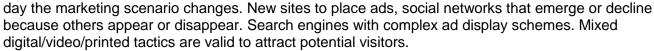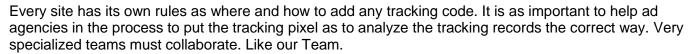# i4conAnalytics

Digital Attribution

With the Internet as a commercial and media platform revolution, traditional marketing mix was has been affected by the rise of digital marketing. Companies have met a new reality with new tools.

The increase in the number of tactics and channels has made the linkage between digital tactics, cross media, and revenue achieved increasingly complex for both active and potential consumer behavior.

Marketing campaigns aimed at promoting website engagement by digital customers are complex to track. Every day the marketing scenario changes. New sites to place ads, social networks that emerge or decline because others appear or disappear. Search engines with complex ad display schemes. Mixed digital/video/printed tactics are valid to attract potential visitors.

Every site has its own rules as where and how to add any tracking code. It is as important to help ad agencies in the process to put the tracking pixel as to analyze the tracking records the correct way. Very specialized teams must collaborate. Like our Team.

Many marketing analytics companies and existing tools only do Last Touch (or Last Click) Attribution. They forget about Markov Chains, called Multi Touch, or they do not know how to apply this intelligent way of attributing conversions to the different campaigns. Last Click miscalculates by up to a 50% for campaign ROIs, as this process only attributes conversions to the campaign ad that drove the visit where the conversion (purchase, registration, or any other type of visitor interaction that may be considered as a conversion by the website owners) took place. They do not take into consideration all previous ads that have touched the consumer through a set of different stages (dormant, awareness, consideration, conversion) to capture the conversion.

I4conAnalytics offers Multi Touch Attribution analysis using proprietary scripting development. The rest is done through open source and big data tools to keep the costs, and our prices, among the best in the market.

Key Questions Answered

- How do we earn income in the digital environment using digital marketing tactics?
- Which are the most frequent steps a potential customer follows until conversion?
- Which are the most frequent steps a potential customer follows until leaving the web site without converting?
- Which is the true ROI of the digital marketing tactics employed?
- How can we further optimize revenue?

Advantages of Our Modelling

1. Our working tools and technics comply with the new General Data Protection Regulation (GDPR) 2016/679 European law on data protection.
2. We use Hidden Markov Chains to get Multi-Touch ROI, up to a 50% better adjusted than Last-Touch ROI (Google Analytics).
3. We use Open Source free tools to keep our costs as low as possible.
4. We have our own Python developments that allows for a better use and work of the 'big-data' coming from the permanent data flow income.

5. We are experts in collaborating with the advertisement companies and our customers' technical departments to rightly locate pixel and other html tags necessary to trace and capture the information required.
6. Accurately forecast the impact of media, trade, distribution, price, and exogenous variables on sales.

Methodology

a. We agree with our customers the conversion events (purchase, registration or any other type of digital action taken by a customer that can be considered as a conversion by the owner of the web-site) to be registered and the digital campaigns to be traced.
b. We agree on the location of the web-sites' tracing tags and the pixels to be located together with the digital ads.
c. We configure our tracing tools to record both the internet users' actions when navigating our customers' web-site and the view-throughs and click-throughs generated by the digital ads when navigated by our clients' potential customers.
d. We help Advertising Companies to locate the tags and pixels, mentioned in point b, the correct way, both in our customers' website and using tools like 'doubleclick', while checking that the test tracking received is being recorded the right way.
e. We extract filtered and homogeneous data series from our recording tools considering factors like Channel, Tactic, Ad placement, Location, Date and Time, OS, Device, Country, Region, City, Language, Search Engine Keyword, Conversion Event, etcetera.
f. We use our proprietary Python code to calculate the full series of results needed for the Multi-Touch analysis produced out of the 'Markov Chain' theory of attribution.
g. We then create a deck to show our customers the full set of results got out of our analysis along with all the advice regarding our customer's digital marketing campaign that is produced not only by the multi-touch ROI got but from observed tendencies. Deck may be a static PowerPoint doc, or a dynamic set of reports showed in a web hosted dashboard created with business intelligence tools.

Types of Data Involved

We use data coming from the tracing of potential customers when watching digital ads and navigating our customers' web-sites. The use of our own Python developed code allows us to extract an important set of metrics and data chains to develop our multi-touch analysis:

- Tactics sample: Digital Newspapers Ads, Digital Magazines Ads, catalog got from organic search, Google AdWords, Google DoubleClick, Email campaigns, Facebook, SEM, Online Video.

About i4conAnalytics

i4conAnalytics delivers the best marketing analytics. We uncover fact-based insights to create business strategies, drive company growth, and deliver breakthrough communications. Client profits exceed $500 Million. We have worked with clients in more than 40 companies/institutions across 20 industries and 10 countries. www.i4con.com