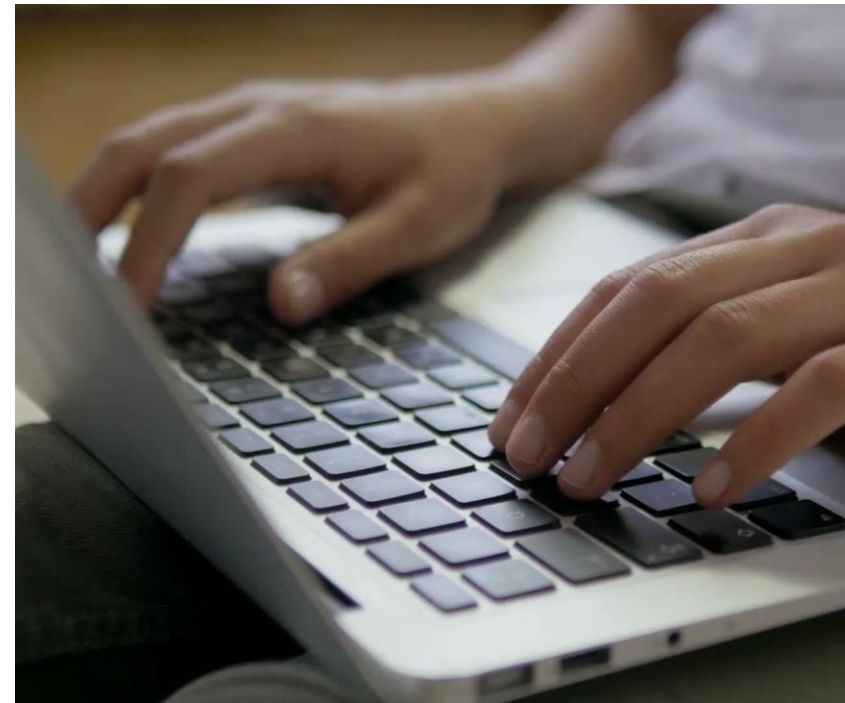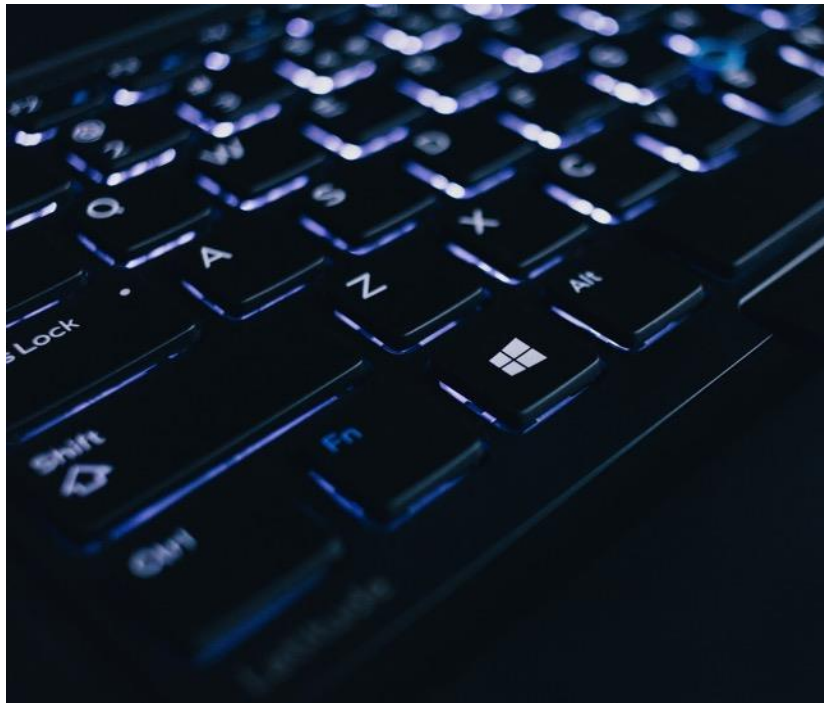# Attribution

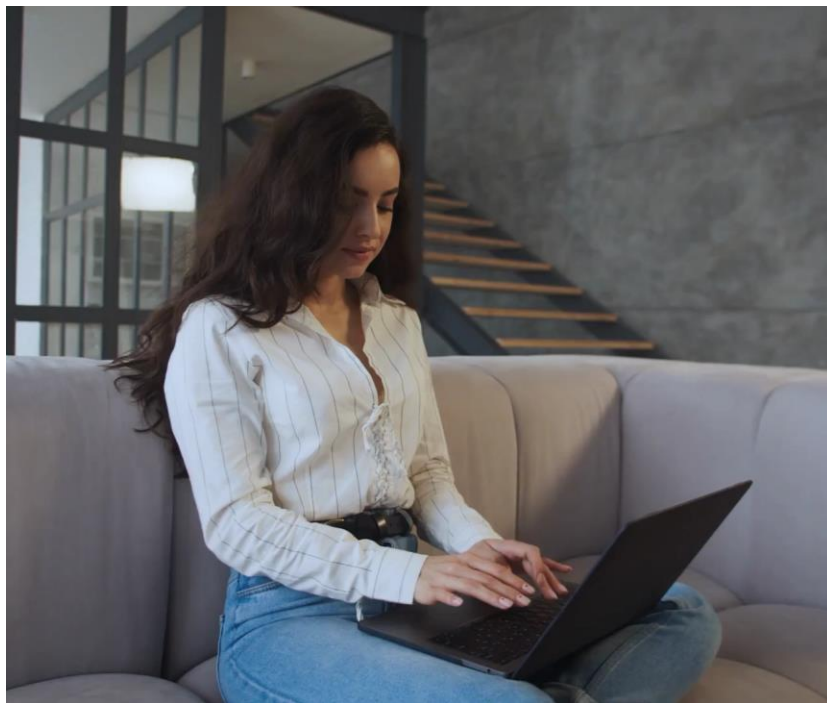# Which Click Wins?

ASK BOSCO®

askbosco.io

Marketing Reporting & Measurement

AI Platform

Connect all your data using ASK BOSCO® AI & machine learning to...

...to answer all your teams' ecom & marketing questions to make better decisions.
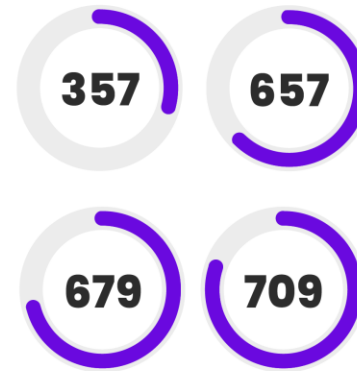
The Attribution Problem

"Half the money I spend on advertising is wasted. The trouble is I don't know which half."

John Wannamaker 1861

Too much data

Lack of trust

Meta

Increase in ad costs

Hard to measure & forecast

Attribution

The definition.

Quiz me on
world capitals

Count the
number of items
in an image

Morning routine
for productivity

Create a chart
based on my data

Message ChatGPT

What about MMM?

Marketing Mix Modeling (MMM):

Provides a high-level, strategic view using aggregate data to measure the effect of all marketing activities, both online and offline, as well as external factors, over a longer period.

Attribution:

Offers a more granular, tactical analysis by assigning credit to specific customer interactions across mainly digital channels, focusing on short-term performance.

