n MARKETING THE MOMENTS

MARKETING SUMMIT **2015**

neustar

BUSINESS CONTEXT

neustar

Knowing the **consumer journey** helps **inform media strategy decisions**

neustar®

CONSUMER

Having persistent identity across devices enrich user chains

- Create a relevant experience for the user

- Inform more effective strategies for marketers

neustar®

Topics

User Chains

Multi-Touch Attribution

Cross-Device Identifiers

neustar

USER CHAINS

neustar

Throughout this talk, we'll reference an **example case study**. It is fictional, but based on **real trends** we see in the data.
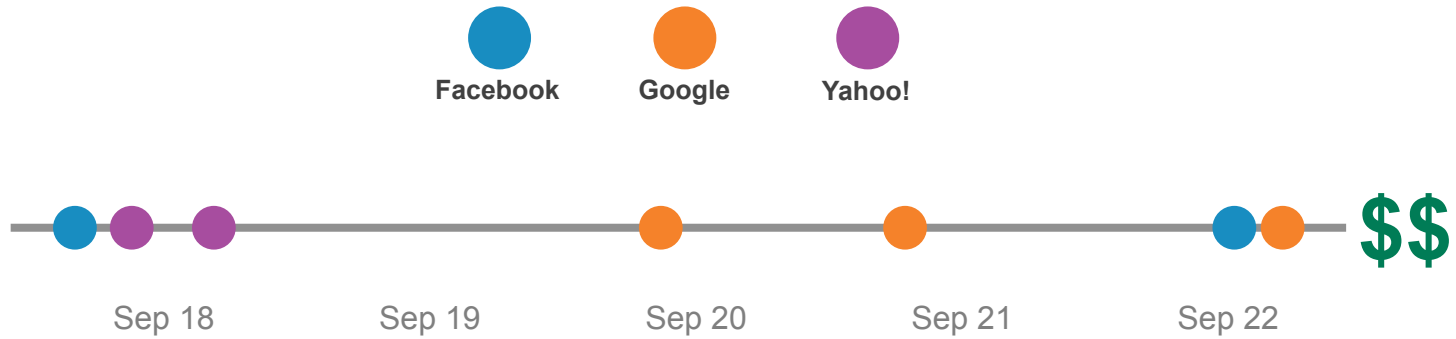
neustar

CASE STUDY DETAILS

	Impressions	Conversions
Time Range	August + September	September
Total Volume	10,000,000	10,000
Sites	Google Facebook Yahoo!	N/A

neustar®

A **user chain** is **a timeline of activity** (usually) leading up to a **purchase**
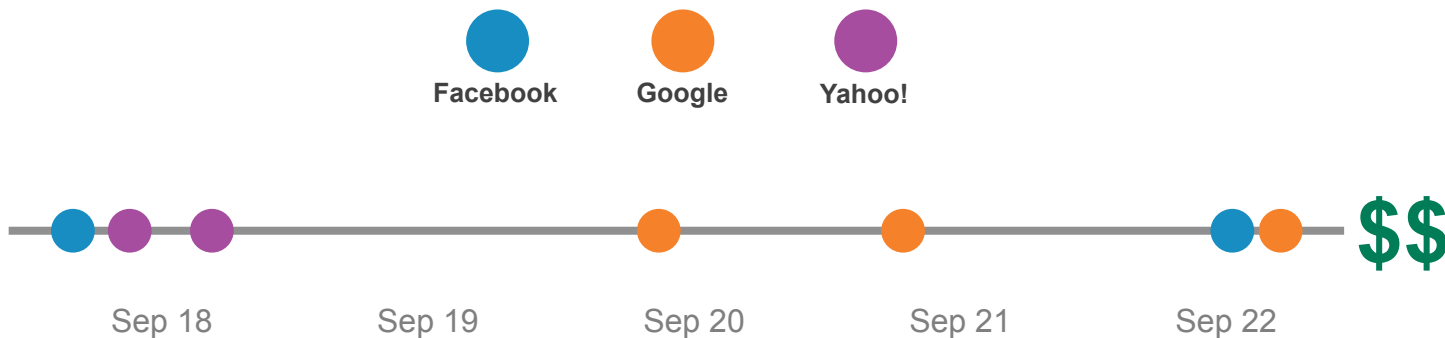
neustar®

The **mass** of a user chain is the number of events in the user chain

Mass = 7

neustar®

Higher mass user chains
mean **more perspective** into the journey

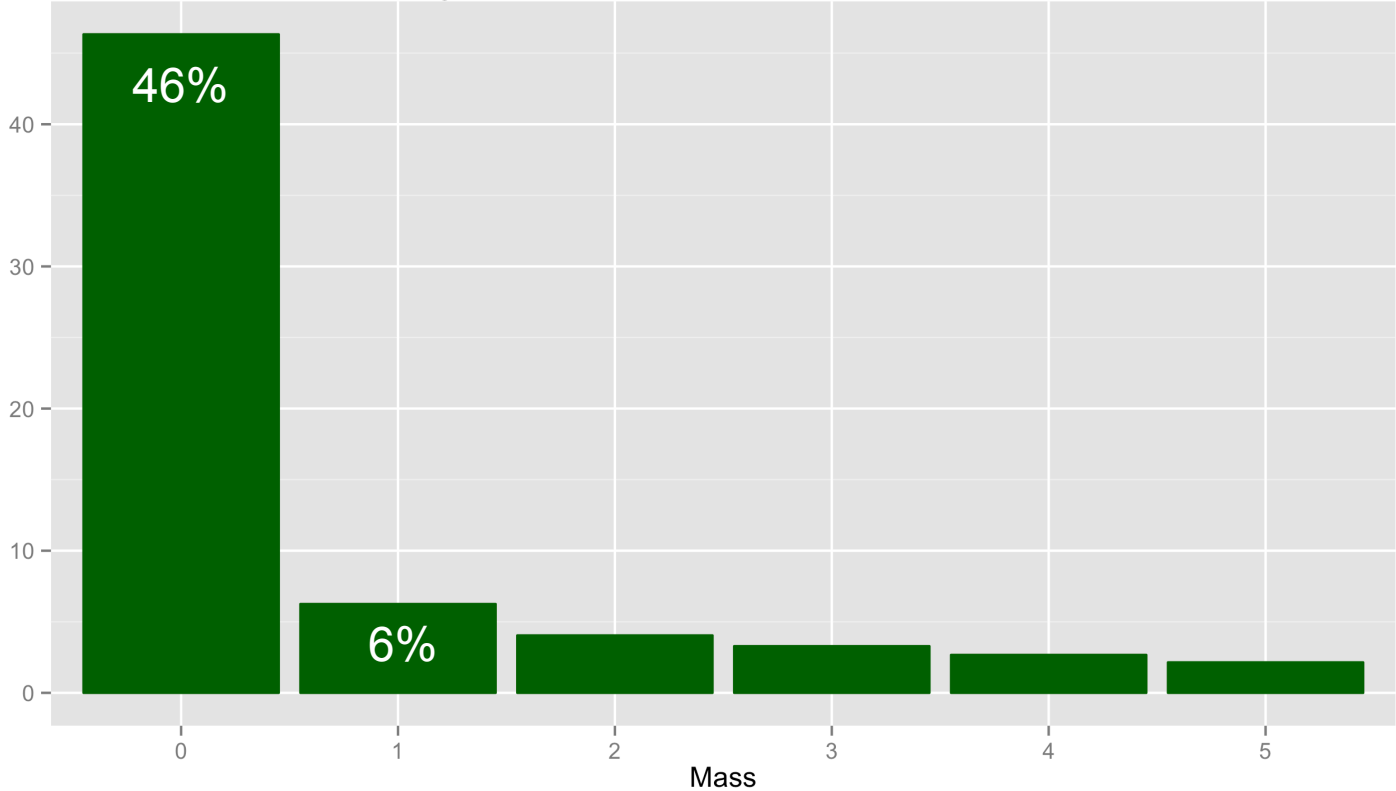neustar®

Lower mass user chains
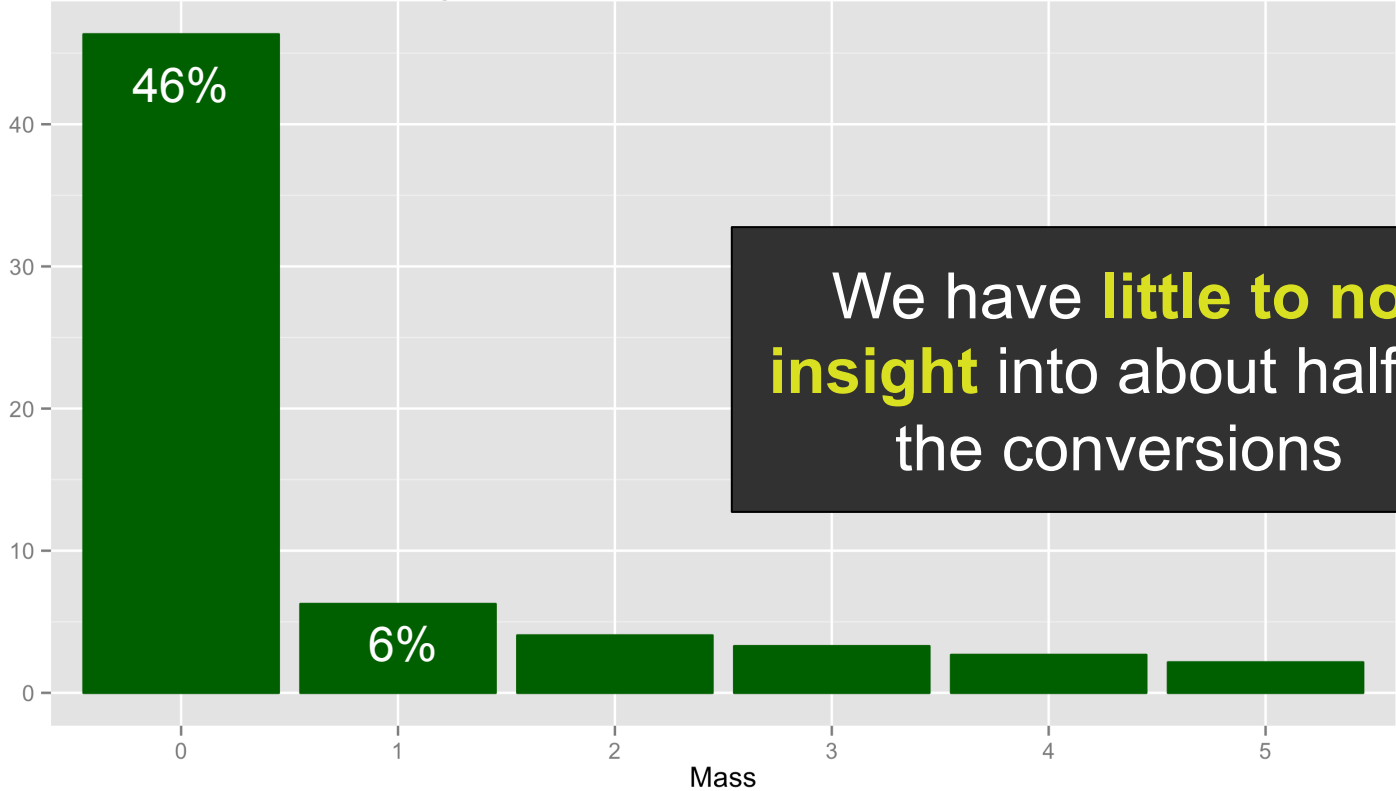# mean **less perspective** into the journey

$$

neustar

RETURNING TO OUR CASE STUDY

Percentage of Converter User Chains with a Given Mass

neustar®

RETURNING TO OUR CASE STUDY

Percentage of Converter User Chains with a Given Mass

We have **little to no insight** into about half of the conversions

neustar®

The existence of many low mass user chains is a major **challenge**

neustar®

The existence of many low mass user chains is a major **challenge**

But, why exactly?

