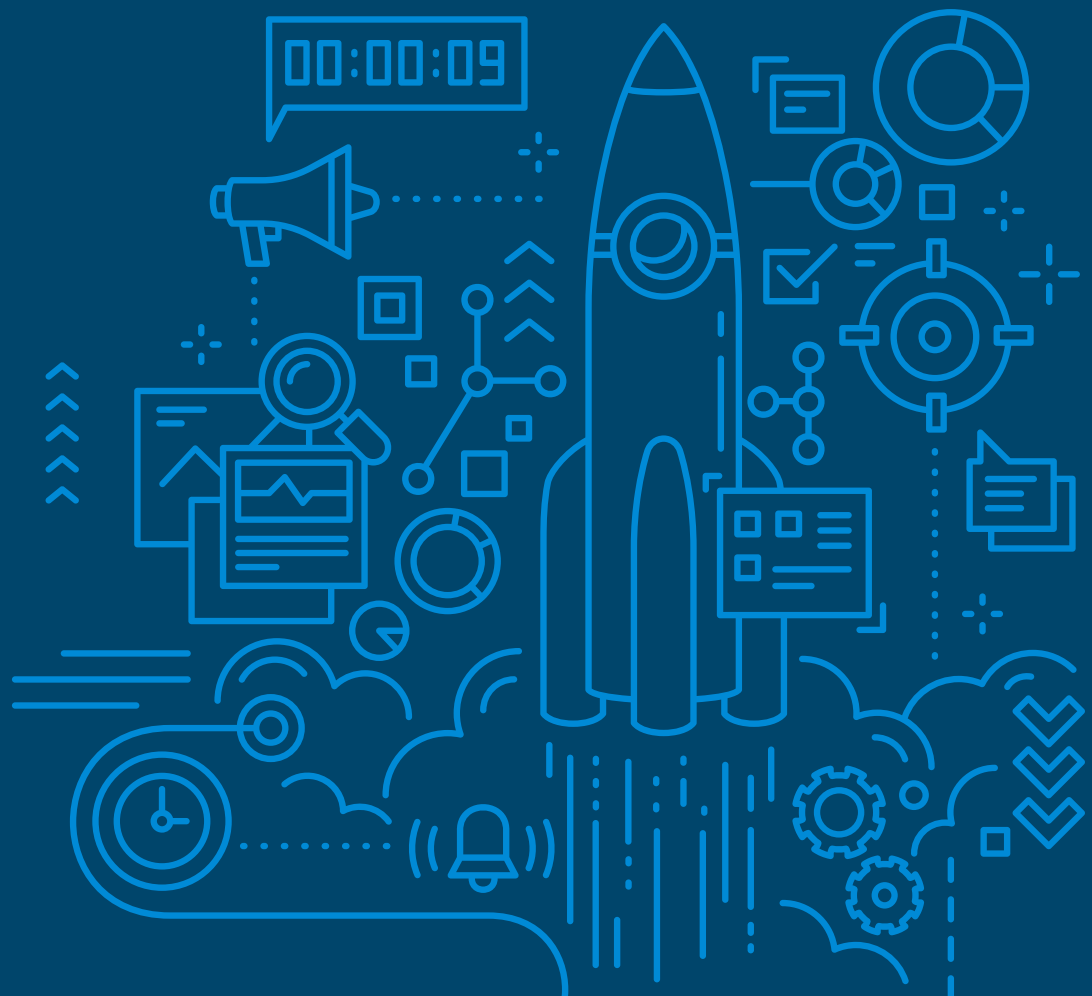
billion in 2017

The Added Benefit of Fraud Prevention

Previously believed to cost advertisers \$7.2 billion globally each year, the actual cost of advertising fraud was predicted to reach \$16.4 billion in 2017, according to the Association of National Advertisers. To put this in context, as much as 60 percent of total digital ad spend is wasted on fraudulent advertising placements. This waste is one of the main reasons that 50 percent of US digital marketers surveyed put ad fraud and brand safety as their top concern.

