

Measure the impact of each marketing channel

Algorithmic Attribution

The challenge

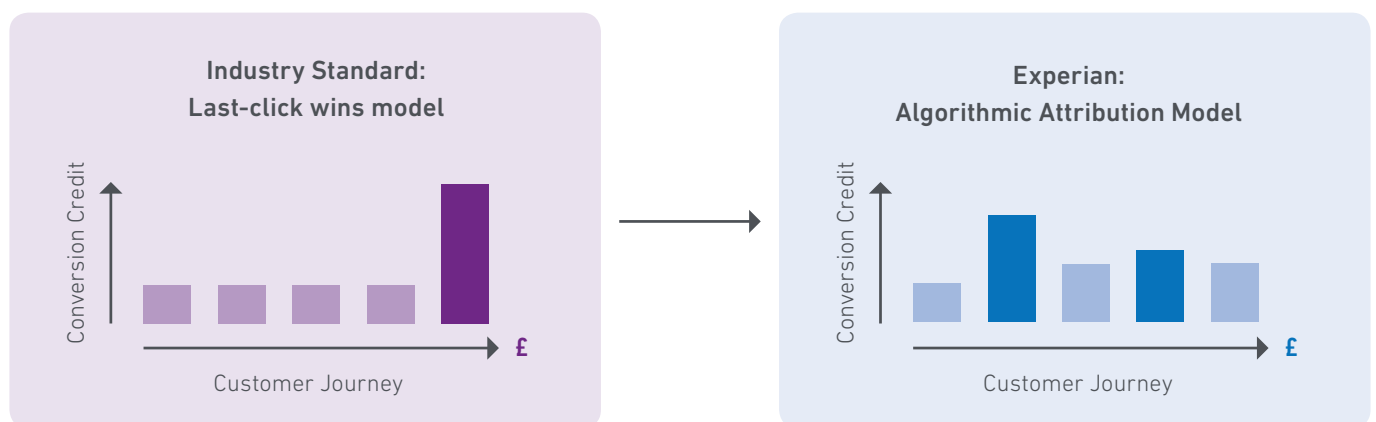
Traditional marketing campaign reporting focuses on measuring performance on a channel-by-channel basis. However, as cross-channel marketing complexity continues to increase, the consumer path to purchase is likely to include multiple digital channels.

The challenge for many organisations is how to accurately assess the impact of each marketing channel. Achieving this will allow you to optimise budget allocations increasing the effectiveness of your marketing spend.

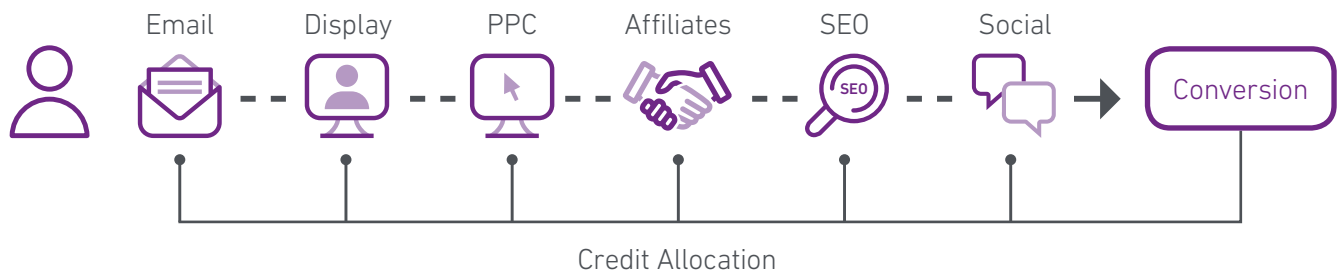
Last-click attribution is the most commonly used way of measuring channel impact in digital marketing. With this approach, the last advertisement seen or engaged with by the customer before a conversion is given all the credit for a conversion. As a result, the last-click model fails to recognise the influence other advertising activity has in the purchase decision.

Armed with this information you can make optimal decisions on budget allocations to drive increased performance of future campaigns.

Experian Algorithmic Attribution is achieved by modelling the path of conversions against non-conversions and applying game theory methodology. Experian allocates credit to each digital media channel based on its influence on conversion and not its position in the customer journey.



Algorithmic attribution



This approach ensures you understand and account for the interactions between digital activities when defining your marketing strategy.