neustar

MULTI-TOUCH ATTRIBUTION

neustar

Attribution assigns **credit** to features like ad **placement**, or the **site** on which the ad was served, to determine **what drives conversions**
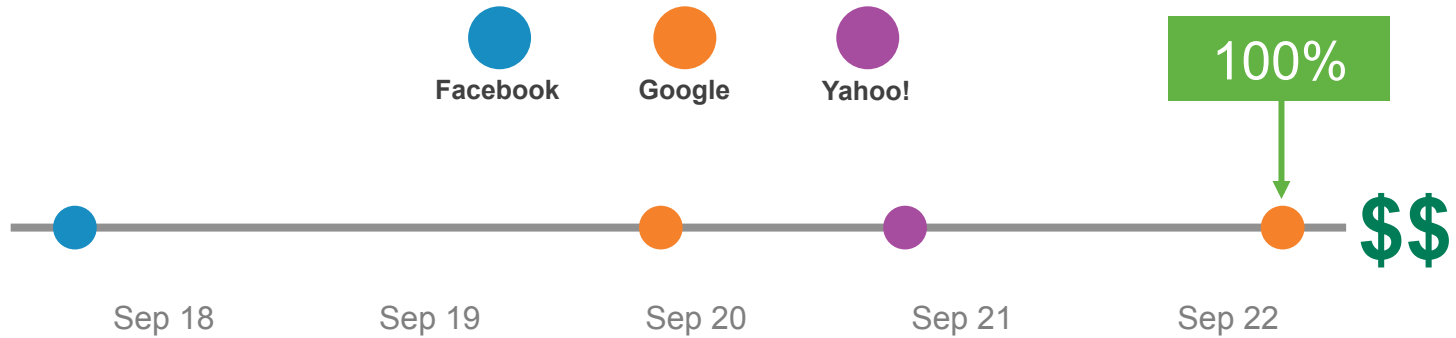
neustar®

Attribution assigns **credit** to features like ad **placement**, or the **site** on which the ad was served, to determine **what drives conversions**
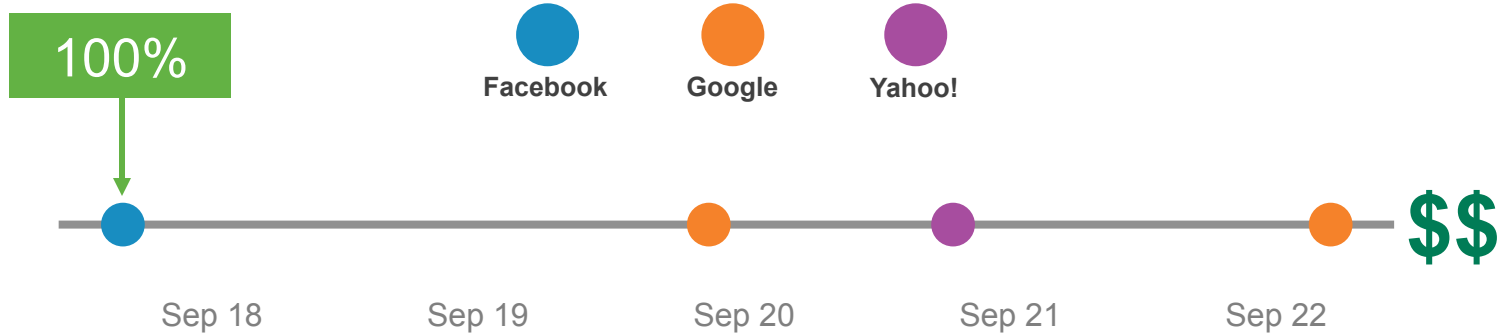
User chains are the **inputs** to attribution models

neustar

Attribution assigns **credit** to features like ad **placement**, or the **site** on which the ad was served, to determine **what drives conversions**

User chains are the **inputs** to attribution models

Different attribution models assign credit to features in the user chain in different ways
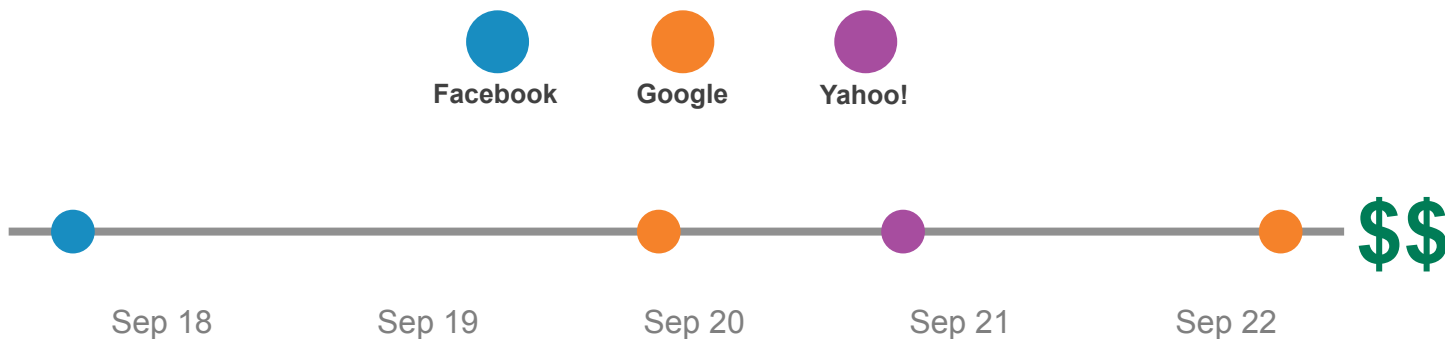
neustar®

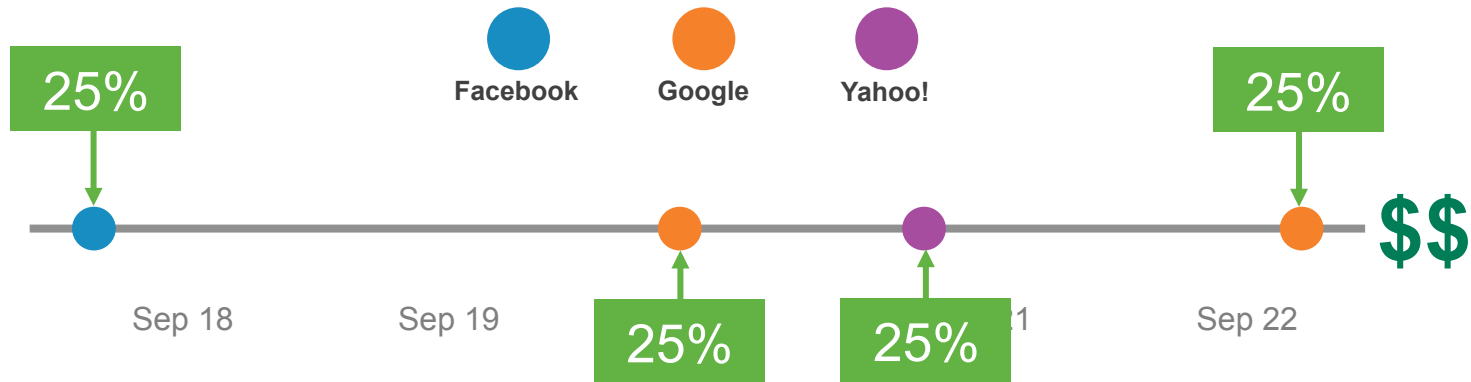**Last-touch attribution:** the last site gets 100% credit

neustar

Multi-touch attribution:
credit is distributed among many sites

Facebook   Google   Yahoo!

Sep 18   Sep 19   Sep 20   Sep 21   Sep 22

$$

neustar

Multi-touch attribution:
equal credit model

neustar

Multi-touch attribution:
decay model

Facebook · Google · Yahoo!