We know that specific media have well-discussed problems with fraud. Independent, transparent, and unified measurement of the delivery of inventory is essential to ensure that what is purchased is placed. Unified measurement can help close the loop with ROI data from sales, because this is the ultimate arbiter of the value received for the inventory delivered. This simple change will allow us to identify better messages and channels that truly move the market.

The Path Forward



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The road to unified measurement isn't always easy. However, a well-thought-out plan with clearly articulated goals creates a clear path to success. With leading platforms, advertisers now have access to state-of-the-art tools that deliver this unified measurement. They can help marketing professionals better understand which marketing channels and messages are working to drive business results, deliver higher ROI, and grow shareholder value for every marketing dollar invested.

A unified measurement software solution should be able to answer questions such as which messages are best for which people, and, by extension, what are the optimal reach, frequency, budget allocation, and targeting strategies within and between channels. The software should deliver granular insights in terms of message sequencing and next-best message decisioning based on different audiences and different stages of the customer journey. It also should take into account external and environmental factors such as weather, traffic patterns, and more. Ultimately, the platform must be able to deliver insights in such a timely fashion that brands can optimize live campaigns to drive massive performance improvements, rather than waiting for weeks or months to see results.

A brand's journey towards a unified measurement solution will of necessity begin by measuring existing marketing plans that were developed without the benefit of a platform's decision-making insights. We have to begin somewhere, and attributing the impact of the marketing currently running is a good place to start.

In the experience of many marketing professionals who have made the successful transition to unified measurement, there are three key things you will want to do at the start.

Get the right people at the table and define their roles: Clearly defining roles and setting expectations for the team at the earliest stages is mission critical. You will want to get key players aligned and full buy-in to the effort. Skipping this step can lead to significant delay and unnecessary frustration as you try to move forward. Note here to make sure you include your creative, digital, media buying, and any other agencies used to support your marketing efforts.

Define success and the metrics by which it will be judged: This is the time to have a crucial conversation with others about your company's long-term goals and the measurements by which you'll judge your progress. Given the shortcomings of older marketing measurement models, many professionals have become conditioned to think about marketing effectiveness in terms of proxy metrics like CPMs, open rates, brand awareness, click-throughs, and impressions. A unified

measurement platform elevates measurement of investment value to meaningful business outcomes like sales, revenue, and shareholder value.

Identify key data sets across the company and agencies: Simple to say but often hard to do. You will want to identify the data gathered in the disparate parts of your business with an eye towards bringing them all into a unified measurement solution. You may not have all the data you want, but understanding the data you have will speed the process of selecting and onboarding a solution.



A Special Note on Data Quality and Flow: No matter the method of attribution, bad data quality renders it useless, with organizations reporting an average of \$15 million per year in losses as a result. Incomplete, inaccurate, or old data can drive decisions that cost marketers not just dollars, but brand strength and customer loyalty.

At the core of these challenges are significant gaps in the way data is collected and analyzed. Siloed data sets, diverse data sources, complexity of cross-device and omnichannel campaigns, and problems correlating multiple levels of data capture make automated reconciliation difficult, if not impossible.

As you move to identifying the right unified measurement solution, you may want to consider consulting [The Forrester Wave™: Marketing Measurement And Optimization Solutions, Q2 2018](#)

You should consider evaluating options available in the market against these key criteria:

- 1. The Need for Speed:** Ask to see the speed advantage through a live demonstration, reports from a live campaign, and documented case studies. Does the vendor use leading indicators of success? Consider here, too, the time to onboard and the lag time to generate results.
- 2. Ability to Deliver at the Person Level:** Does the vendor include brand surveys and connect person-level survey results to person-level sales results? If not, they may be cheaper in cost, but the real cost will be an optimization that fails to properly value brand and hurts sales.
- 3. Transparent and Independent Measurement of Performance:** Does the vendor use experimental design (i.e., is success based on a transparent measure of “lift” or an opaque algorithm that may be victim to correlation bias or other flaws?)?