Year	Event
2010	Instagram is launched
2011	Google+ launches
2012	Facebook introduces Custom Audiences
2013	Programmatic advertising grows
2014	Facebook acquires WhatsApp
2015	Snapchat introduces ads
2016	Instagram Stories launches
2018	GDPR comes into effect in the EU
2019	TikTok becomes dominant in short-form video
2020	COVID-19 accelerates e-commerce and virtual events
2021	Apple iOS 14 update disrupts mobile advertising
2022	Metaverse and Web3 concepts gain traction
2023	Generative AI tools like ChatGPT reshape content creati

Digital Marketing Quiz

Google™ Analytics

2018

2021

2021

Pre iOS 14 – 90%+

Post iOS 14 – 50-60%

🎉 **John, we are introducing some new and exciting features to the ASK BOSCO® Reporting Suite, which you may notice over the next few weeks, you can find out more here.**

Meta Ads vs. Google Analytics

Compare Meta Ads and Google Analytics data to identify discrepancies and potential issues.

Differences may arise from:

- Onsite tracking or UTM parameter issues
- Cookie consent affecting Google Analytics tracking
- Different attribution models used by each platform

Traffic Difference
Meta Ads

−32.75%

Conversion Difference
Meta Ads

−73.32%

Revenue Difference
Meta Ads

−76.09%

Traffic Comparison
Meta Ads

● Meta Ads   ● Google Analytics
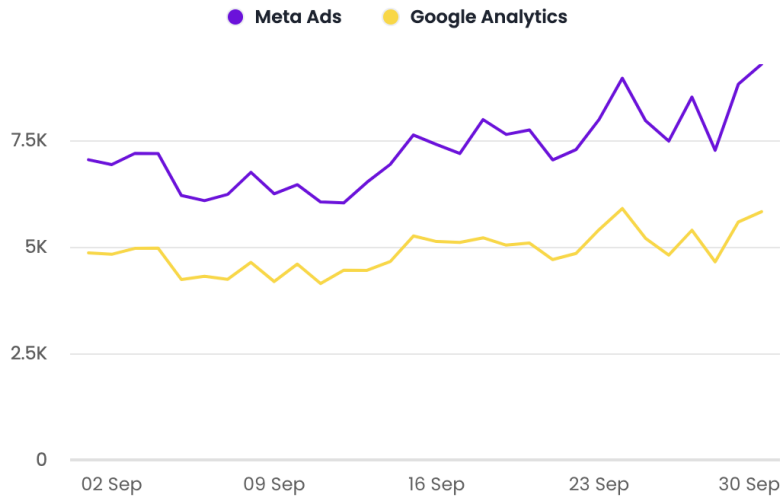
Conversion Comparison
Meta Ads

● Meta Ads   ● Google Analytics
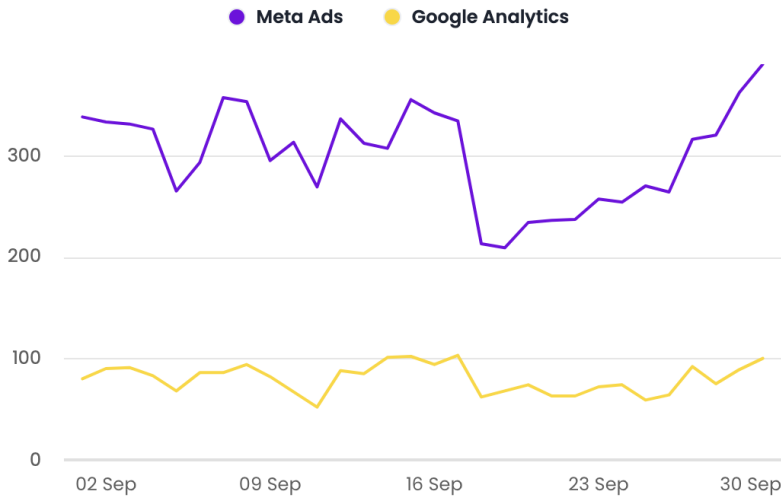
Revenue Comparison
Meta Ads
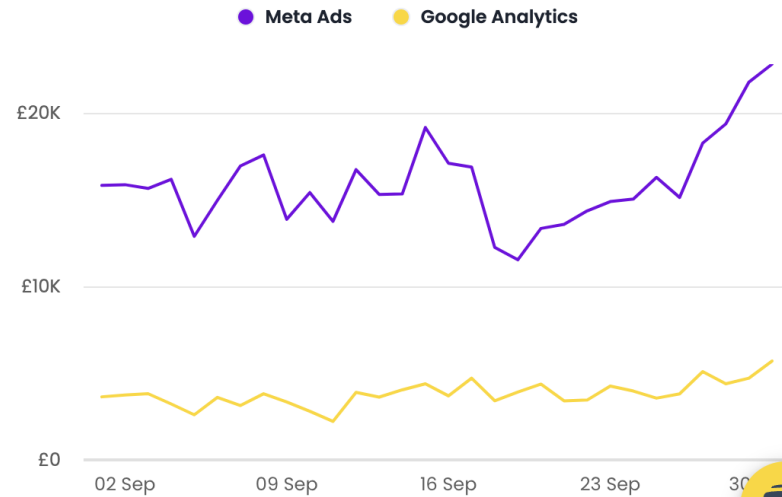
● Meta Ads   ● Google Analytics

A hard puzzle

How many steps?

Which Platform?

Meta

What can you measure?

Who needs to buy in?