7%

53%

Sep 18 · Sep 19 · Sep 22
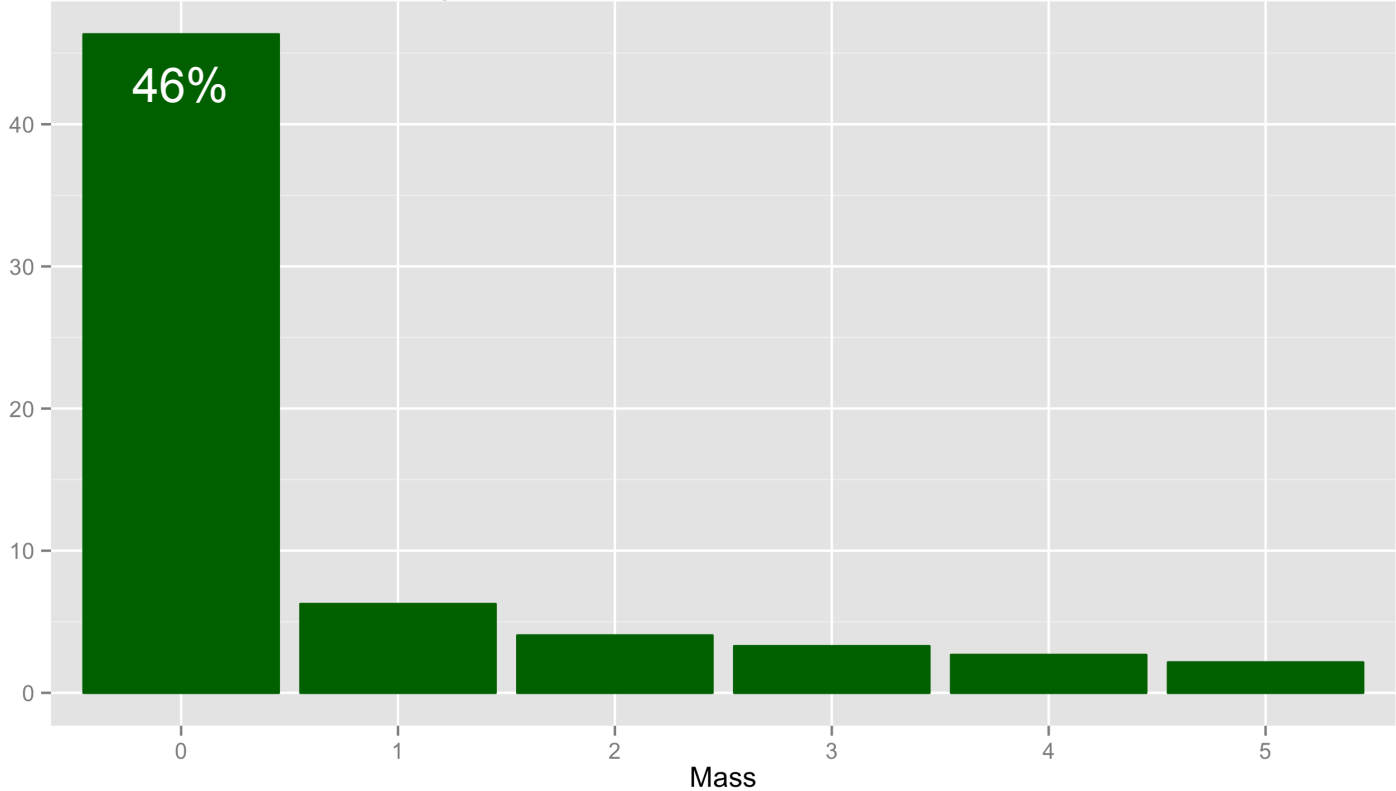
13%

27%

$$

neustar

If a user chain has only one event, all models give the **exact same** result!
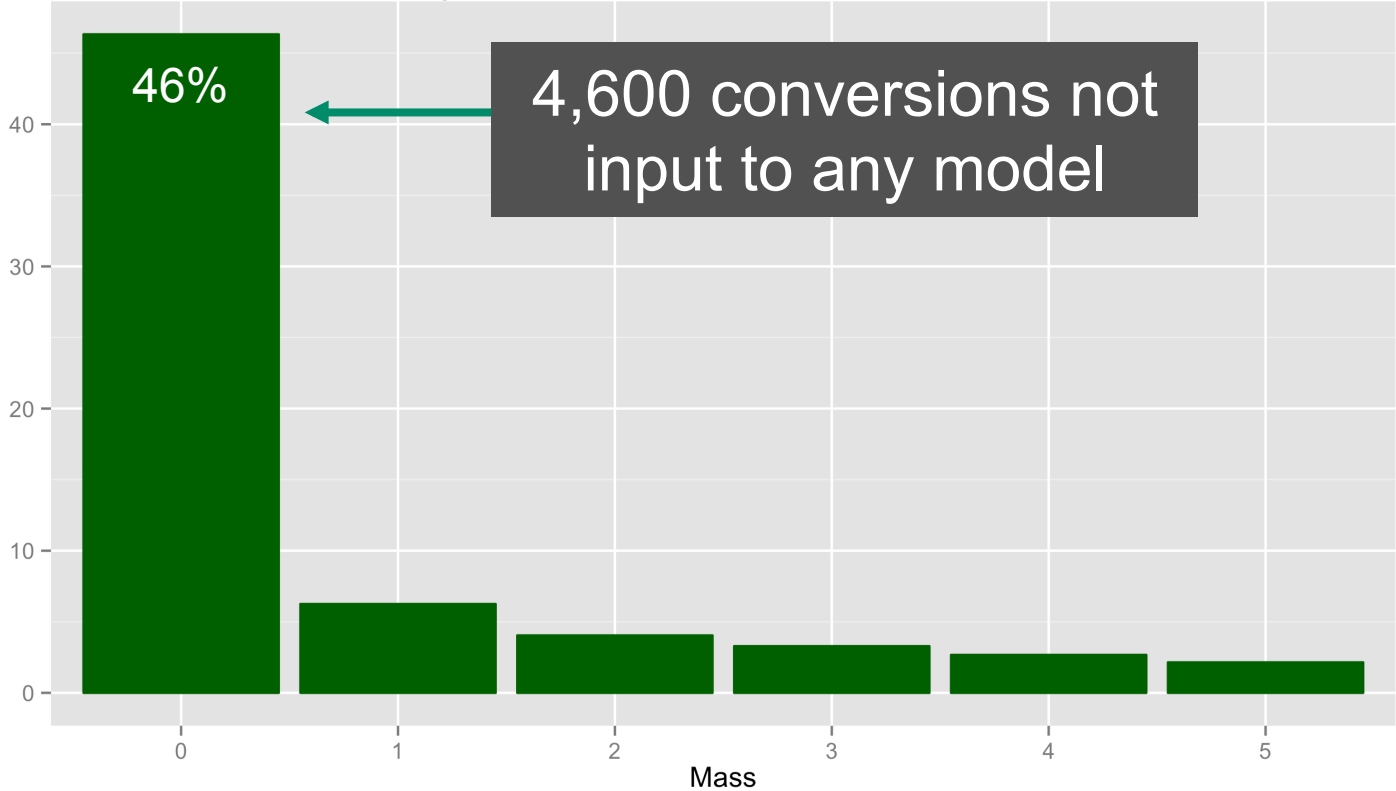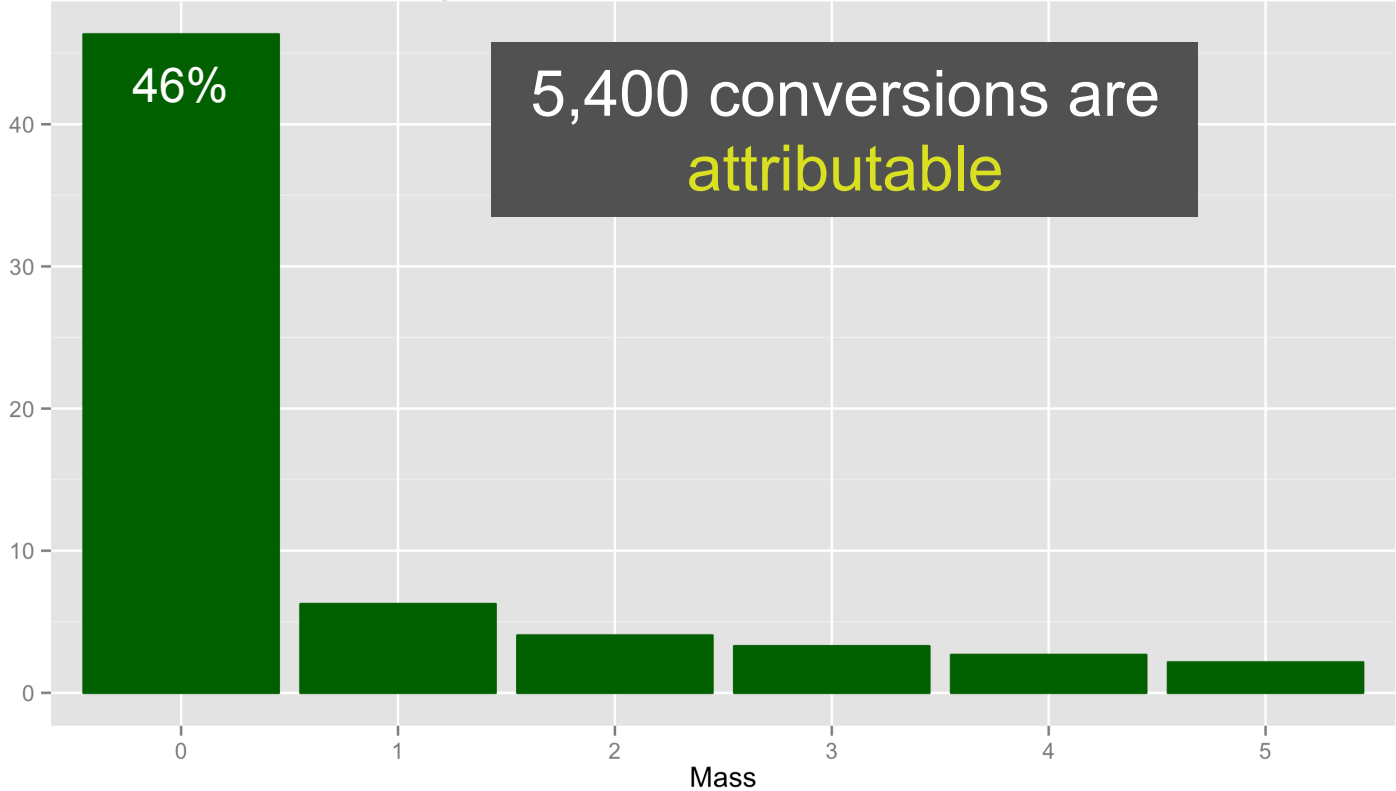
neustar

RETURNING TO OUR CASE STUDY

Percentage of Converter User Chains with a Given Mass

neustar

RETURNING TO OUR CASE STUDY

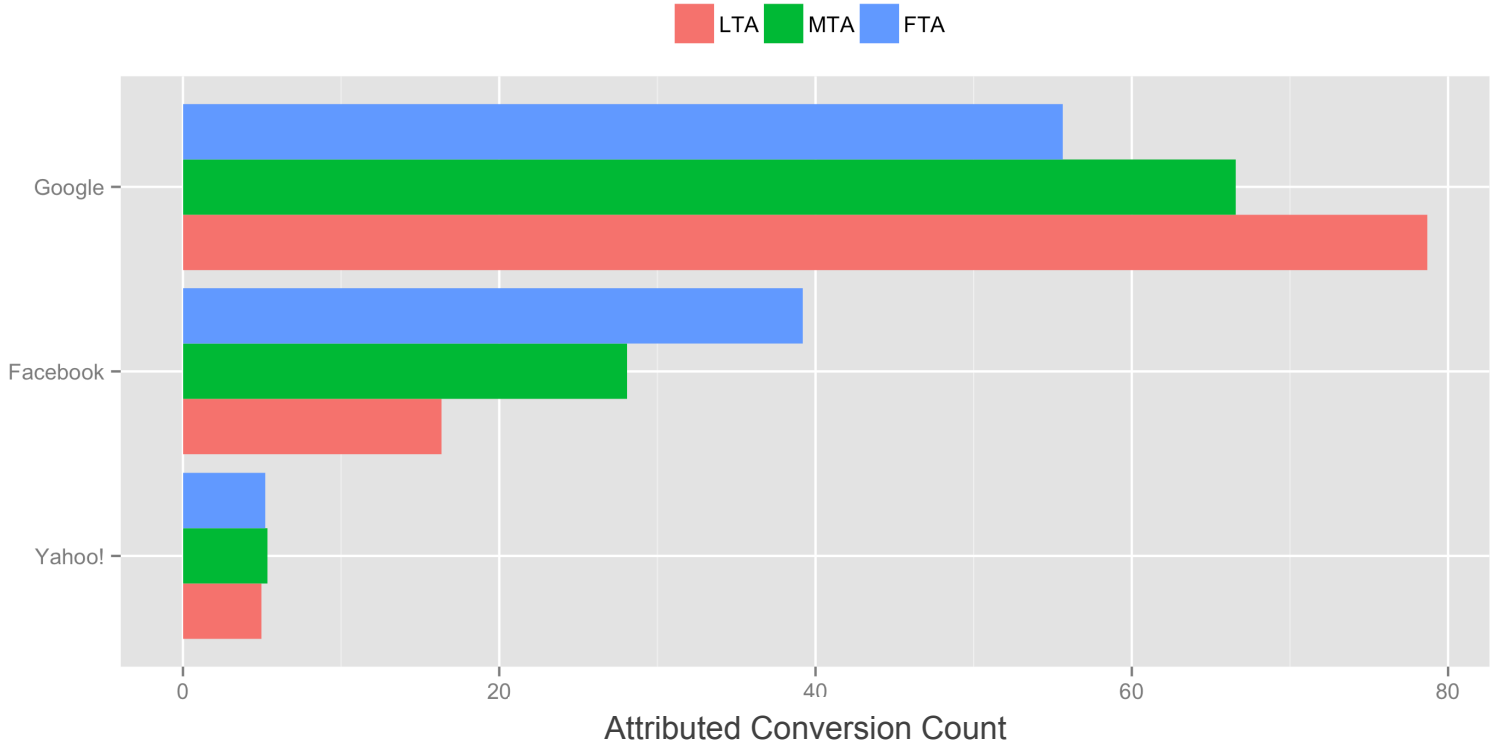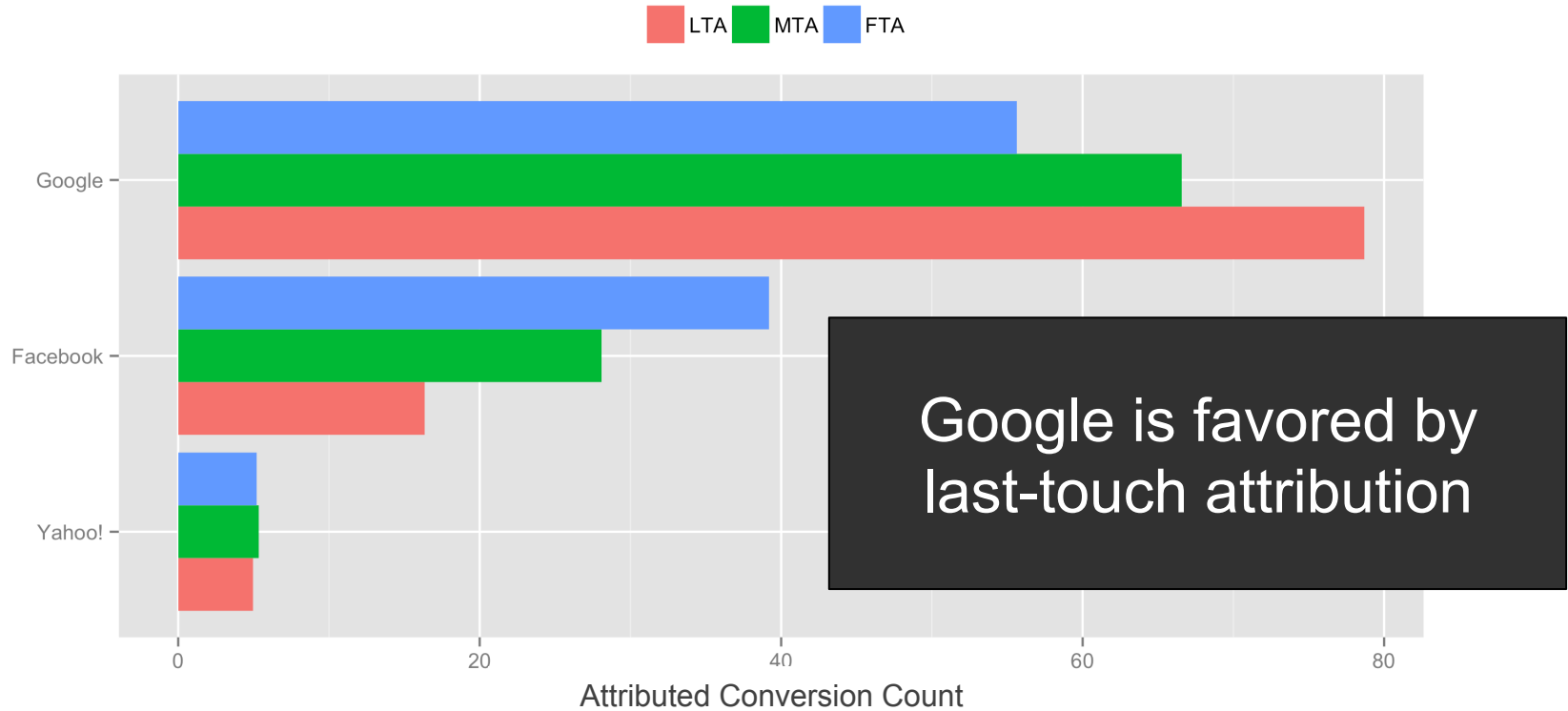Percentage of Converter User Chains with a Given Mass