Make Smarter, More Efficient Marketing Decision

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- 4. Measurement of Media, Message, and Creative:** Does the vendor provide creative-level analysis that measures different creatives at a person level? If not, you may get a one-size-fits-all conclusion instead of understanding which creatives work best for different audiences at different consideration stages.
- 5. Capacity to Analyze Both Internal and External Factors:** Does the vendor incorporate external and location data such as proximity to store, weather, or gas prices? Depending on your vertical, these factors can be (very) important.
- 6. Capable of Delivering a Holistic View:** Does the vendor provide people-level measurement across all media channels (not just digital)? If not, your insights might be fuzzy and vague and not reflective of the user experience with your messaging.
- 7. Independent, Third-Party Perspective:** Does the vendor own media or have other economic incentives that may conflict with their measurement services?

While problems and shortfalls with older solutions are still plentiful, marketers who invest in and upgrade to new solutions financially and organizationally have the opportunity to find a competitive advantage from smarter attribution. Marketers who don't, however, may soon find their businesses losing ground.

Today's marketers need an approach that leverages reliable person-level data to make right-time adjustments to optimize their marketing efforts. These tools need to deliver person-centric insights derived from a single set of data quickly and reliably to drive higher levels of marketing performance. With the ability to simultaneously solve the strategic issue of how to best allocate budget, and the tactical issues of how best to invest within each channel, with timely insights, marketers gain a competitive advantage in today's crowded and fast-moving marketplace. A unified measurement solution may be the step forward that your brand needs.

One of the world's largest brewing companies, competing in a crowded and innovative category, was clearly in need of true marketing innovation to achieve the most efficient marketing spend through the most effective creative and digital media mix. For years, this well-known brand measured marketing efforts with a collection of tools led by their MMA solution. Their goal was to expand upon current capabilities and fill existing gaps in measuring creative while adding a new layer of speed and granularity to develop prospective insights that drive campaign results.

A collection of white line-art icons on a dark blue background, representing various marketing and business concepts such as a laptop, gears, a briefcase, a target, puzzle pieces, a star, a speech bubble, a document, a bell, and a hierarchy chart.

Case Study:

Global Brewer Revolutionizes Creative Performance for Their International Flagship Brand

In order to secure a competitive advantage, specifically with their flagship brand available in bars, restaurants, sports arenas, and stores across the United States, they needed to find a marketing measurement and attribution solution that helped them centralize their marketing data to determine the optimal creative rotation and budget allocation to best drive consideration of monthly beer drinkers between a defined age, particularly through their digital efforts and traditional TV creative.

Solution

“This development is proof that we have developed influence in the organization, putting us in a great place to continuously drive improvement in our business going forward”

The company chose Marketing Evolution’s solution over the competition because of the software’s ability to prospectively provide timely insights to construct the optimal media mix and creative rotation for the largest return on investment as well as allow person-level visibility into how different channels perform against one another. As an umbrella company to several brands, the advertiser was in need of a unified measurement tool to leverage actionable digital media and creative optimizations to both course-correct active campaigns as well as implement media learning capabilities that produce long-term ROI.

This level of agility required quick, accurate, granular data on the marketing efforts that were performing well—insights that were nearly impossible to act upon without unified measurement.

With a focus on three specific channels—digital media, digital creative, and TV creative—the marketing team has not only come across newfound results to steer the right messaging and media for the company’s target demographic, but they also found a new process for collaboration internally to reach ultimate efficiency and visibility.

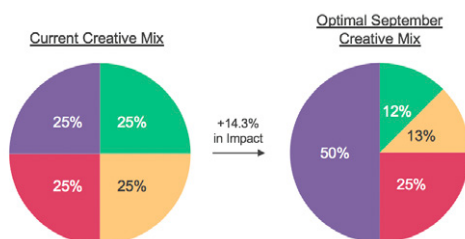
Result

The advertiser has focused on optimizing the marketing efforts behind the creative and media mix of their flagship brand. Within the first few months of implementation, Marketing Evolution found detailed insights into the company’s TV advertising creative and the opportunity to optimize the impact of their digital media mix to drive consideration among beer-drinking adults of a certain demographic. Most notably, the brand was able to discover that their bumper video ads were performing far better than their 15-second video ad placements.