Overall Journey

01 — Awareness

02 — Interest

03 — Consideration

04 — Conversion

05 — Retention

Marketing Channels

01 — Display, Social, Video

02 — Display, Social, Video, Content

03 — Generic Search, Shopping

04 — Remarketing, Branded Search

05 — Remarketing

Path to conversion

1	2	3	4	5
Prospecting impression	Organic search click	Retargeting impression	Retargeting click	Paid search click
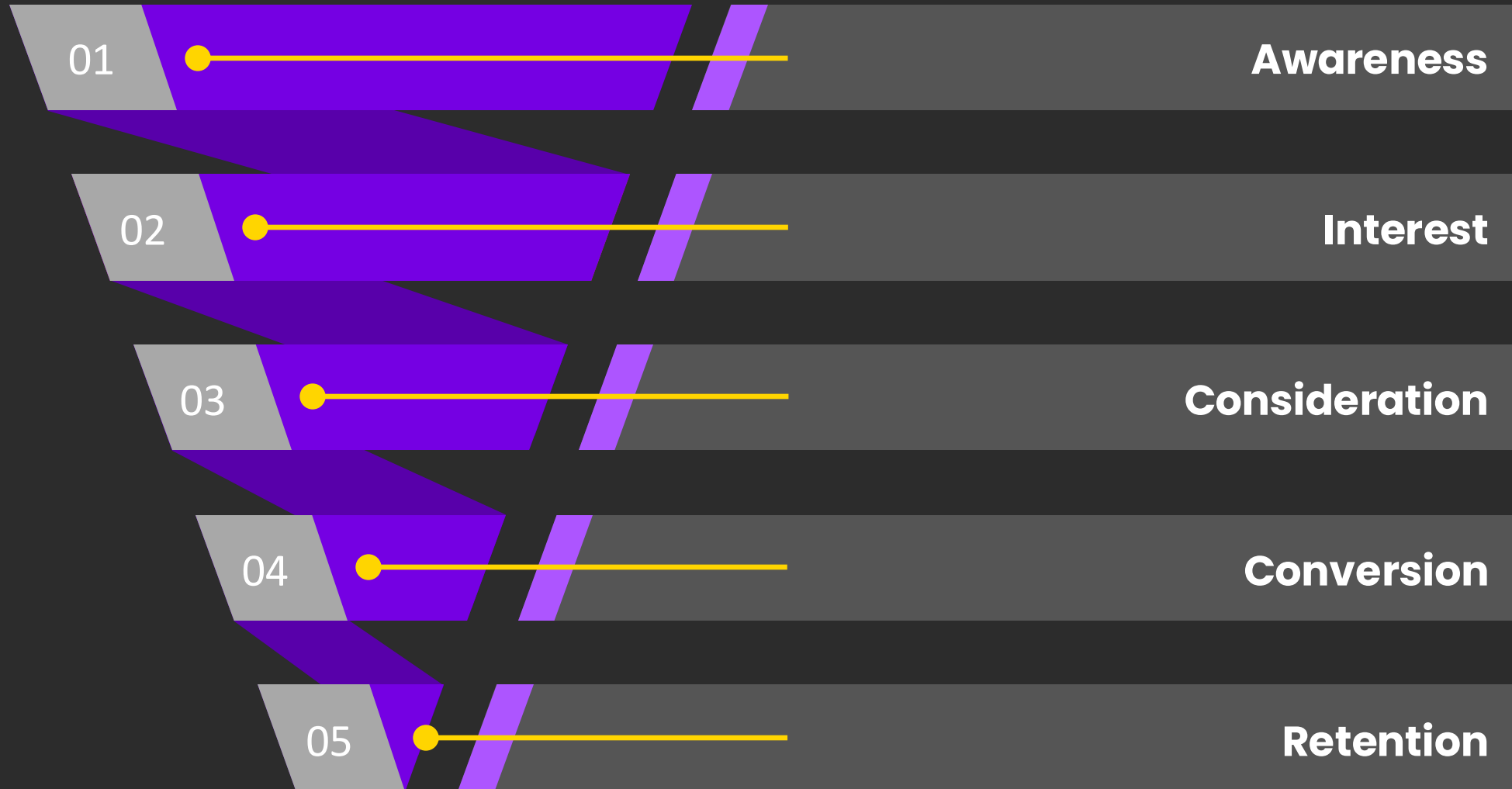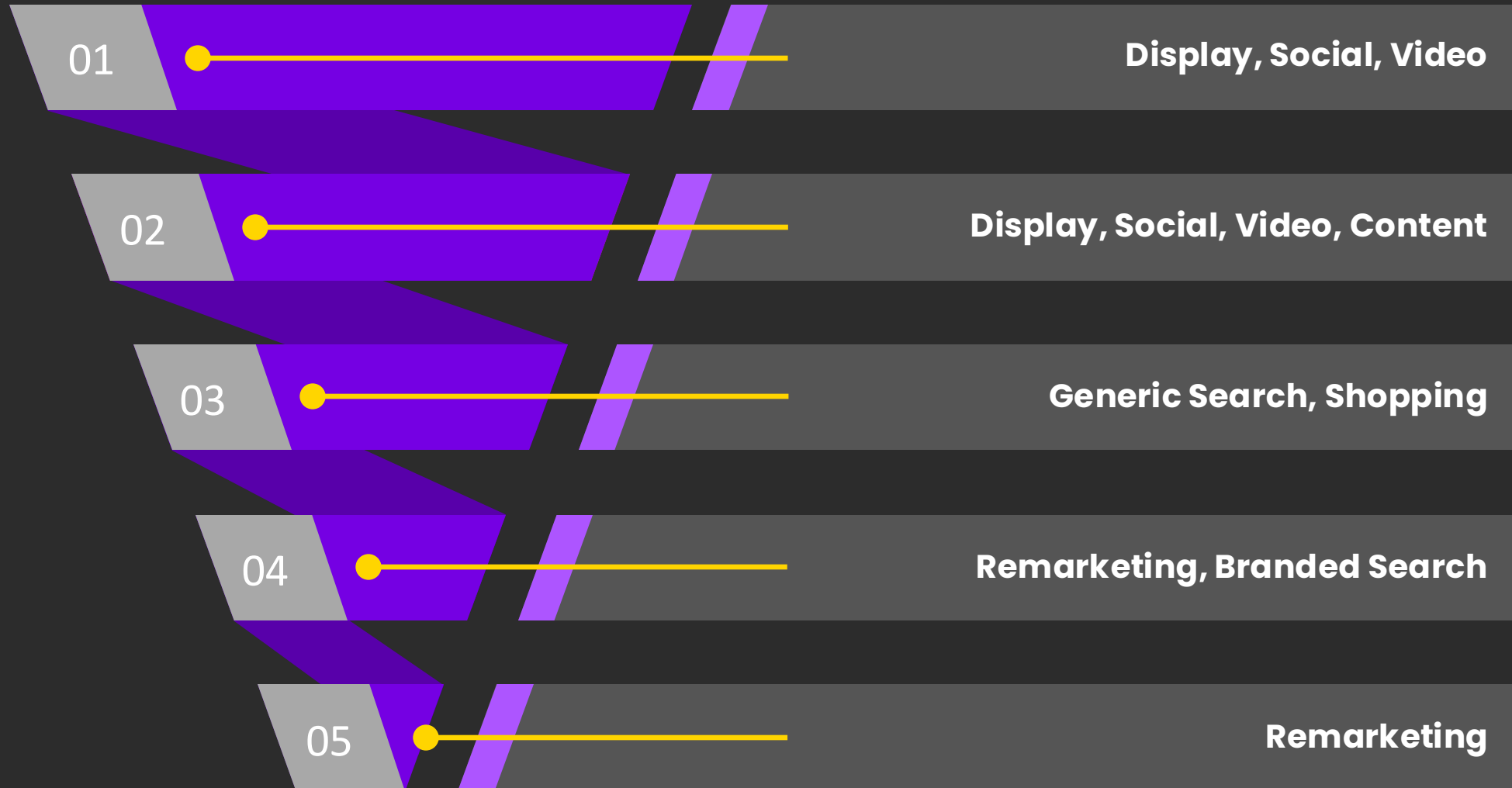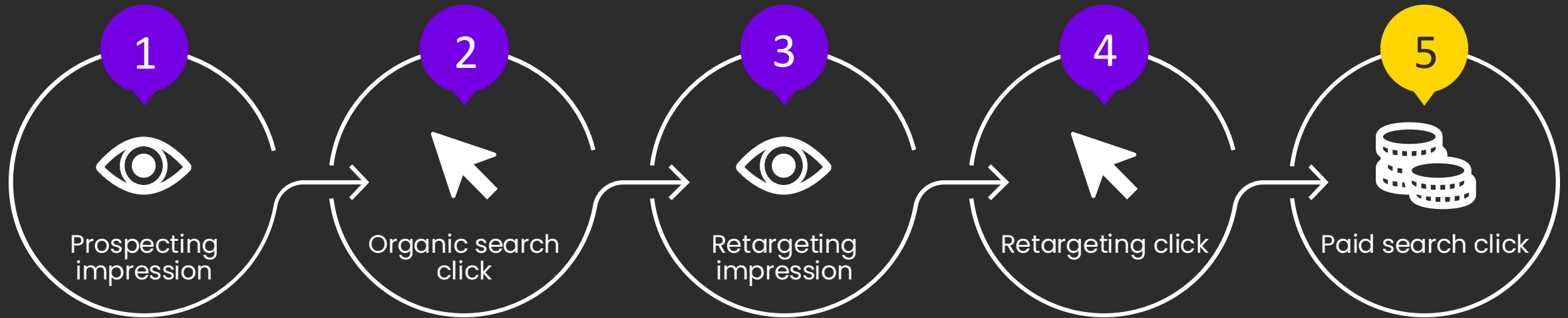
Customer Journey

Do you need an attribution model?