46%

4,600 conversions not input to any model

neustar®

RETURNING TO OUR CASE STUDY

Percentage of Converter User Chains with a Given Mass

46%

5,400 conversions are attributable

neustar

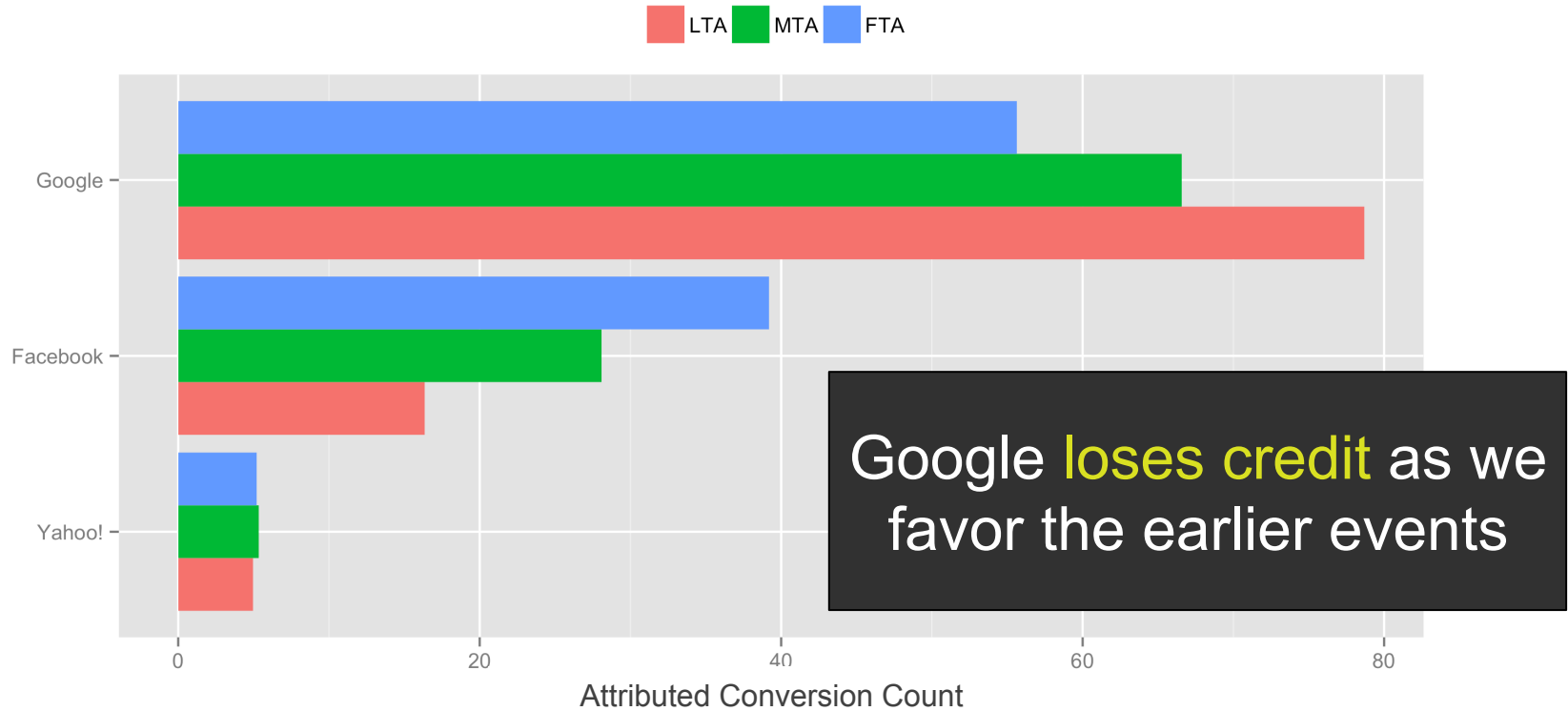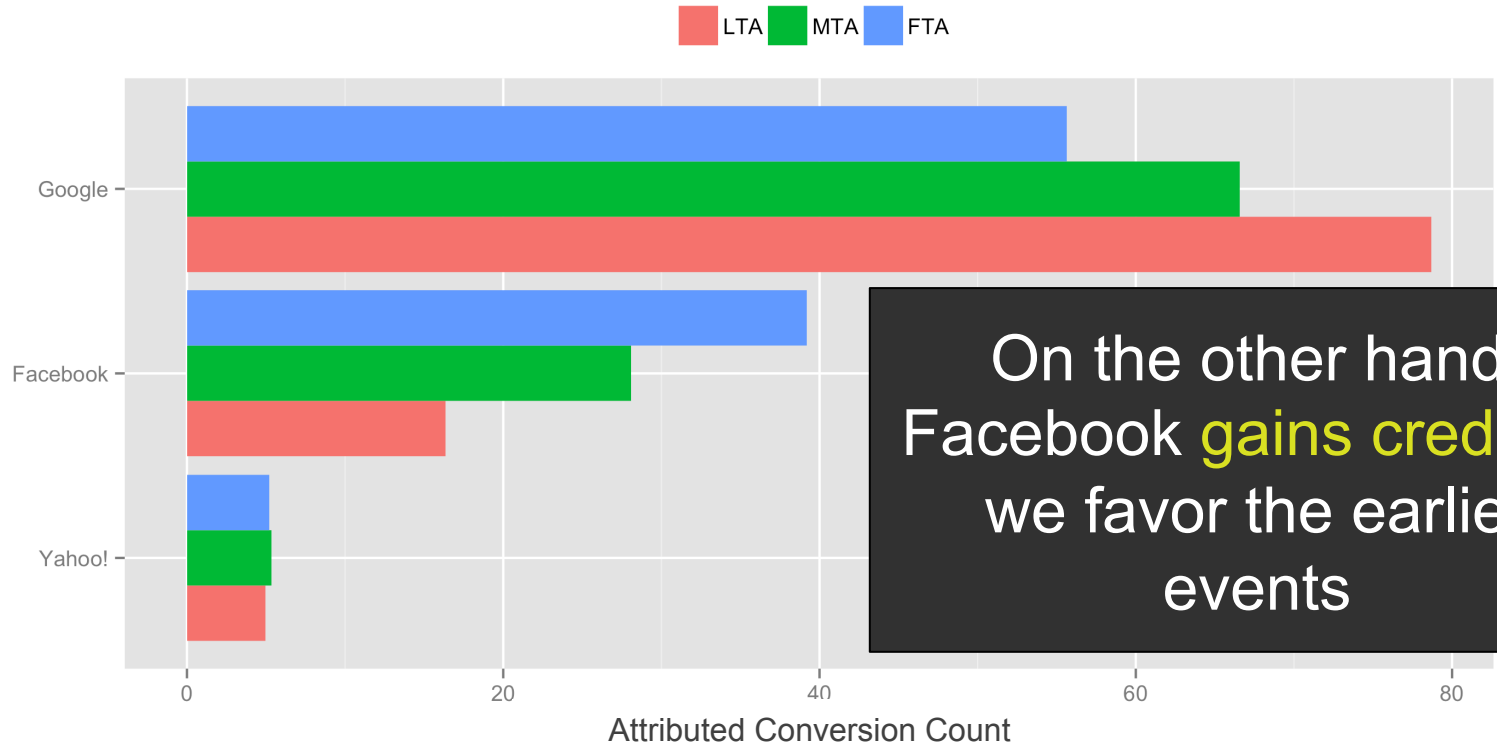# RETURNING TO OUR CASE STUDY

