















Multi touch Attribution vs Last Touch Attribution

April, 2018

User Journey With Current Last Touch Attribution (LTA)

	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6
Affiliate	Aff.1	Aff.2	Aff.2	Aff.3	Aff.2	Aff.4
Ad Type	 Email Ad Impression	 Banner Ad Click	 Text Ad Click	 Banner Ad Impression	 Video Ad View	 Banner Ad Click
Device	 Tablet	 PC	 Tablet	 PC	 Mobile	 PC
Attribution	0%	0%	0%	0%	0%	100%



Registration
+ 100€
Deposit

LTA Attribution Completely Ignores Conversion Path, Thus Distorting Affiliate Rewards' Accuracy and Fairness

- Only One Conversion Driver Gets All the Credit
- Affiliate Support, Rewards & Incentives are Disproportionate to Contribution
- Many Conversion Drivers are Over/Under Estimated up to a 50%
 - Affiliates
 - Device Types
 - Campaigns
 - Ad Types
 - Ad Sizes
 - Other (Data specific)



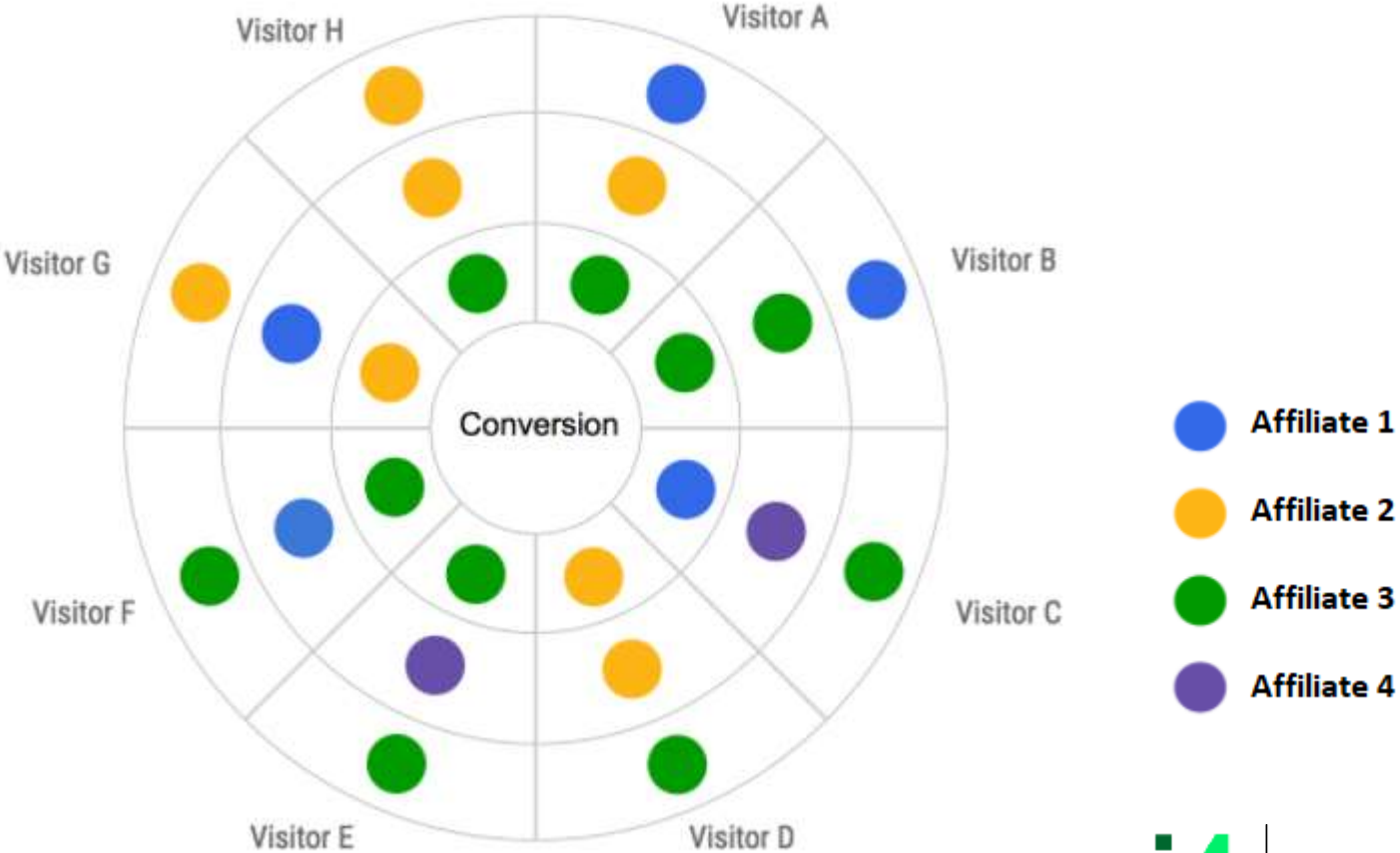
Due to These Flows, Multi Touch Attribution is the Attribution of Choice for Conversions with Trackable, & Relatively Long Customer Journeys