Should you be using an Attribution Model?

41.3% of Sales will be effected by a new attribution model

Number of times customers visit [   ] before Purchasing

58.7%
77.9%
86.7%
91.1%
93.6%
95.1%
96.0%
96.6%
97.0%
97.2%
100.0%

91% of sales are 4 step journeys or less

1   2   3   4   5   6   7   8   9   10   11+

No. of Steps in Journey
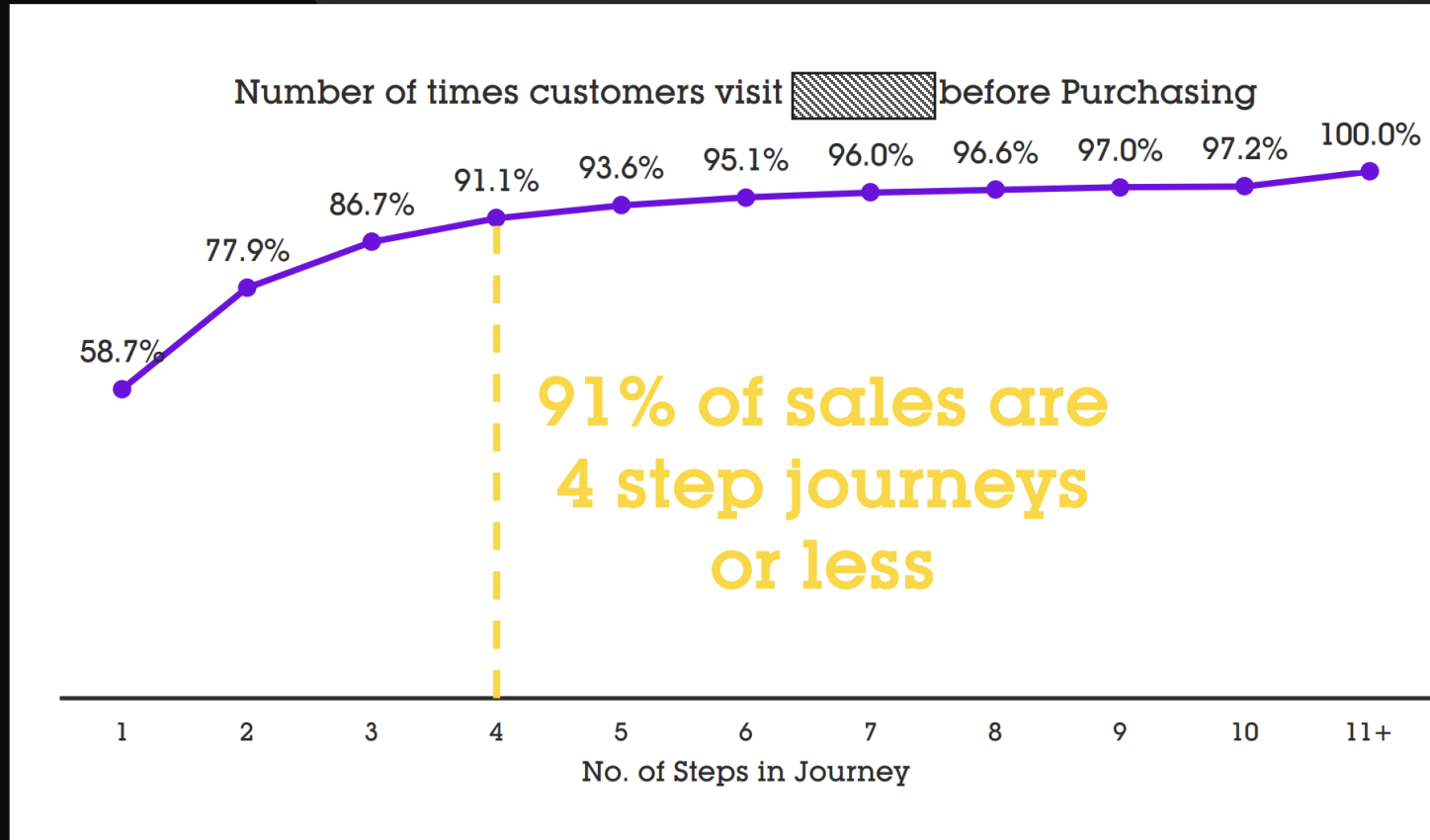
Board buy-in.

Which attribution model is correct?

In short — there is no 'correct' attribution model. The key is to choose one that is the best for your business.

You are looking for the least wrong answer!

Last interaction
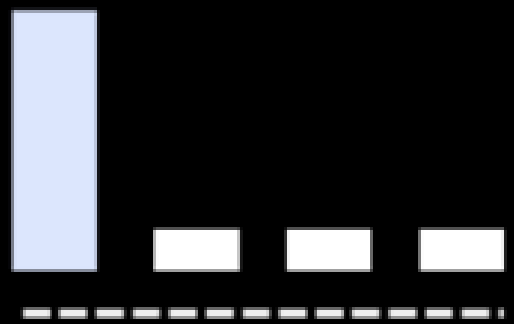
First interaction
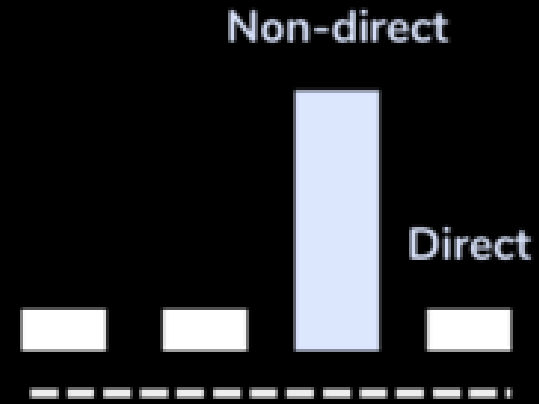
Last non-direct interaction

Non-direct

Direct
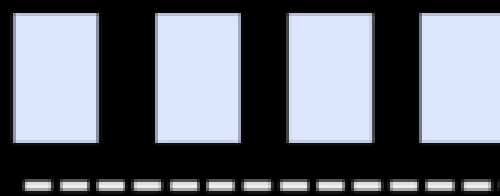
Linear
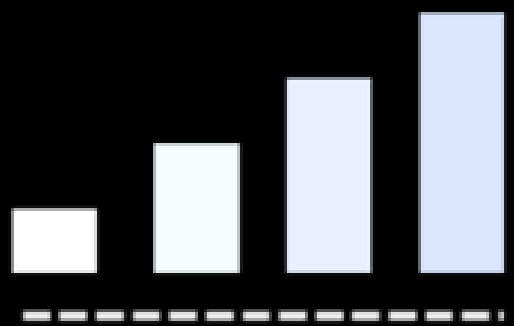
Time decay
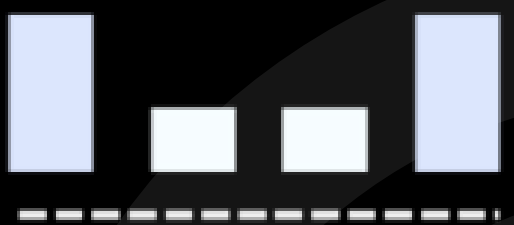
Position based