Attribution Model Results Comparison

neustar®

RETURNING TO OUR CASE STUDY

Attribution Model Results Comparison

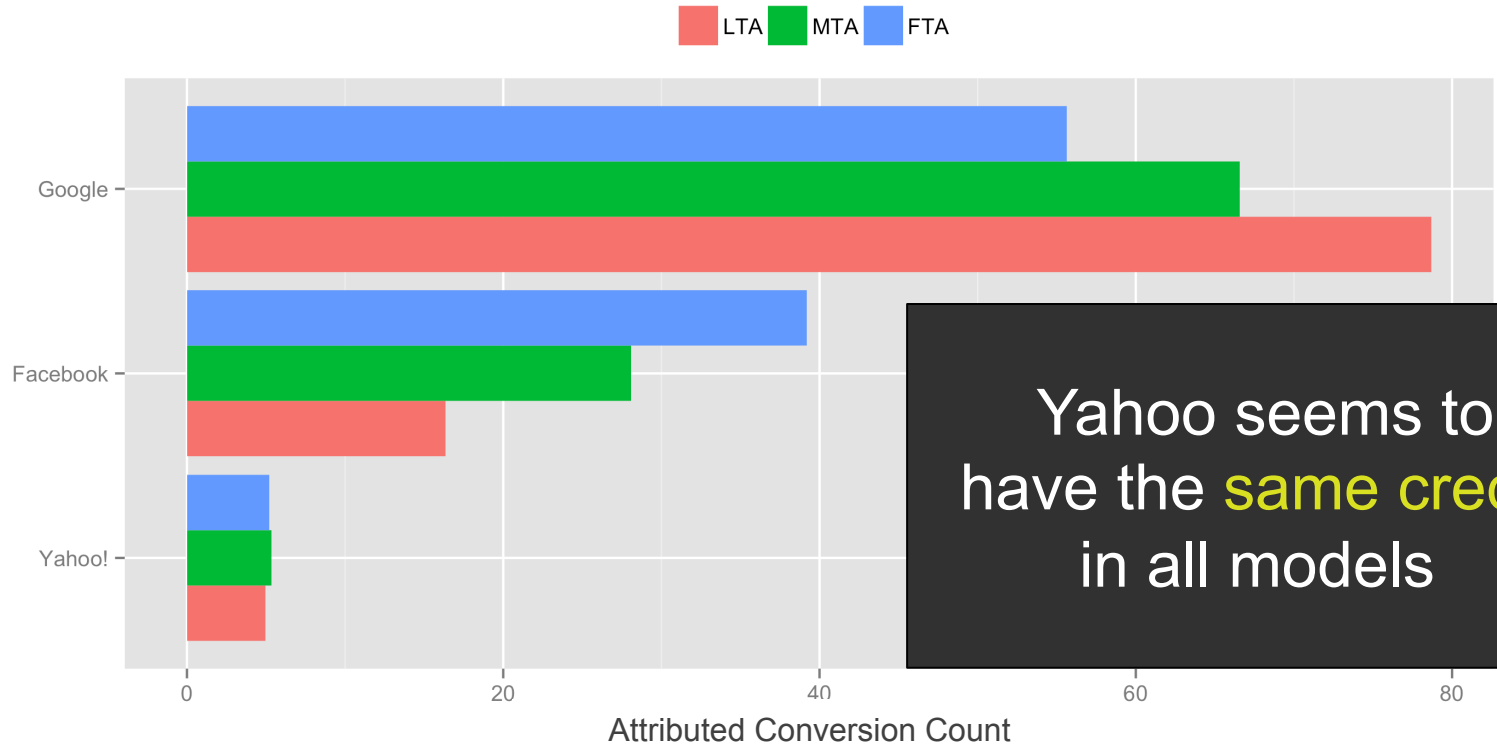Legend: LTA · MTA · FTA

Google is favored by last-touch attribution

X-axis: Attributed Conversion Count (0, 20, 40, 60, 80)

Y-axis: Google, Facebook, Yahoo!

neustar®

RETURNING TO OUR CASE STUDY

Attribution Model Results Comparison

Google loses credit as we favor the earlier events

neustar®

RETURNING TO OUR CASE STUDY

Attribution Model Results Comparison

Yahoo seems to have the **same credit** in all models
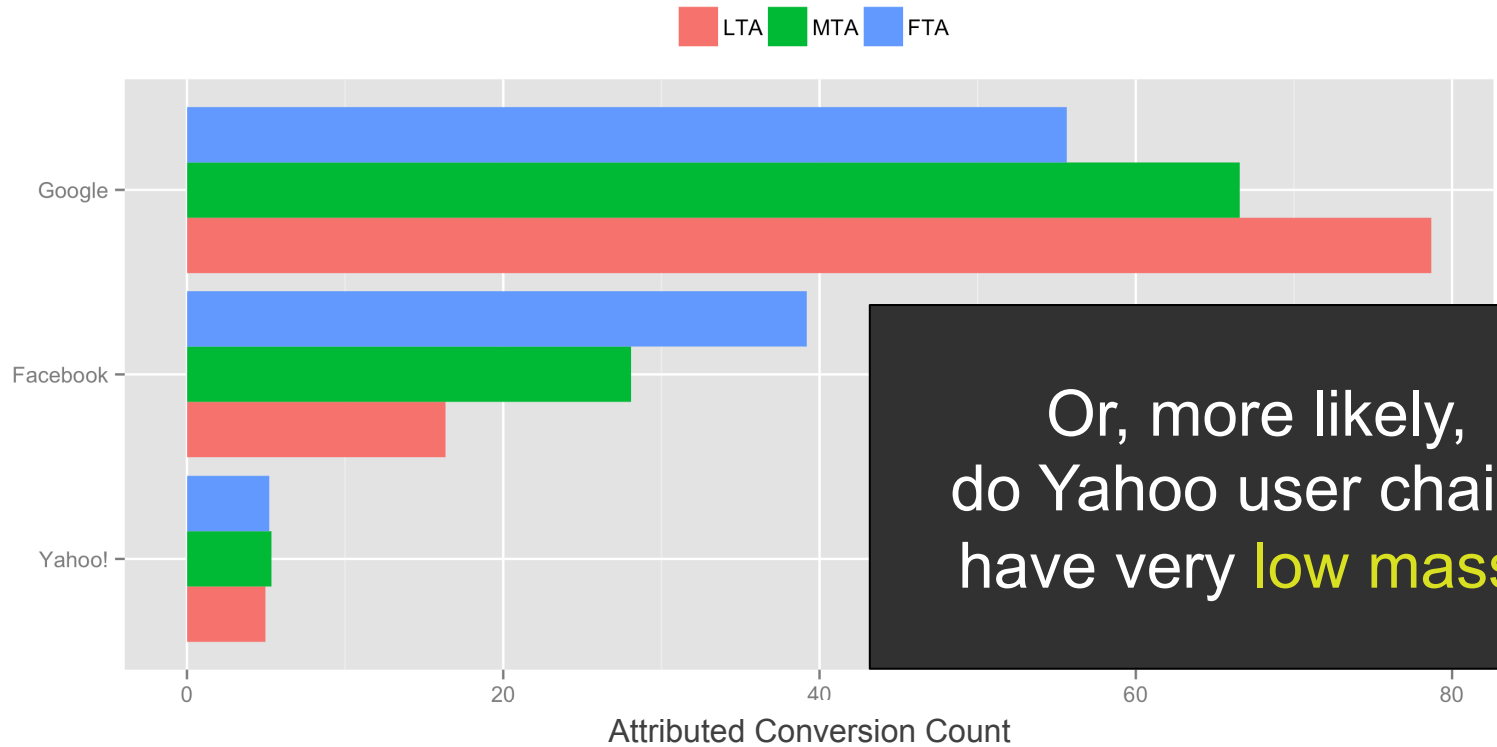
neustar®

RETURNING TO OUR CASE STUDY
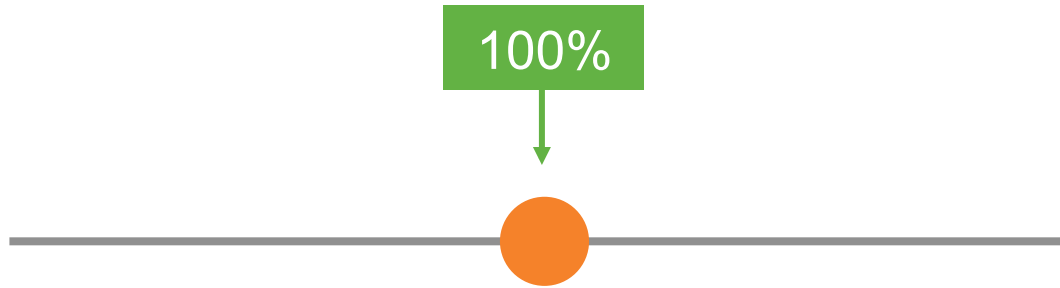
Attribution Model Results Comparison
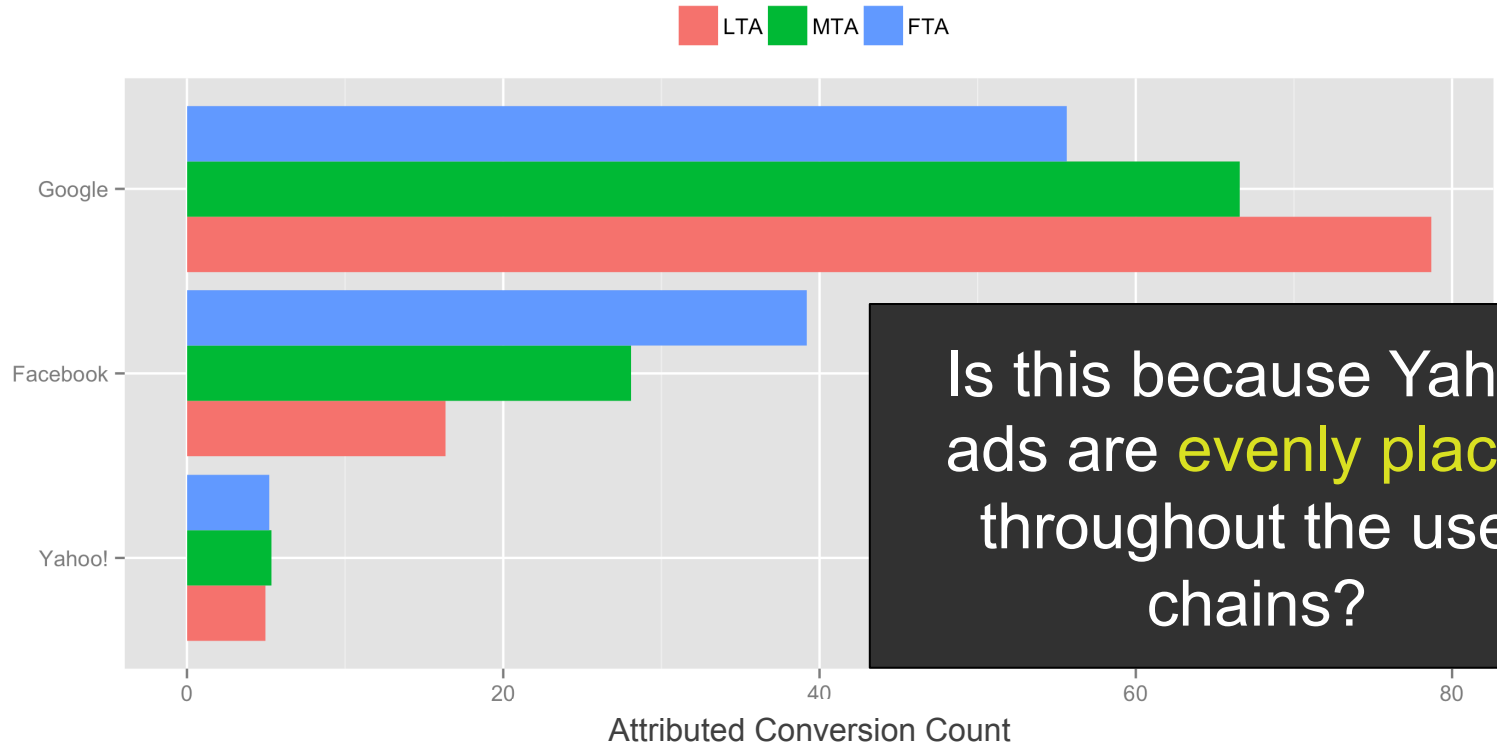
Is this because Yahoo ads are evenly placed throughout the user chains?