Scenario planning and on-going ROI optimisation

While Algorithmic Attribution provides a historical assessment of the influence of each digital channel, it cannot prescribe how best to allocate budget to each channel in the future. Experian utilises our proven Marketswitch Optimisation solution to achieve this goal.

Marketswitch uses mathematical, constraint-based, optimisation to define optimal strategies for maximising ROI while adhering to business constraints such as budgets and targets. Taking the channel performance intelligence derived from the algorithmic attribution alongside budget information, Experian objectively provides you with specific recommendations on optimising ROI for your upcoming digital marketing campaigns through What-if scenario analysis. Example scenarios might include:

- **Budget constrained:** How can you maximise return on investment within the constraints of your current quarterly budget?
- **Efficient spend:** How can you achieve the same return across your digital marketing channel mix with a lower investment?

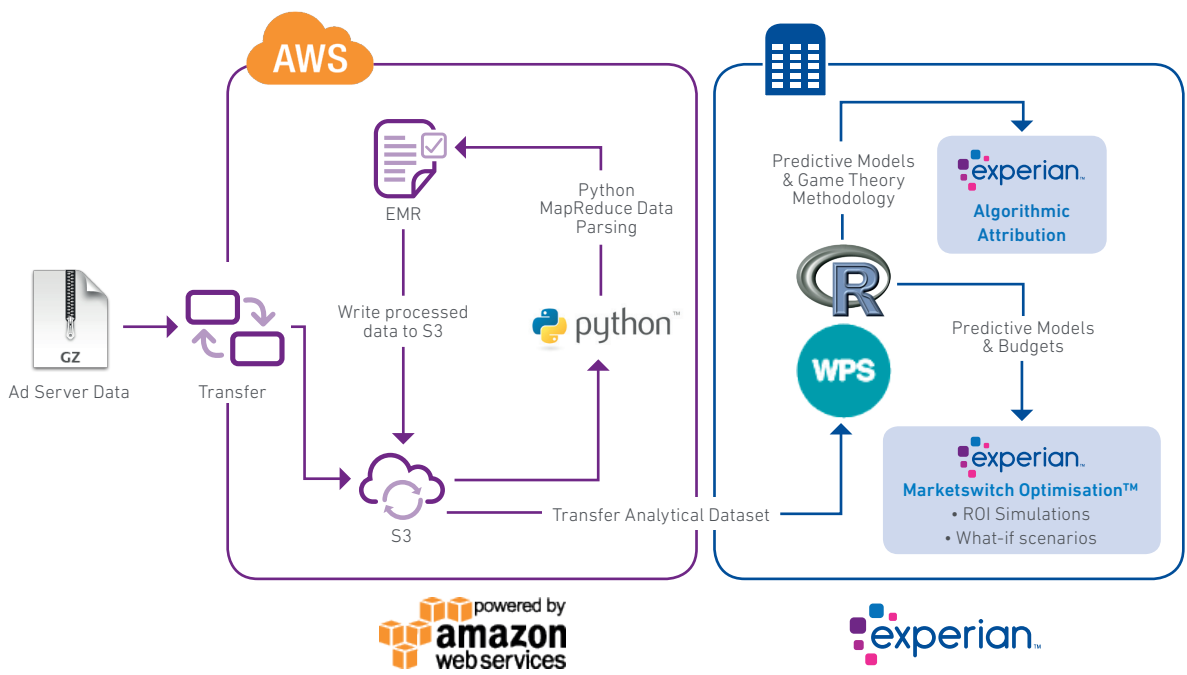
The benefits

- Appropriately measure the impact of each digital channel that influenced a conversion.
- Constrained scenario planning to support your ongoing campaign strategy.
- Understand where to invest your digital marketing budget to optimise campaign performance.

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Why Experian?

- Experian's Algorithmic Attribution and scenario planning capabilities are supported by scalable cloudbased infrastructure to enable secure, cost-effective and scalable computing able to handle any volume of data.
- Experian provide a truly independent view. With no vested interest in retaining the status quo, our focus is providing you with an accurate and robust attribution capability.
- Data Science expertise to develop and validate attribution models.
- Proven optimisation technology to define optimal investment strategies for future activity.



How could Algorithmic Attribution benefit your business?

To discuss your challenges and find out how we can help, email us at marketing.services@uk.experian.com or call **0845 234 0391**.

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