Meta Conversions API – GTM Server Side
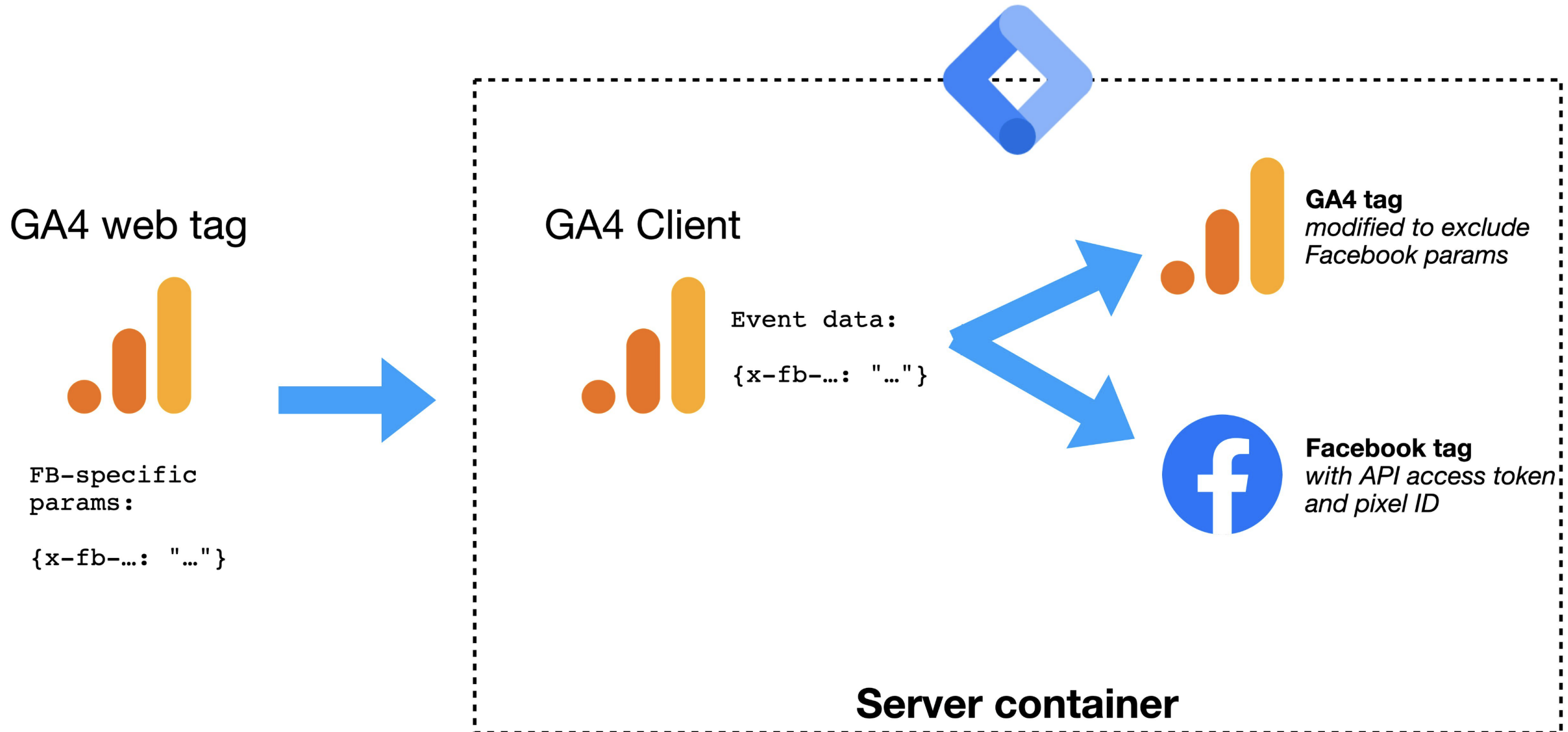
GA4 web tag
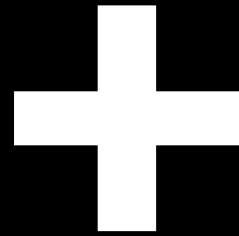
FB-specific
params:

{x-fb-…: "…"}

GA4 Client

Event data:

{x-fb-…: "…"}

GA4 tag
*modified to exclude
Facebook params*

Facebook tag
*with API access token
and pixel ID*

Server container

What impact can it have?
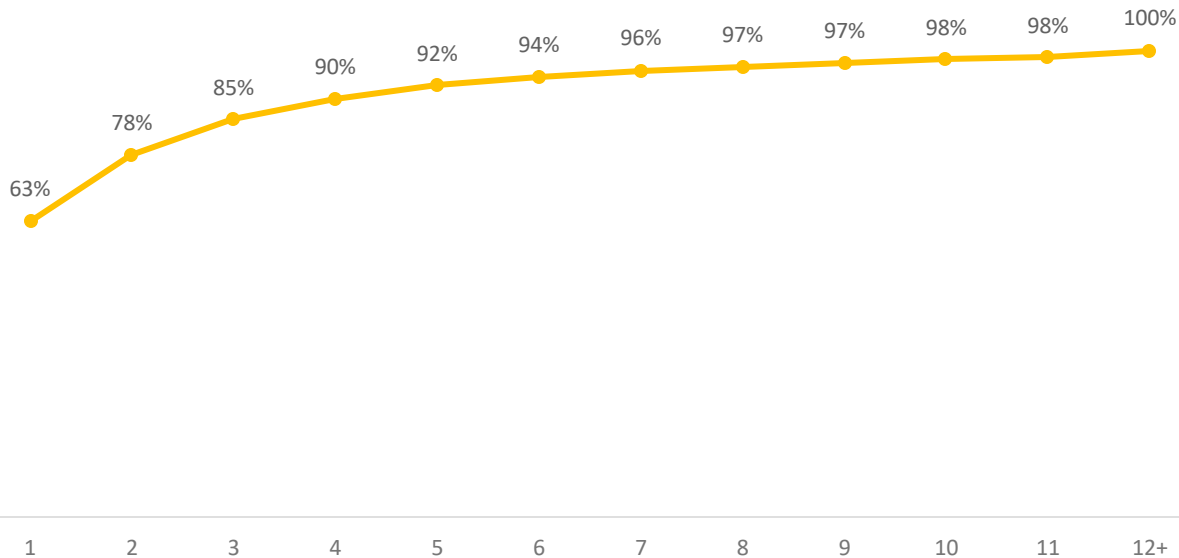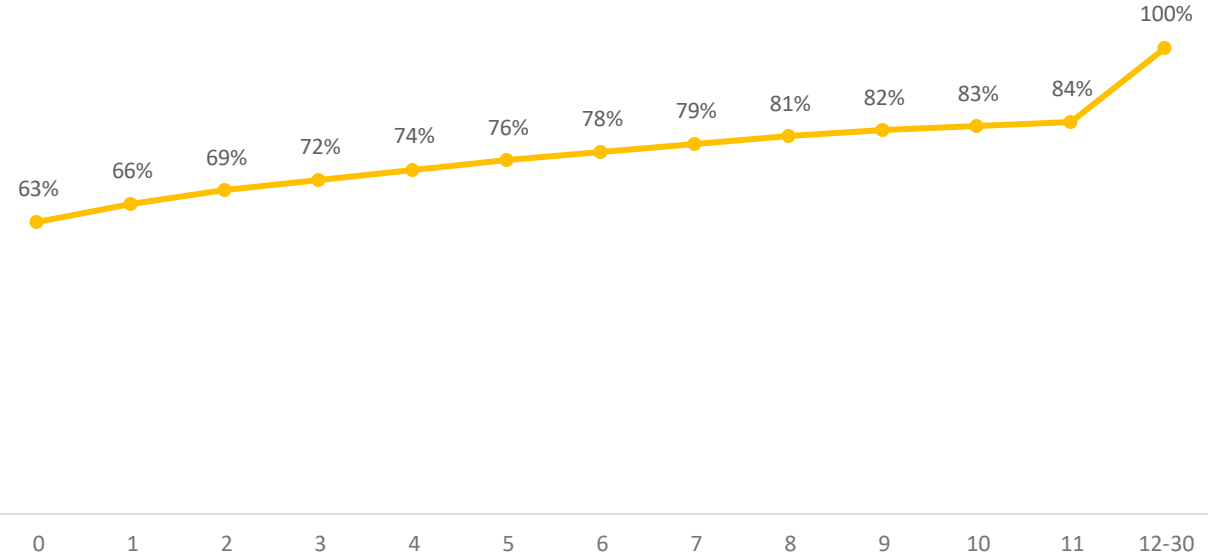
SIMS™ Attribution Analysis