Through Marketing Evolution’s marketing measurement and optimization platform, the company proved that the bumper videos were the most

Cable TV Creative Mix (English)

What is the Optimal Creative Rotation?



impactful type of creative on YouTube. In optimizing the creative mix itself, among these channels, the brewing company found a 14.3% increase in impact. The team was able to refine the creative rotation of new ads in their active TV campaigns.

Within digital, they were able to identify which creative was working and the ideal budget reallocation to increase the impact of this creative. As soon as the creative changed, it changed the media mix and pushed the spend away from display ads and towards video ads. The company was able to justify the shift in spend through a measured increase in sales from mobile displays and the overall performance of cross-device videos. Focusing on cross-device videos with the best-performing creative within the digital budget resulted in an 8.05% increase in impact.

The impact this data had on the marketing philosophy internally was just as instrumental, as the in-house team and creative agencies began to think more collaboratively about creative performance as a whole. Through the solution, the in-house team and their media agencies were able to improve the efficiency of data delivery and shift their relationship from evaluating insights on creative themes to more detailed visibility into the specific messaging and mix that had proven most successful among these channels.

The Speed Read: **Summary, Resources and Additional Reading**





A unified measurement solution ensures alignment for long-term planning and near-term optimization. It also supports more accurate forecasting for budgeting purposes.
- Smart Insights, November, 2018

Marketing professionals at companies large and small from all over the globe are facing the same challenge. It has never been easy to measure marketing impact and quickly find ways to drive a higher ROI of your marketing spend; most of the tools we still use today were developed when we were mostly marketing on a few television networks, radio stations, and local newspapers. It's only gotten more challenging with the profusion of entertainment and news options available on television, satellite radio, email, social networks, and other modern-day distractions popping up daily to capture customers' attention.

Older Marketing Attribution Models Have Fallen Short

Forrester puts it simply—the marketing mix models aren't fast or detailed enough. Digital attribution lacks a holistic media view. Data management, analytics, and optimization need to be connected to implementation systems to take action.

For example: Let's say your display marketing manager is laser-focused on generating online sales. Measuring display advertising performance based on its ability to drive e-commerce seems like a logical connection. However, if you're selling both on your website and in retail locations, this approach may fail to measure the impact display has on sales at your brick-and-mortar locations. Without a consistent view of the customer, you may miss the insights that show additional emails with the coupons were only truly converting because of their interaction with the TV campaign running simultaneously.

Moving Towards Unified, Person-Centric Measurement and Decision-Making

Person-level measurement helps unlock new understandings about the differences between audiences and makes deeper connections to different profiles within audience groups. Marketers gain the opportunity to create the ideal customer journeys, improving sales and brand satisfaction. These person-level insights enable detailed optimizations that can quickly increase ad effectiveness by 20% or more.

These integrated solutions unlock data for individual consumers to better model the impacts marketing and advertising are having on the business in an incredibly detailed way. The approach gives marketers the dual benefit of strategic insight and tactical decision-making; they help guide investment in different media and couple that with methods to best match creative, copy, and messaging in every channel, both online and offline.

On one level, marketers understand intuitively that a consistent view of customers is mission-critical. It is hard, though, to get this view, and many find themselves falling into the trap that older attribution models that weren't designed with the consumer journey in mind have created.

Those seeking a competitive advantage in the marketplace need to find a partner who is using individual-level, person-centric consumer information to deliver a comprehensive view into the performance of their marketing mix.

About Marketing Evolution

Forward-looking brands rely on Marketing Evolution to deliver accurate person-level unified marketing measurement across both online and offline channels to maximize their media spend, creative rotation, brand impact, and, ultimately, their marketing ROI.

To learn more, please visit www.marketingevolution.com.

Make
Smarter,
More Efficient
Marketing
Decision

LEARN MORE

Resources and Additional Reading

[The Waste in Advertising: Stats and Solutions of Misattribution](#)

Waste in Advertising is an epidemic that negatively affects all marketing efforts. This eBook details the shortcomings of current marketing measurement and attribution models and explains how inaccurate, and incomplete data and misattribution lead to wasted budget.

