

# Advanced Campaign Attribution

## *Determine which campaigns get the credit*

- **Determine precisely which campaigns contribute to sales**
- **Understand the true performance of each channel**
- **Increase returns from campaign spend**

An online sale is often the result from various marketing touch points. Traditional analytics solutions typically give the credit to either the first or the last campaign channel, denying relevant credits for other channels. The new advanced Campaign Attribution feature in Sitestat solves this classic marketing challenge.

The new feature offers 10 attribution models allowing you to determine more precisely than ever what the contribution of your different campaign channels was to sales. Select and compare different attribution models side by side, such as *first click*, *last click* or *equally shared* attribution, or more advanced ones like *linearly increasing or decreasing over time*. Most advanced is the *visitor engagement* model whereby the level of interest and interaction of the visitor determines the attribution weight.

The new insights help you to allocate your marketing budget more effectively and increase returns on campaign spend.

Reporting period ▶ 01-Nov-2009 until 30-Nov-2009

Campaign channel	Source	First click	Last click	A/C Index
<input checked="" type="checkbox"/> Affiliate		377,034.37	563,130.21	19.79
<input checked="" type="checkbox"/> Paid search	Google	189,351.92	3,009.75	-96.87
	Yahoo	17,404.23	22,449.46	12.66
	Bing	10,001.71	5,202.81	-31.56
		216,757.86	30,662.02	-75.27
Total		593,792.23	593,792.23	

Example 1

Example 1 shows the revenue attribution per campaign channel for the models *first click* and *last click*. Within the channel 'Paid search' Google receives the highest attribution value in the first click model as compared to the last click model, indicating that Google is often the first touch point in the conversion process. The relatively low number in the last click model makes it clear that few visitors from Google directly convert. In this case, Google can be considered a strong acquisition channel as shown by the Acquisition / Conversion index<sup>1</sup> where negative values indicate an acquisition character, positive values indicate a conversion character.



The *equal share* and *engagement* models both attribute revenue to all campaign touch points. In the case of equal share, order value gets attributed equally over all campaign visits. The engagement model weighs the value based on the engagement generated per campaign visit.

Reporting period ▶ 01 Nov-2009 until 30-Nov-2009

Campaign channel	Source	Equal share	Engagement	Engagement index
<input checked="" type="checkbox"/> Affiliate		511,593.97	544,203.86	6.37
<input type="checkbox"/> Paid search	Google	58,408.84	27,920.35	-52.20
	Yahoo	18,774.06	19,443.80	3.57
	Bing	5,017.38	2,224.22	-55.67
		82,198.26	49,588.37	-39.67
<b>Total</b>		593,792.23	593,792.23	

Example 2

Comparing both models in example 2, it shows that Google visitors have relatively low engagement as indicated by the Engagement index<sup>1</sup> where negative values indicate low engagement, positive values indicate high engagement.

The advanced Campaign Attribution feature is available to all customers that use the E-commerce Module, at no additional costs. It can be found in the section E-commerce of the Sitestat Report Builder.

<sup>1</sup> The A/C index and Engagement index are calculated columns:

$$\text{A/C index: } ((\text{Last click}/(\text{First click} + \text{Last click})) * 2 - 1) * 100$$

$$\text{Engagement index: } ((\text{Engagement} - \text{Equal share})/\text{Equal share}) * 100$$