Review the customer journeys and how each channel is effected by the attribution model selected.

This is done by reviewing Multi-channel journeys and Single Channel Journeys.

SIMS™ Stands for:

Sales effected by change of Attribution Model

Start Multi-channel Conversion

Involved Multi-channel Conversion

Multi-channel Conversion

Pure Sales – Only effected by removing channels from journey

Single-channel Conversion

SIMS™ Attribution Analysis

	Direct	Performance Max	Email	SEO	Affiliate	Paid Social	PPC	Shopping	Referral	Social	Display
Started Multi-Channel Conversion	5094	3393	5246	3865	327	376	124	141	71	28	2
Involved Multi-Channel Conversion	12261	4453	5846	2975	2483	315	356	362	310	40	10
Multi-Channel Conversion	10483	2001	1929	1051	2831	97	121	64	55	35	0
Single Channel Conversion	7078	3255	2426	2592	464	658	90	58	49	63	2

Ex-Direct transforms to

- **By removing direct we see a shift in all other channels.**
- **This converts some Multi-Channel Conversions to Single Channel Conversions**
- **We see a shift from the stage involved to start or convert part of the journey**

	Direct	Performance Max	Email	SEO	Affiliate	Paid Social	PPC	Shopping	Referral	Social	Display
Started Multi-Channel Conversion	0	2635	2640	2304	340	159	133	160	85	16	3
Involved Multi-Channel Conversion	0	3105	2600	1859	1651	164	261	305	202	30	9
Multi-Channel Conversion	0	2052	1649	1666	2693	69	139	82	88	37	0
Single Channel Conversion	7078	5186	6867	4911	1495	934	161	96	115	82	2

What type of model should we use?

	Direct	Performance Max	Email	SEO	Affiliate	Paid Social	PPC	Shopping	Referral	Social	Display
Started Multi-Channel Conversion	0%	31%	31%	27%	4%	2%	2%	2%	1%	0%	0%
Involved Multi-Channel Conversion	0%	30%	26%	18%	16%	2%	3%	3%	2%	0%	0%
Multi-Channel Conversion	0%	24%	19%	20%	32%	1%	2%	1%	1%	0%	0%

Reverse J Model

- **There are 4 channels which will be massively affected by a change of Model:**
    1. **Email**
    2. **Performance Max**
    3. **SEO**
    4. **Affiliate**
- **Higher weighting towards the start will benefit Performance Max, Email and SEO**
- **Affiliate will be impacted to any change of attribution model**
- **Currently with a LND Model Affiliate is the 5th place for the number of conversions**

Reverse J Model

Start   Involved   Convert
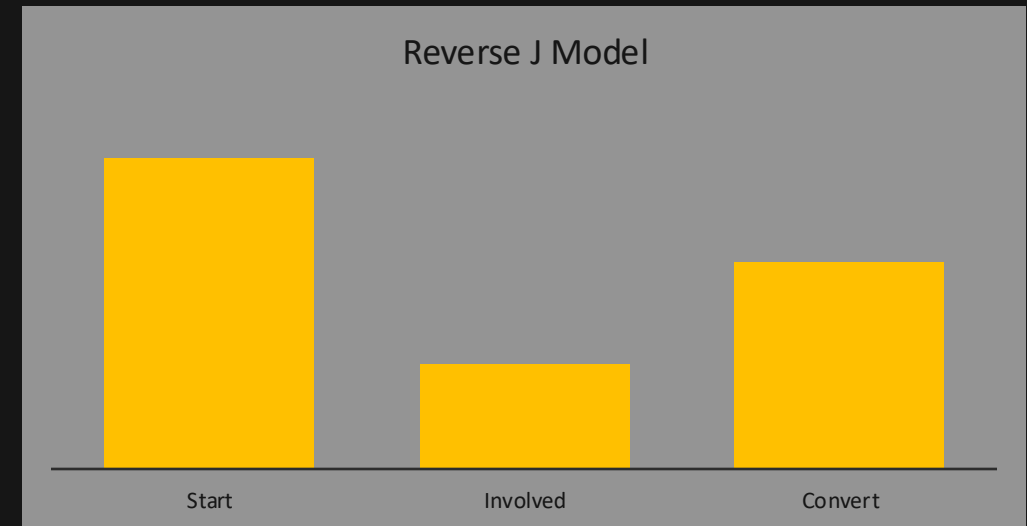
Model Comparison

1

60-15-25
- **Extreme model**
- **Greatest impact to Email and P-Max**
- **Affiliate Suffers Greatly**

2

★ 45-20-35
- **Recommended model**
- **Performance Max Benefit**
- **Affiliate Suffers**

3

★ Linear Ex-Direct
- **Alternative model**
- **Greater impact to P-Max over Email and SEO**
- **Affiliate still suffers but less impactful**

	60-15-25	60-10-30	55-15-30	50-20-30	55-10-35	45-20-35	45-15-40	47.5-5-47.5	45-10-45	LIN ex Direct	40-20-40
Email	1.91%	1.83%	1.77%	1.70%	1.69%	1.56%	1.49%	1.41%	1.41%	1.43%	1.42%
Performance Max	1.27%	1.18%	1.19%	1.20%	1.09%	1.12%	1.02%	0.88%	0.93%	1.18%	1.04%
SEO	1.01%	1.03%	0.92%	0.81%	0.94%	0.72%	0.74%	0.83%	0.76%	0.44%	0.63%
Paid Social	0.18%	0.17%	0.16%	0.16%	0.15%	0.14%	0.14%	0.13%	0.13%	0.14%	0.13%
Shopping	0.16%	0.15%	0.15%	0.14%	0.14%	0.13%	0.12%	0.11%	0.12%	0.13%	0.12%
Display	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.00%	0.01%	0.01%	0.01%
Referral	0.00%	0.00%	0.00%	0.01%	0.00%	0.01%	0.01%	0.00%	0.00%	0.02%	0.01%
Direct	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
PPC	-0.01%	-0.01%	-0.01%	-0.01%	-0.01%	-0.01%	-0.01%	-0.01%	-0.01%	-0.01%	-0.01%
Social	-0.04%	-0.04%	-0.03%	-0.03%	-0.03%	-0.03%	-0.03%	-0.03%	-0.03%	-0.03%	-0.03%
Affiliate	-4.48%	-4.32%	-4.15%	-3.98%	-3.98%	-3.65%	-3.48%	-3.32%	-3.32%	-3.31%	-3.31%

60-15-25

Greatest enhancement is observed across 5 channels.