neustar®

RETURNING TO OUR CASE STUDY
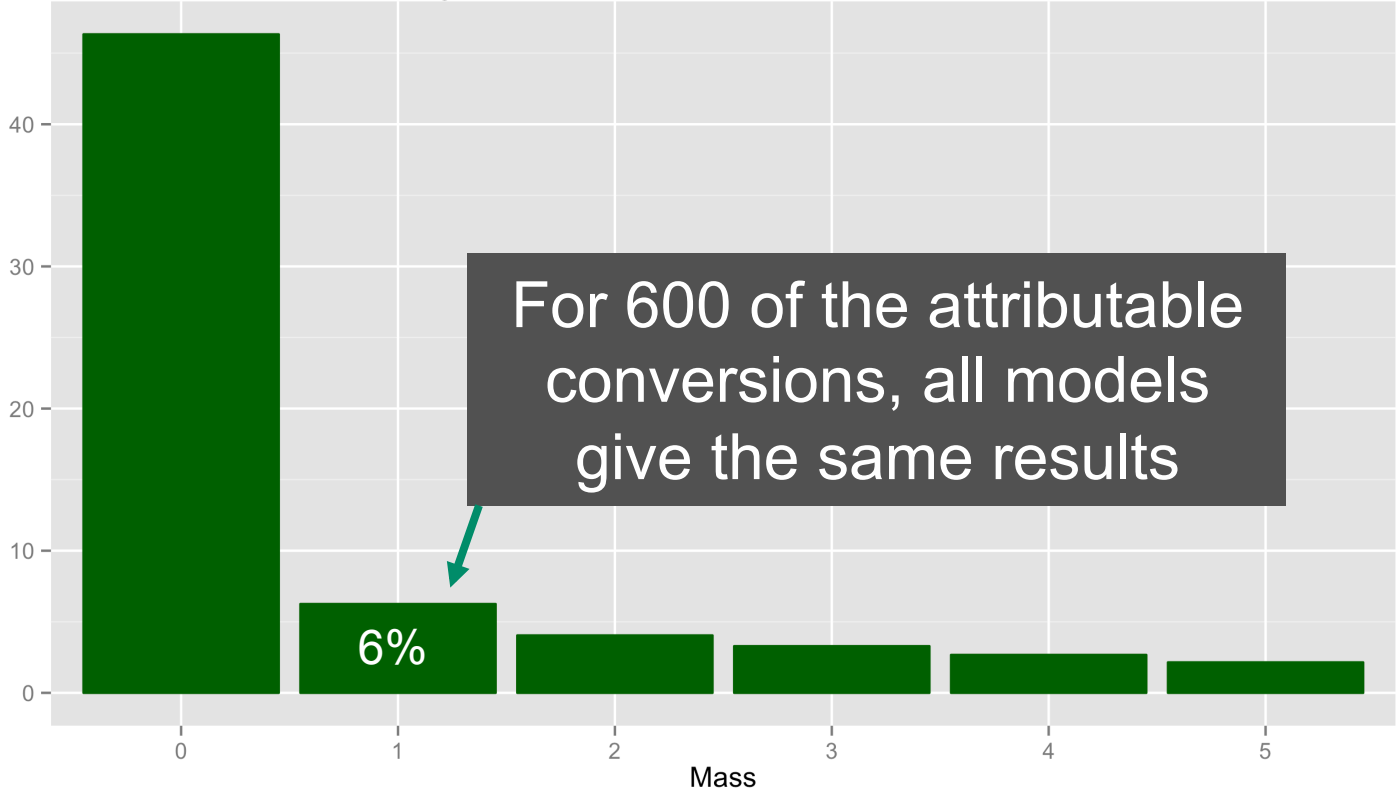
Attribution Model Results Comparison

LTA MTA FTA

Or, more likely,
do Yahoo user chains
have very low mass?

Attributed Conversion Count

neustar®

100%

If a user chain has only one event, all models give the **exact same** result!

neustar

Meaningful interpretations of
multi-touch attribution model results
depend on high mass user chains

neustar

Meaningful interpretations of multi-touch attribution model results **depend** on high mass user chains

How can we **increase the mass** of the user chains?

neustar

For example, suppose the following two user chains in fact belong to the same person. How can we tie them together?
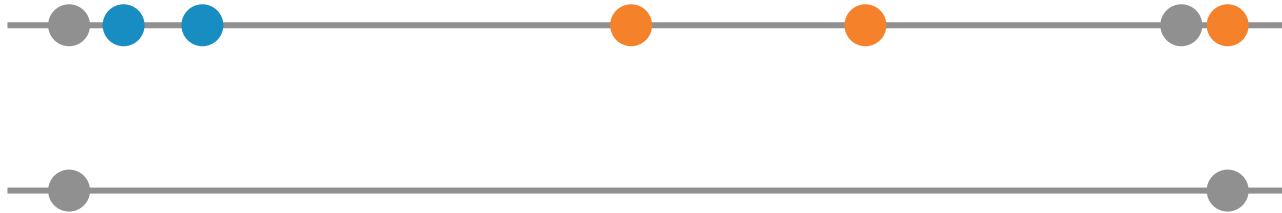
neustar

CROSS-DEVICE IDENTIFIERS

neustar

What **defines** a user?

What ties together a user's activity?

neustar

What **defines** a user?

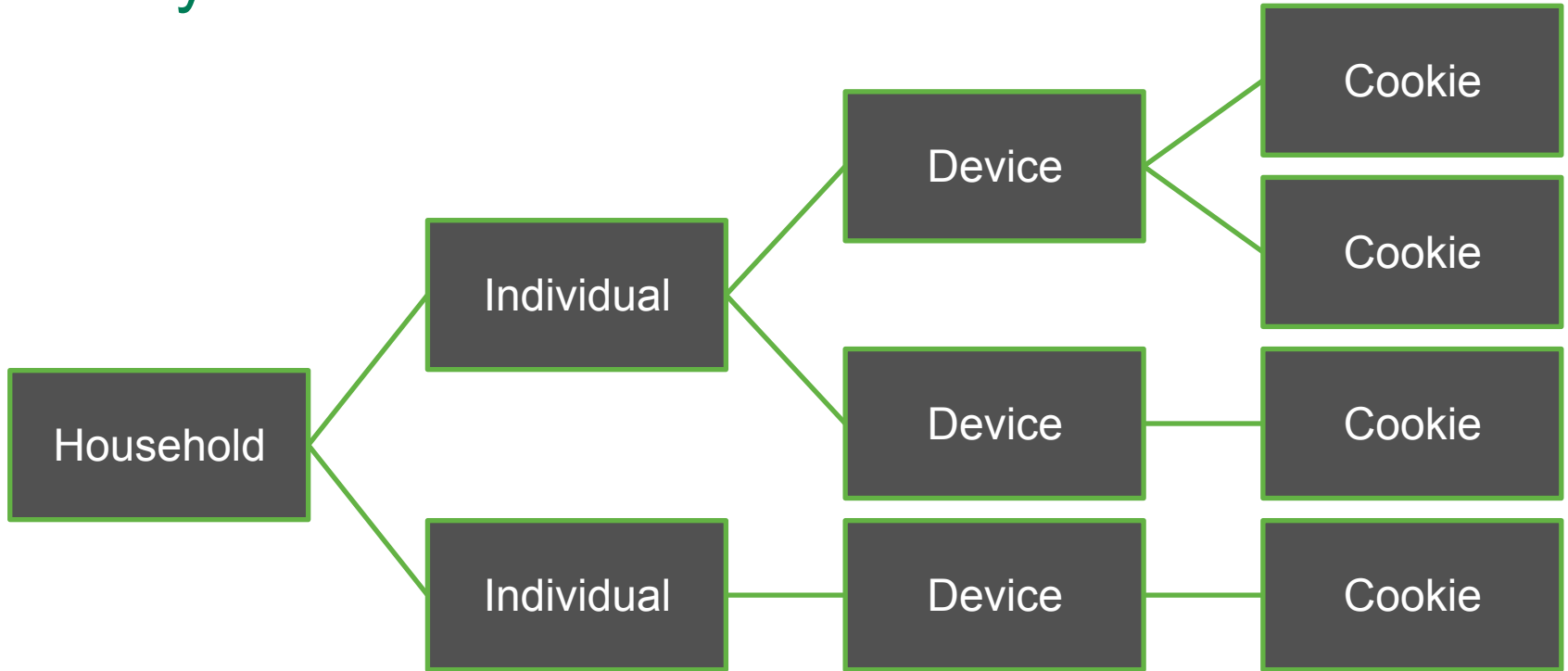What ties together a user's activity?

Answer: an **identifier**

neustar
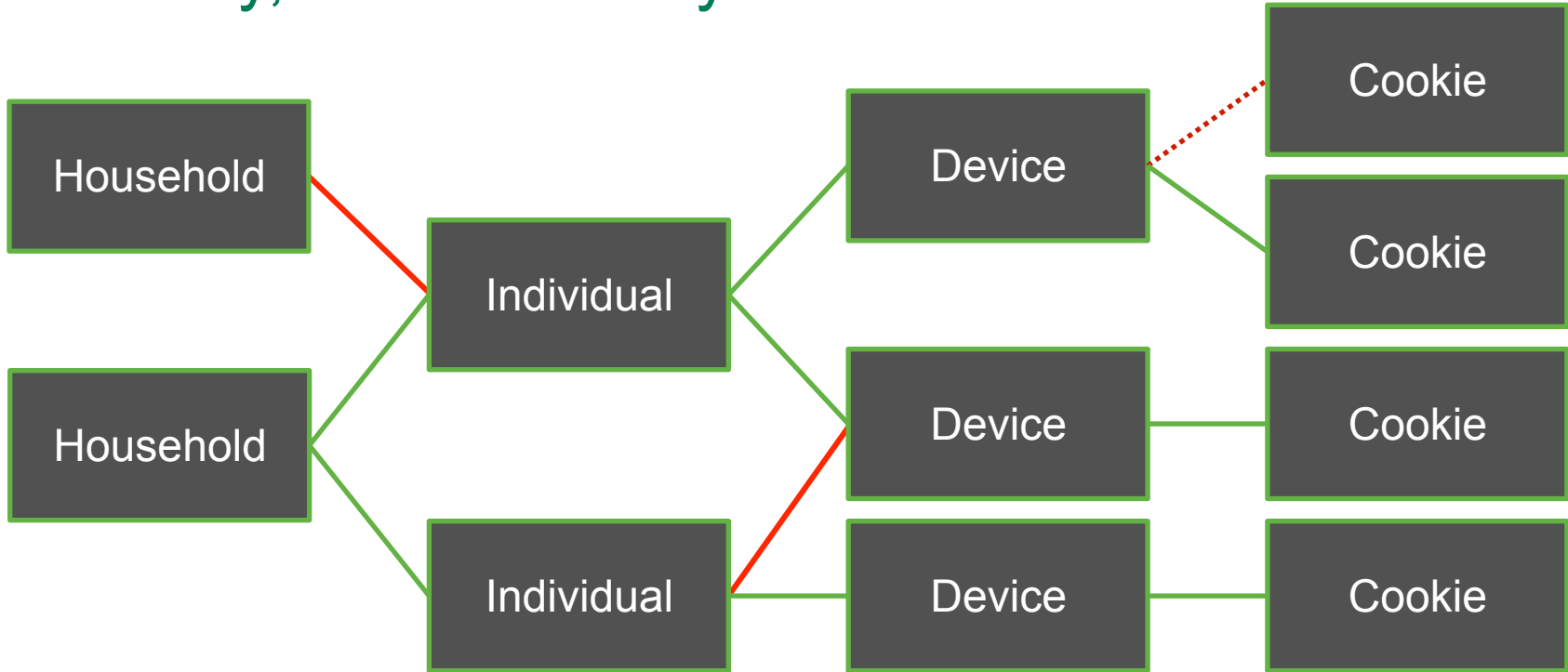
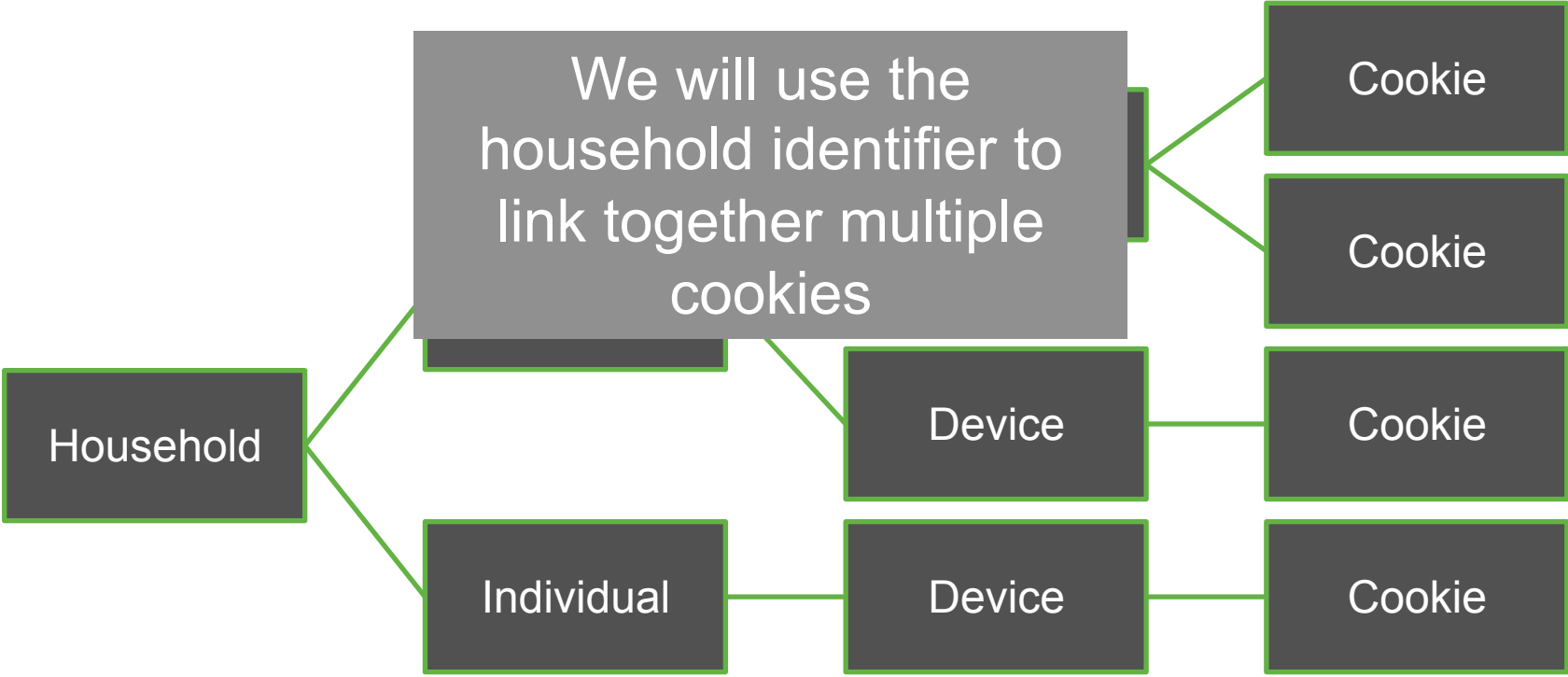| Examples of Identifiers |
| --- |
| Household |
| Individual |
| Device |
| Browser (Cookie) |