Multi Touch Attribution Provides Broader Views on Multi Step Conversions & the Factors That Drive Them

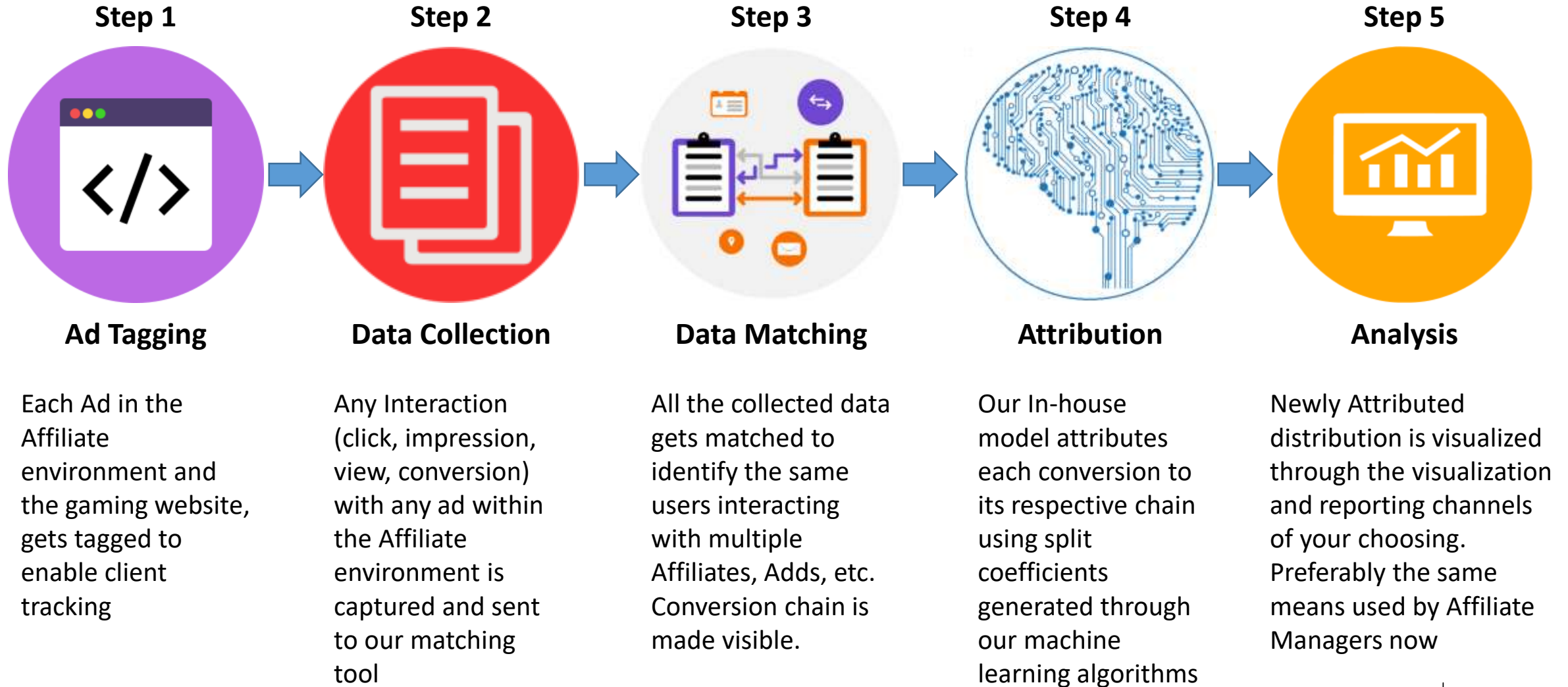
Last Touch Attribution (LTA)















Multi Touch Attribution (MTA)



How It Works: From A Simple Pixel Tag to AI Attribution to Valuable Insights



Same User Journey with Multi Touch Attribution (MTA)

	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6
Affiliate	Aff.1	Aff.2	Aff.2	Aff.3	Aff.2	Aff.4
Ad Type	 Email Ad Impression	 Banner Ad Click	 Text Ad Click	 Banner Ad Impression	 Video Ad View	 Banner Ad Click
Device	 Tablet	 PC	 Tablet	 PC	 Mobile	 PC
Attribution	5%	13%	15%	12%	15%	40%



Registration
+ 100€
Deposit

Possible Multi Touch Attribution (MTA) VS Last touch Attribution (LTA)

	MTA	LTA
Affiliate 1	5%	0%
Affiliate 2	43%	0%
Affiliate 3	12%	0%
Affiliate 4	40%	100%

Next Steps

- Determine Conversion Metrics
- Tagging
- Data Collection (4-6 month data for the model to learn from)
- Attribution and Result Sharing (we'll set industry specific expectations)
- Full Attribution Recalculation as New Paid Adds are Created and Published for Customers

Thank You!

Appendix

- Our working tools and technics comply with the new General Data Protection Regulation (GDPR) 2016/679 European law on data protection.
- We use Markov Chains to get Multi-Touch attribution, that generally results in up to 50% improvement compared with Last Touch Attribution
- Attribution Weights are determined by the AI that learn off of actual data, to provide the best attribution results possible.