LND vs 45-20-35

- 552.58 Email 1.56%
- 396.06 Performance Max 1.12%
- 253.8 SEO 0.72%
- 51.25 Paid Social 0.14%
- 46.79 Shopping 0.13%
- 2.28 Display 0.01%
- 2.9 Referral 0.01%
- 0 Direct 0.00%
- -4.47 PPC -0.01%
- -10.6 Social -0.03%
- -1290.52 Affiliate -3.65%
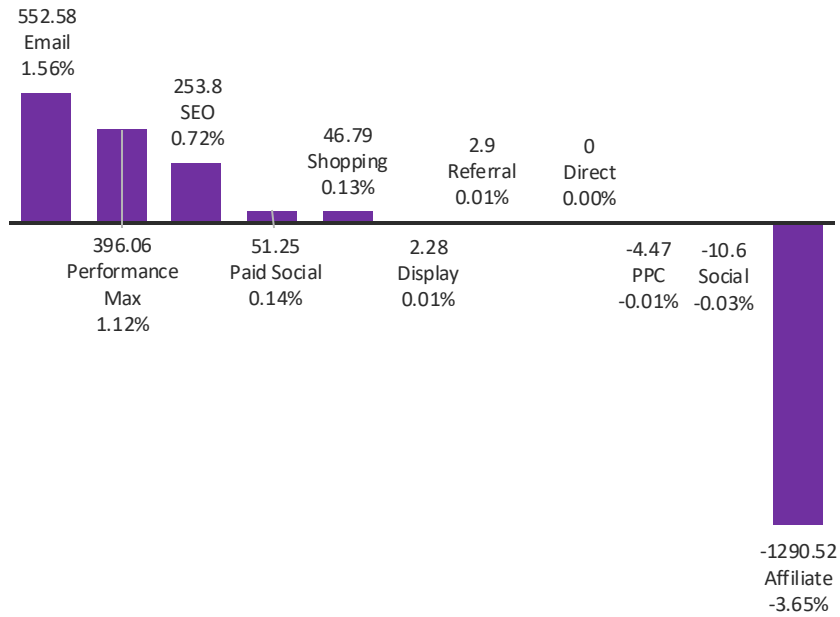
Linear Ex-Direct

Improvements have been implemented across five channels, but with a greater emphasis on P-Max. As a result, the growth in Email and SEO is not as significant compared to the other models

LND vs 60-15-25

- 674.54 Email 1.91%
- 450.1 Performance Max 1.27%
- 357.82 SEO 1.01%
- 62.03 Paid Social 0.18%
- 55.6 Shopping 0.16%
- 2.5 Display 0.01%
- 1.37 Referral 0.00%
- 0 Direct 0.00%
- -4.93 PPC -0.01%
- -13.54 Social -0.04%
- -1585.5 Affiliate -4.48%
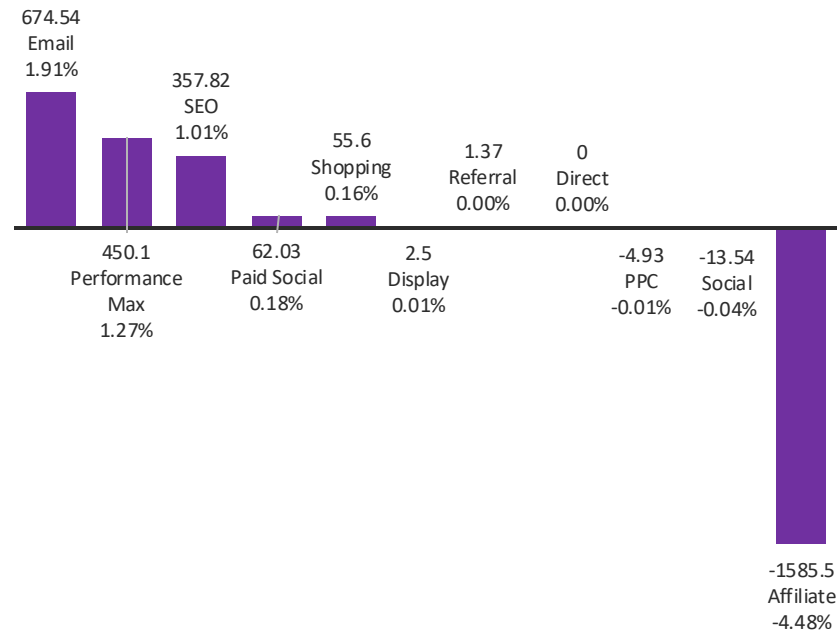
45-20-35

Improvements have been made across 5 channels, although not to an extreme extent, in order to minimize the negative impact on affiliates.

LND vs LIN ex Direct

- 507.93 Email 1.43%
- 417.16 Performance Max 1.18%
- 157.1 SEO 0.44%
- 47.9 Paid Social 0.14%
- 45.49 Shopping 0.13%
- 2.53 Display 0.01%
- 6.01 Referral 0.02%
- 0 Direct 0.00%
- -4.98 PPC -0.01%
- -9.01 Social -0.03%
- -1170.75 Affiliate -3.31%