neustar®

Ideally...

neustar®
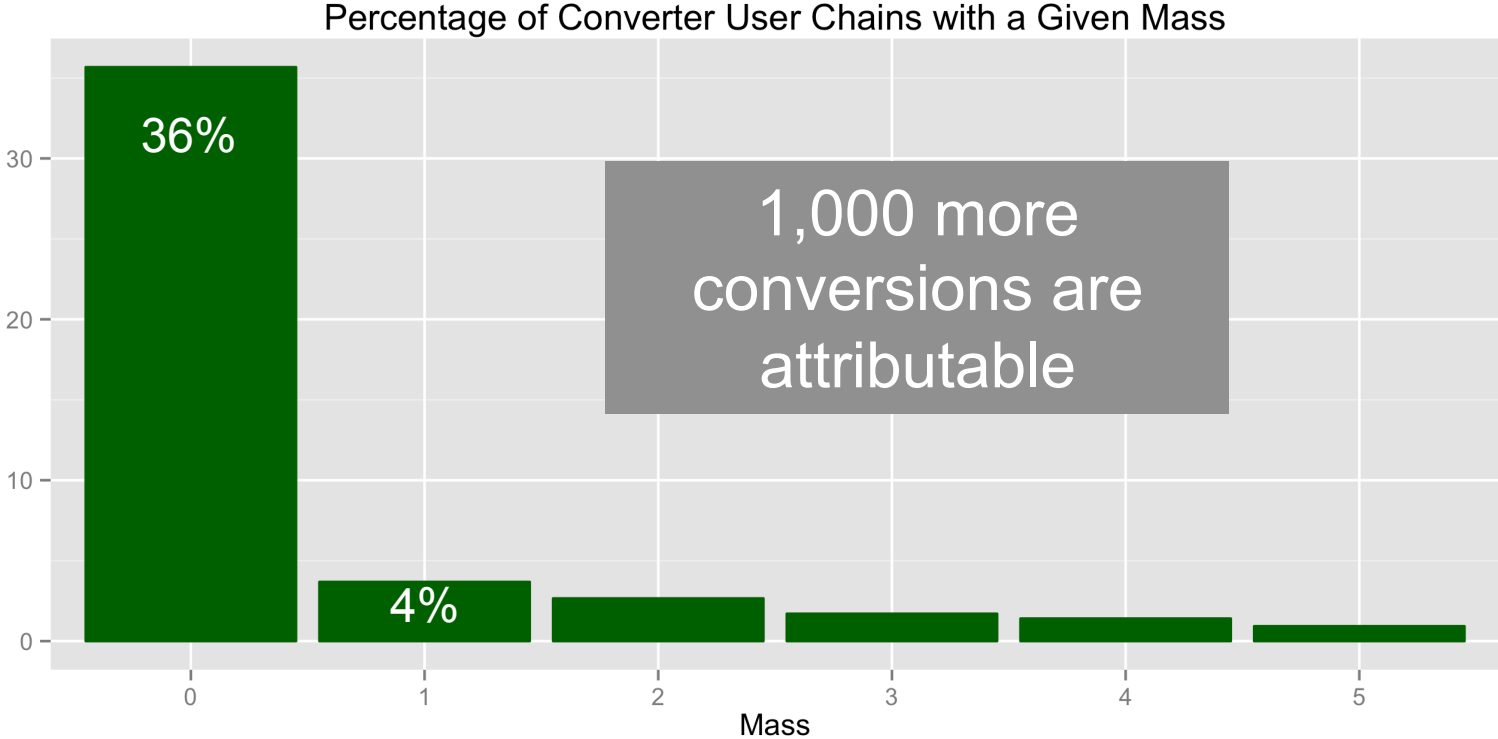
In reality, data is messy!

neustar®

Entity resolution algorithms choose the best linkages between identifiers.

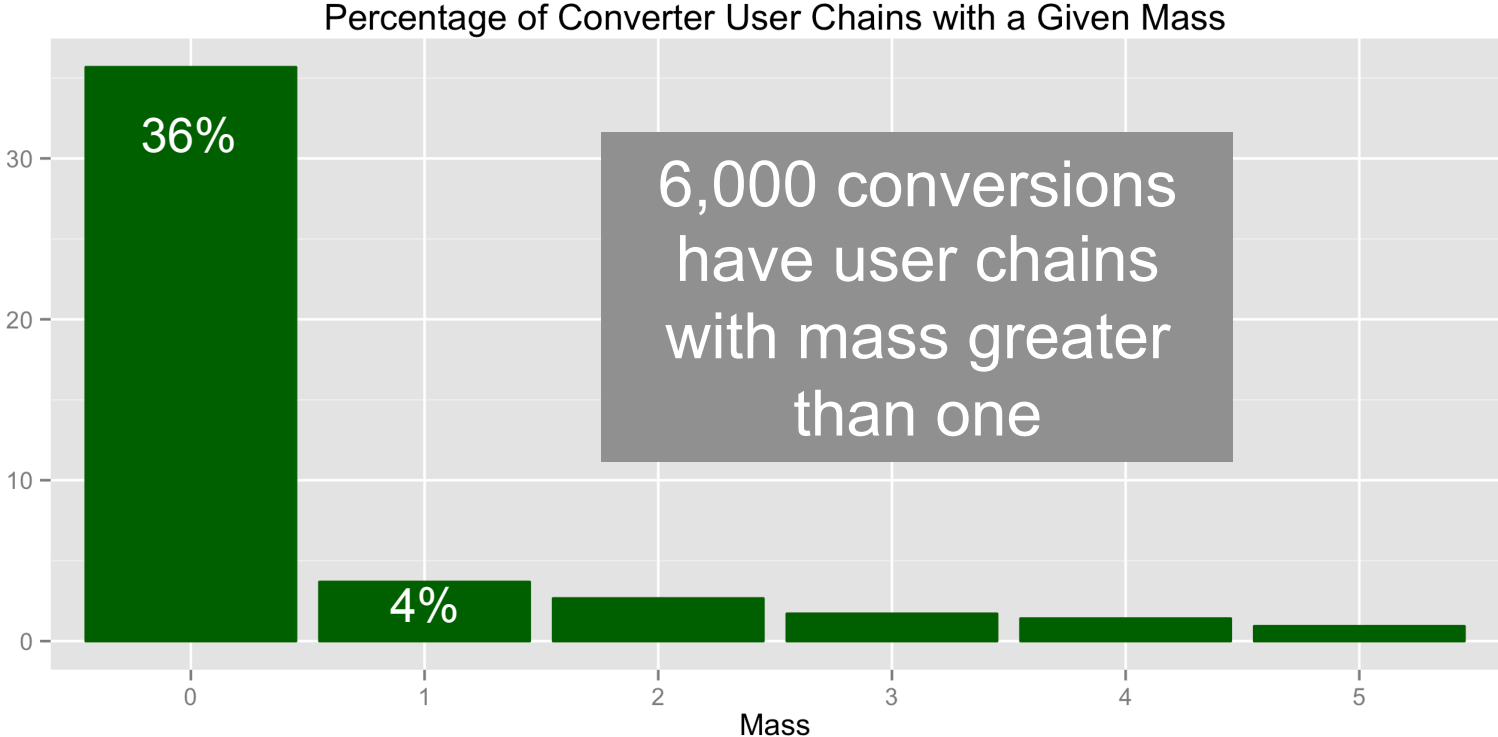Good algorithms turn the messy into the ideal.

neustar

RETURNING TO OUR CASE STUDY

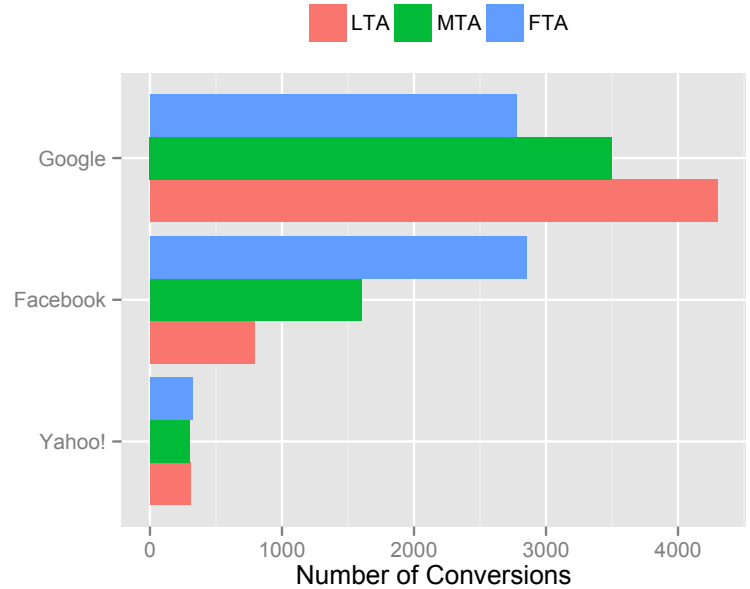We will use the household identifier to link together multiple cookies