[The Marketing Measurement And Insights Playbook: Adopting Agile Marketing Planning Processes](#)

To keep pace with changing conditions, B2C marketers must migrate to an agile planning process that allows them to quickly shift marketing strategies. This report outlines the guardrails needed for this flexible marketing planning process. This is an update of a previously published report; Forrester reviews and revises it periodically for continued relevance and accuracy.

[The Forrester Wave™: Marketing Measurement And Optimization Solutions, Q2 2018 Tools And Technology: The Marketing Measurement And Insights Playbook](#)

Marketing Evolution was named a Leader in “The Forrester Wave™: Marketing Measurement And Optimization Solutions, Q2 2018.” Forrester found that “Marketing Evolution is a real fit for firms looking to build a people-based marketing strategy and willing to embrace new measurement techniques.”

[The Marketing Measurement And Insights Playbook For 2019](#)

Marketers should change their attitude toward measurement: away from passively reviewing post-campaign reports and toward actively analyzing those past results to guide future plans. To make this shift, B2C marketers must embrace unified marketing measurement — an approach that uses big data and statistical analysis to credit marketing initiatives across touchpoints — combined with predictive analytics to inform prospective marketing

[Demonstrating Potential Impact of Optimization on Shareholder Value](#)

In this whitepaper, Rex Briggs, founder and CEO of Marketing Evolution outlines different approaches marketing professionals can use to communicate effectively, in easy to understand ways, the impact marketing campaign optimization and performance can have on shareholder value.

The Future of Marketing Intelligence in Retail: Understanding the Omnichannel Customer Journey

A look into the technology driving the evolution of retail marketing and exploration of how forward-thinking brands are leveraging unified measurement to tie all of these initiatives together to create a true omnichannel customer journey.

Internet Mysteries: Why Does Last-Touch Attribution Persist?

While the ways to attribute a sale to a given piece of marketing have grown exponentially, many marketers still rely on last-touch attribution, which gives the last channel to present an advertisement to a converting customer the credit for the sale. In this edition of internet mysteries, we explore why last-touch attribution persists even though it ignores many of the factors that lead to a purchase.

How to leverage Multi-Touch Attribution and Marketing Mix Modeling through Unified Measurement

Many marketers today rely on outdated marketing measurements to target their campaign audiences. Across digital, print and broadcast channels, they are leveraging traditional marketing mix models (MMM) and multi-touch attribution (MTA) in order to optimize their campaigns and reach consumers. Relying on MMM and MTA alone can't provide the depth of insight required to meet today's consumer demands. However, marketers can combine these methods into a unified marketing measurement (UMM) to achieve the in-campaign insights they need for optimal performance.

Unlocking Higher Marketing ROI with Unified Measurement: A Step-by-Step Approach

Marketing attribution — the science of clearly identifying the parts of the marketing mix that are driving business results — has had a remarkable impact on the way businesses make decisions about their marketing investments. Choosing to use a unified measurement platform is the first step of a journey to unlock the powerful decision-making power of these new tools. This guide, developed with input from the experience of others who have transitioned to a unified measurement tool, gives some practical, step-by-step advice to help your organization avoid some common pitfalls and realize the full benefits of higher marketing ROI more quickly.

Re-evaluating Marketing Measurement Through Person-Level Data

Empowered customers expect seamless, real-time, and relevant brand experiences and content across all touchpoints. To serve them, marketers must evolve their attitude away from passively reviewing post-campaign reports toward actively analyzing results for the purpose of guiding both future and in-the-moment decisions.

Marketing Attribution: A Guide to Models, Tools and Strategy

Marketing attribution is the practice of evaluating the marketing touchpoints a consumer encounters on their path to purchase. The goal of attribution is to determine which channels and messages had the greatest impact on the decision to convert, or take the desired next step. There are several popular attribution models used by marketers today, such as multi-touch attribution, lift studies, time decay, and more. The insights provided by these models into how, where, and when a consumer interacts with brand messages allows marketing teams to alter and customize campaigns to meet the specific desires of individual consumers, thus improving marketing ROI.

Gartner: Market Guide for Attribution and MMM

Marketing leaders turn to attribution and marketing mix modeling providers to help them understand the impact of their marketing and media investments. Use this guide to navigate the different providers in this complex and fast-moving analytics category.