ROAS Change

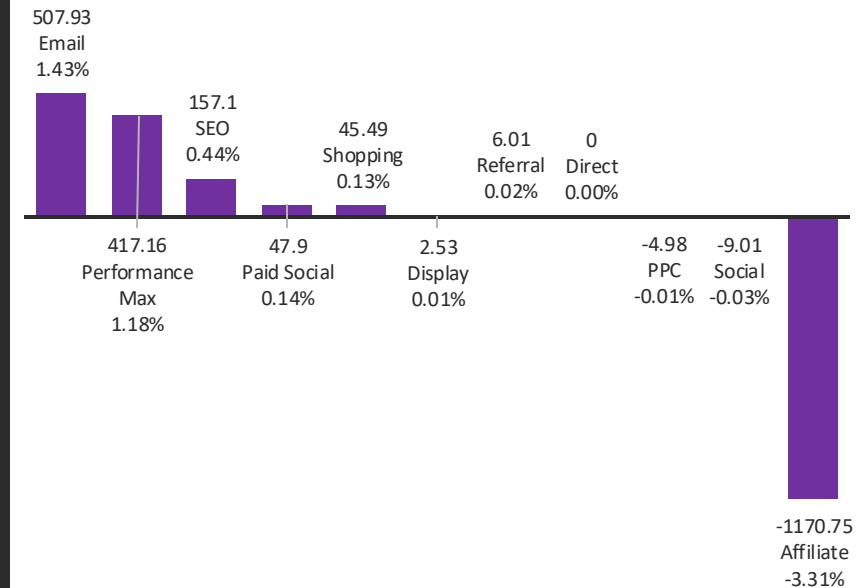| Model | ROAS | | | | | ROAS Diff | | | | |
	Affiliate	Paid Social	Performance Max	PPC	Shopping	Affiliate	Paid Social	Performance Max	PPC	Shopping
LND	£ 20.07	£ 1.83	£ 6.57	£ 7.91	£ 14.75					
60-15-25	£ 12.34	£ 1.97	£ 7.06	£ 8.10	£ 20.31	-£ 7.73	£ 0.14	£ 0.49	£ 0.19	£ 5.55
60-10-30	£ 12.63	£ 1.96	£ 7.02	£ 8.10	£ 20.02	-£ 7.44	£ 0.14	£ 0.46	£ 0.19	£ 5.27
55-15-30	£ 12.91	£ 1.96	£ 7.03	£ 8.09	£ 19.91	-£ 7.16	£ 0.13	£ 0.46	£ 0.17	£ 5.16
50-20-30	£ 13.19	£ 1.96	£ 7.03	£ 8.07	£ 19.81	-£ 6.88	£ 0.13	£ 0.46	£ 0.16	£ 5.06
55-10-35	£ 13.20	£ 1.95	£ 6.99	£ 8.09	£ 19.63	-£ 6.87	£ 0.13	£ 0.42	£ 0.17	£ 4.88
45-20-35	£ 13.76	£ 1.95	£ 7.00	£ 8.06	£ 19.42	-£ 6.31	£ 0.12	£ 0.43	£ 0.14	£ 4.67
45-15-40	£ 14.05	£ 1.94	£ 6.96	£ 8.06	£ 19.13	-£ 6.02	£ 0.11	£ 0.40	£ 0.14	£ 4.38
47.5-5-47.5	£ 14.35	£ 1.93	£ 6.91	£ 8.06	£ 18.75	-£ 5.72	£ 0.11	£ 0.34	£ 0.15	£ 4.00
45-10-45	£ 14.34	£ 1.93	£ 6.93	£ 8.06	£ 18.85	-£ 5.73	£ 0.11	£ 0.36	£ 0.14	£ 4.09
LIN ex Direct	£ 14.33	£ 1.94	£ 7.02	£ 8.02	£ 19.28	-£ 5.74	£ 0.11	£ 0.45	£ 0.11	£ 4.53
40-20-40	£ 14.34	£ 1.93	£ 6.97	£ 8.04	£ 19.03	-£ 5.73	£ 0.11	£ 0.40	£ 0.13	£ 4.28

Other Factors

1 — Channel Mix

Current **37%** of conversions are more than **1** step journeys. With the majority coming though **5** channels

2 — Upper Funnel

Improving the value of the initial purchase funnel, you can achieve a higher ROAS and enable diverse marketing strategies.
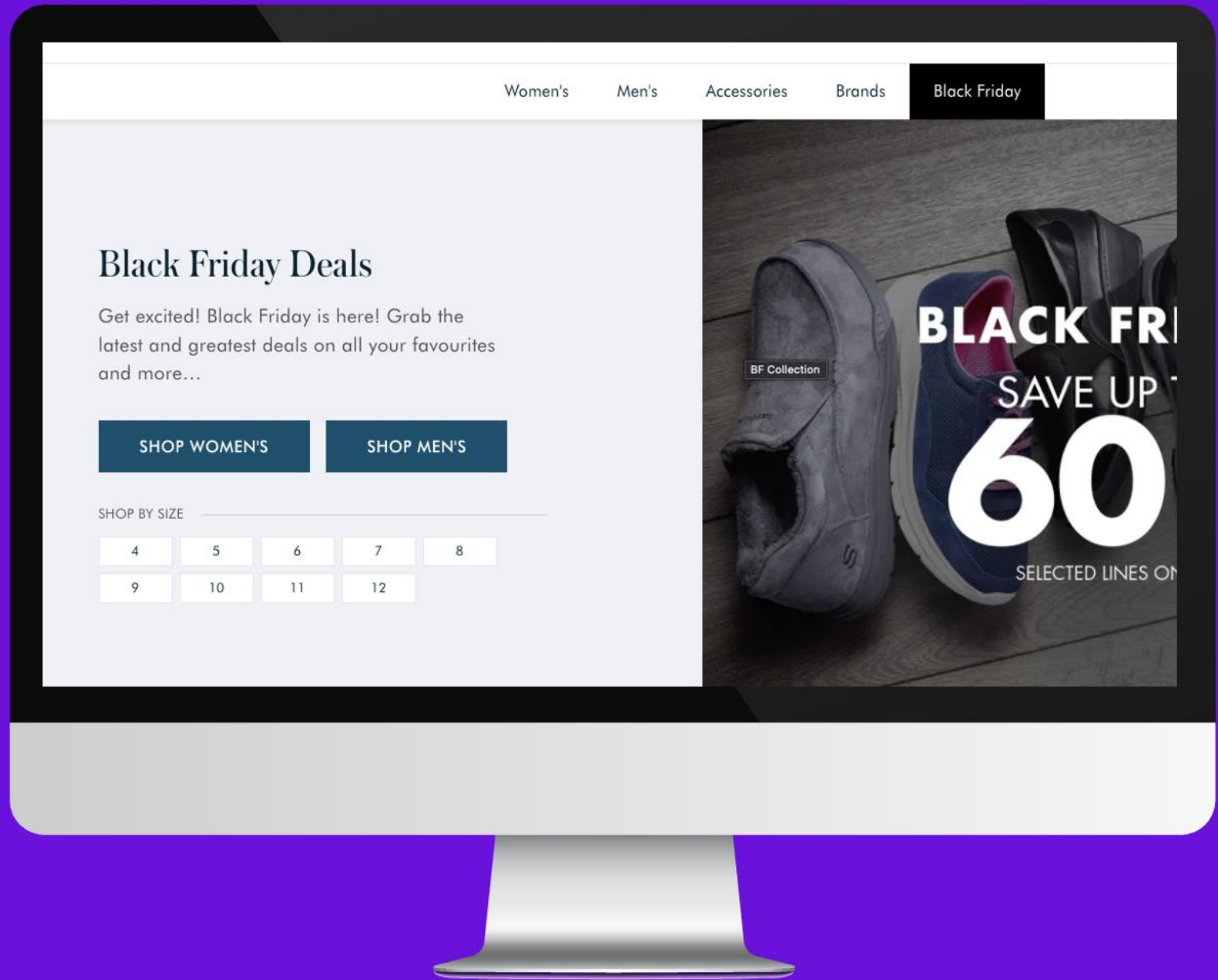
3 — Affiliate

Any change to attribution will impact Affiliate marketing. However, this could open other strategies to consider. E.g. placements, banners, influencers, content pieces.

Other things to consider is that returns/validating sales are not represented in GA.

Pavers

Moving away from last click allowed for a 41% increase in spend at the same efficiency within the first 3 months. 55% more keyword were included in optimisation.

Women's   Men's   Accessories   Brands   **Black Friday**

Black Friday Deals

Get excited! Black Friday is here! Grab the latest and greatest deals on all your favourites and more…

BF Collection

SHOP WOMEN'S   SHOP MEN'S

SHOP BY SIZE

| 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | |

BLACK FR
SAVE UP
60
SELECTED LINES ON

Unlock more ROAS

Take Aways

- Connect GA4 to Big Query
- Do you actually need a model?
- Get senior team buy-in.
- Asses multiple models.
- Implement new optimisation & company-wide reporting.

ASK BOSCO®