Household

Individual

Device

Device

Cookie

Cookie

Cookie

Cookie

neustar®

RETURNING TO OUR CASE STUDY

Percentage of Converter User Chains with a Given Mass

neustar®

RETURNING TO OUR CASE STUDY

Percentage of Converter User Chains with a Given Mass

6,000 conversions have user chains with mass greater than one
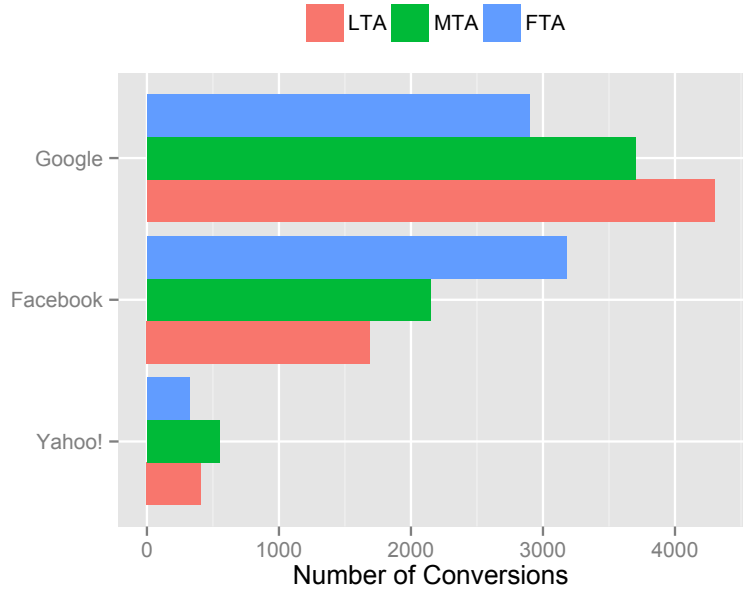
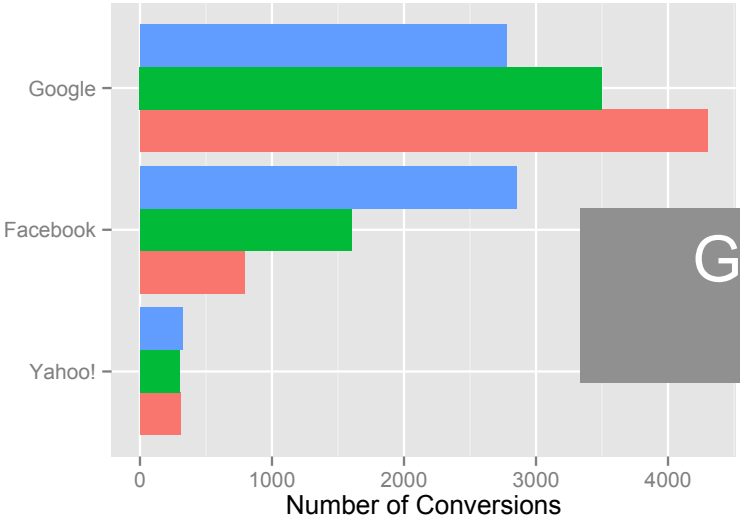neustar®

RETURNING TO OUR CASE STUDY

Cookie Only Attribution

Cookie + Household Based Attribution

neustar

RETURNING TO OUR CASE STUDY
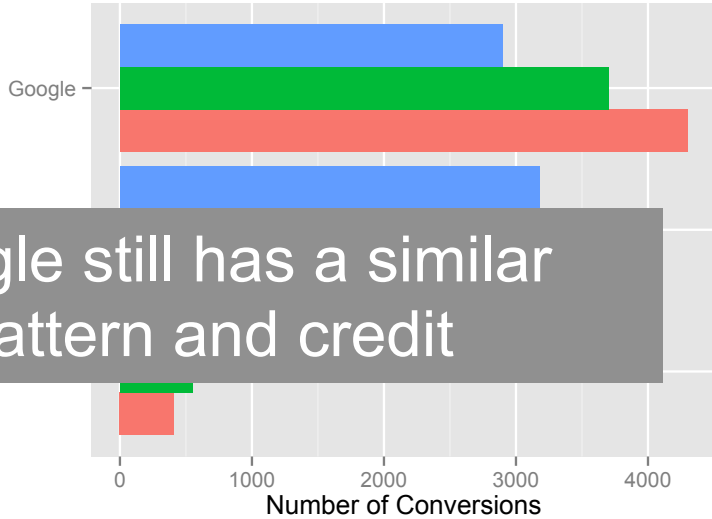

Cookie Only Attribution
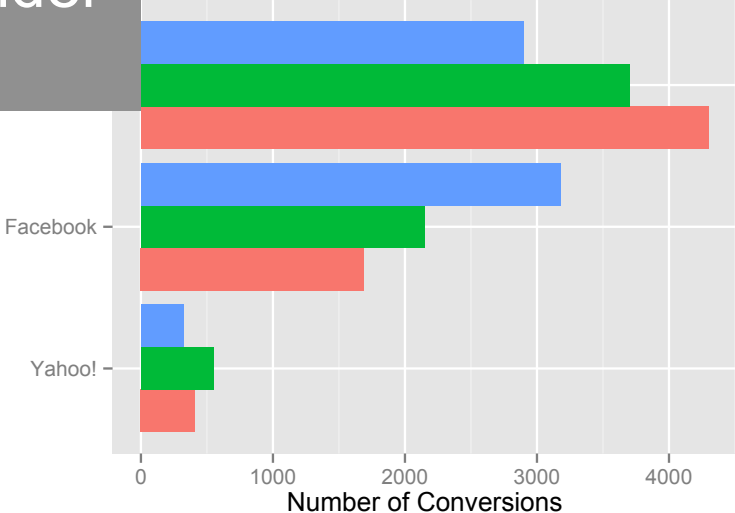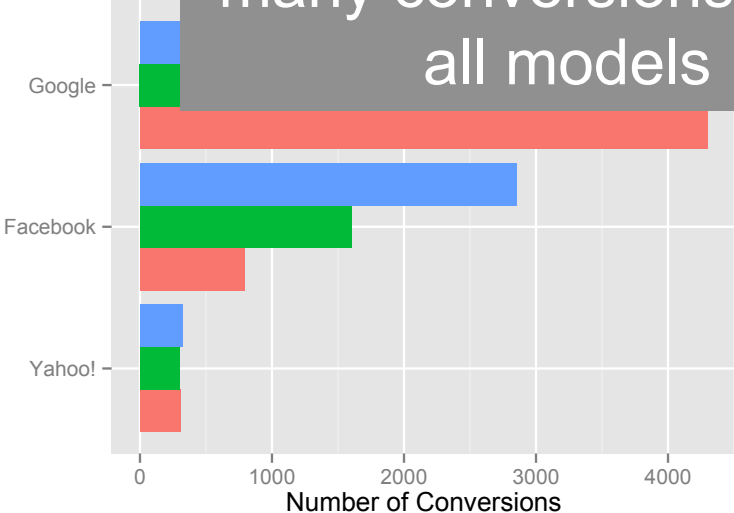
Cookie + Household Based Attribution

Google still has a similar pattern and credit

neustar

RETURNING TO OUR CASE STUDY

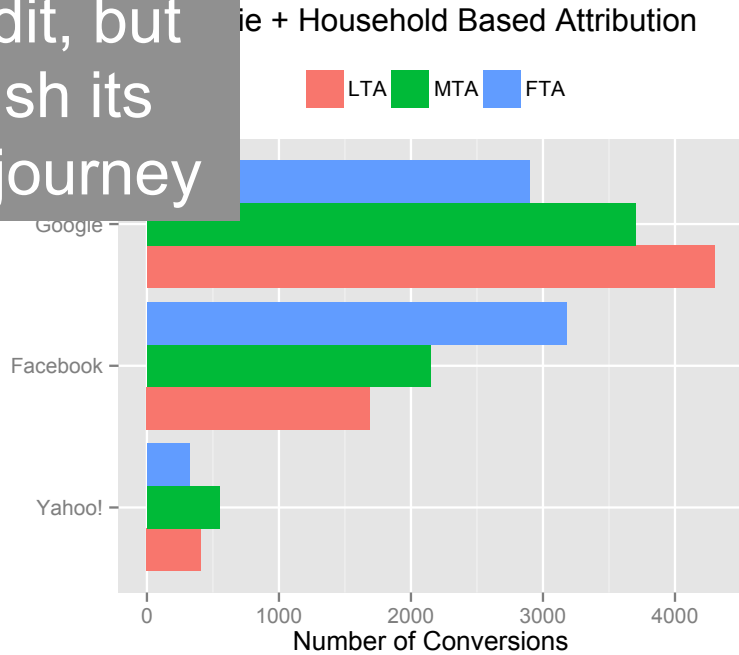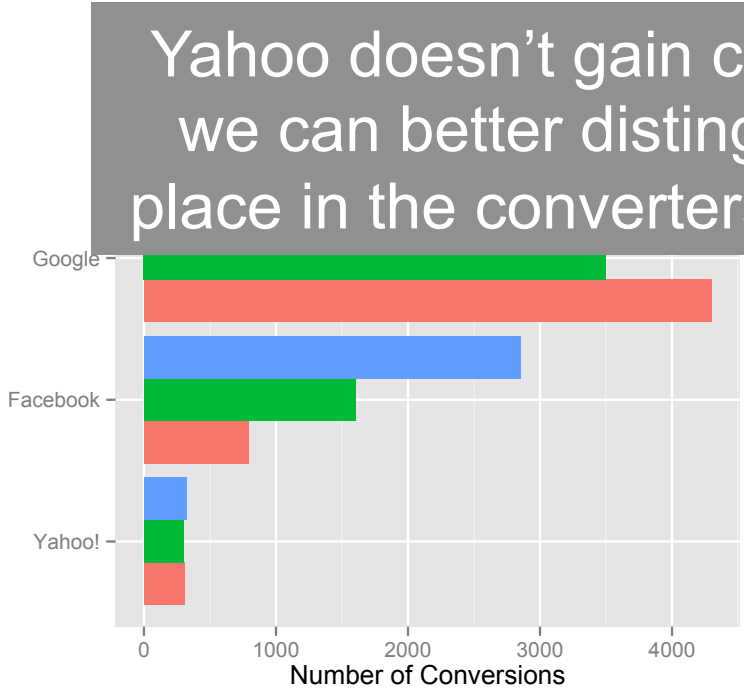Facebook gains credit for many conversions under all models

Cookie + Household Based Attribution

neustar

RETURNING TO OUR CASE STUDY

Yahoo doesn't gain credit, but we can better distinguish its place in the converters' journey

...ie + Household Based Attribution

LTA MTA FTA

neustar

CONCLUSION

neustar

CONCLUSION

Knowing the **consumer journey**
helps **inform media strategy decisions**

neustar

CONCLUSION

Knowing the **consumer journey**
helps **inform media strategy decisions**

Identity is key

neustar®

MARKETING THE MOMENTS

neustar

n MARKETING
THE MOMENTS

MARKETING SUMMIT **2015**

neustar

n MARKETING THE MOMENTS

neustar