HELLO

Multi Source Attribution Model

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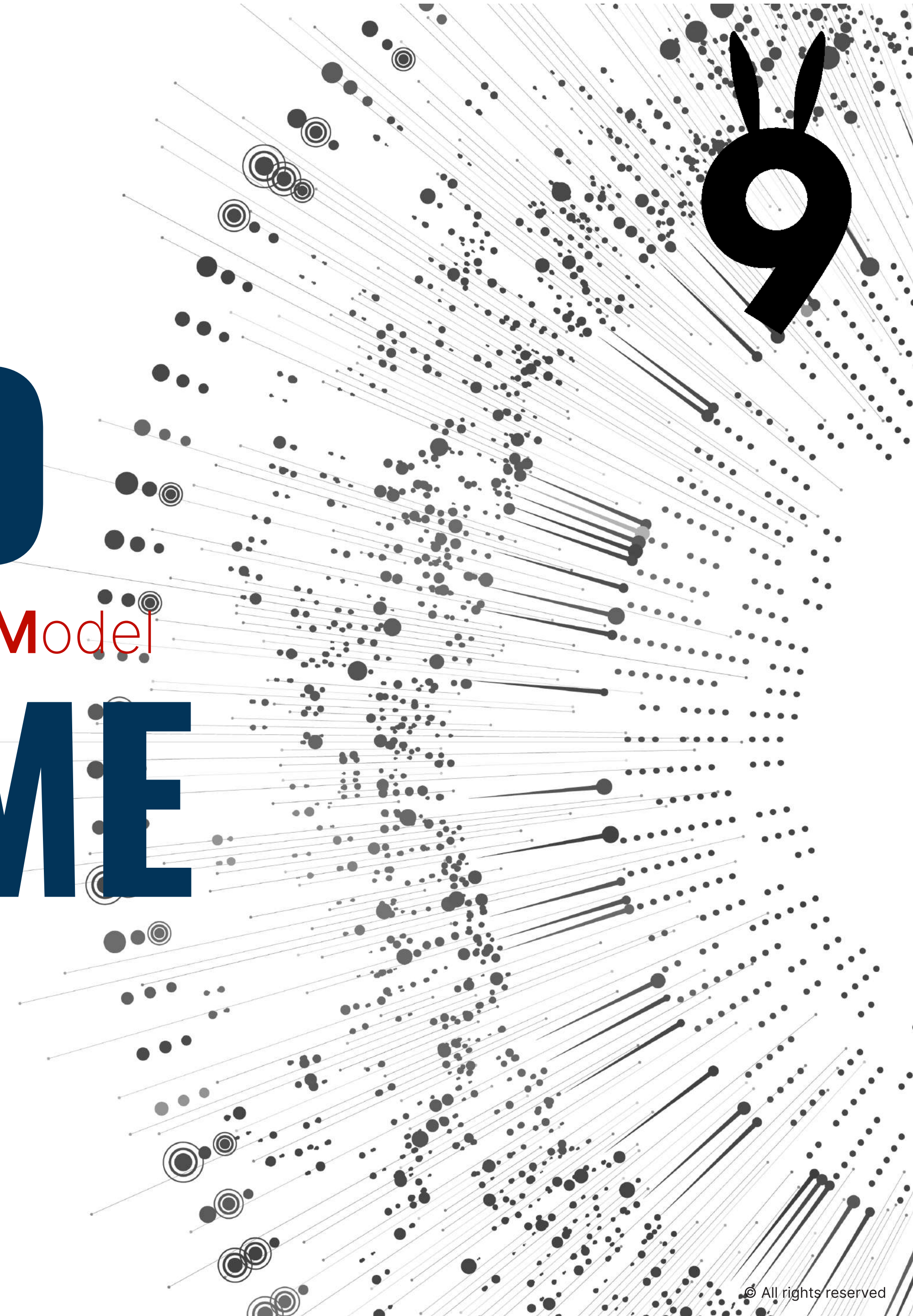
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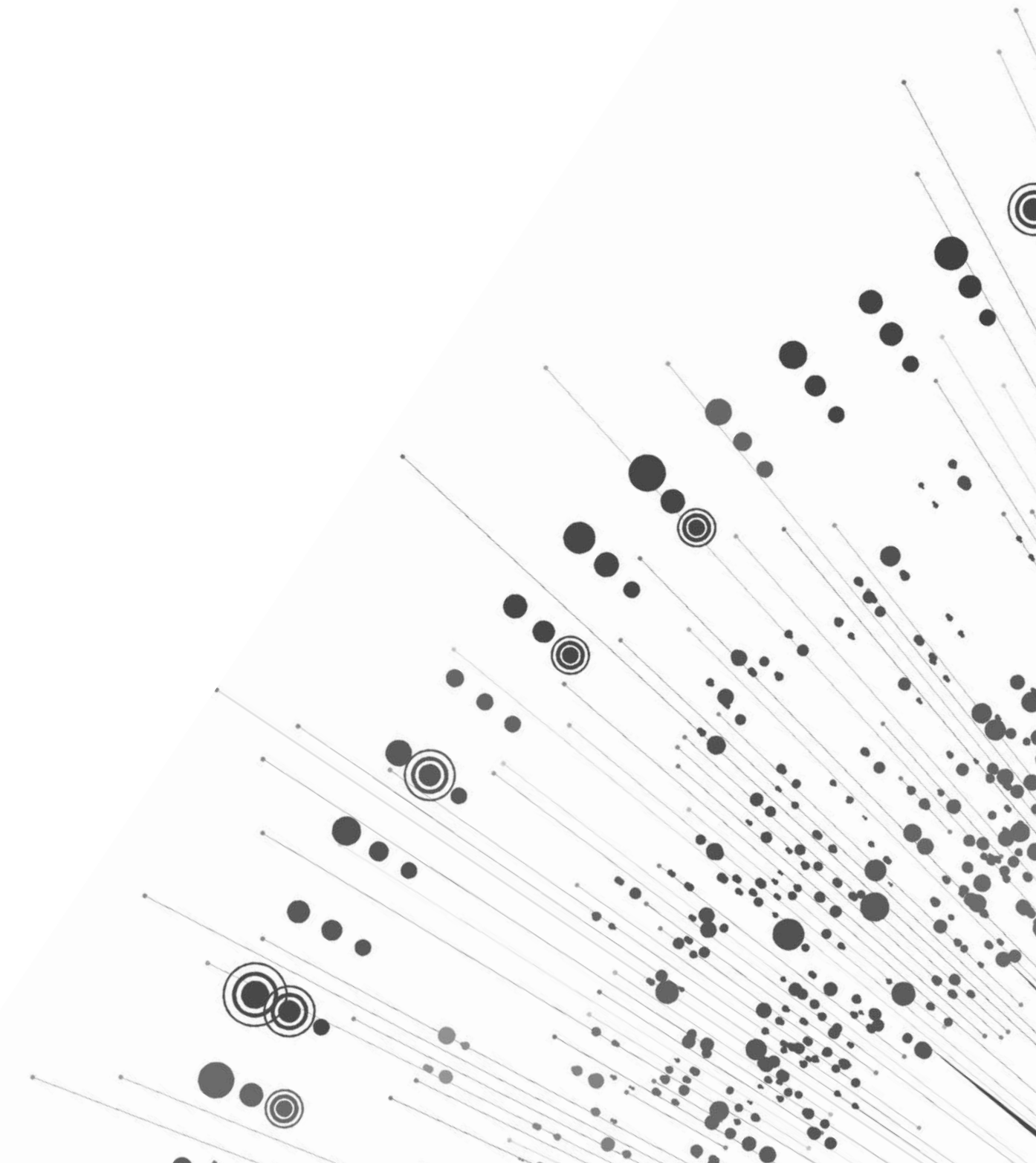
Thomas Handorf
Founder 9fwr

Throughout my career, I have gained vast experience as a data analyst consulting with more than 36 clients on over 160 projects. I was able to successfully support in an advisory role and implement different projects for corporations, digital companies, and start-ups such as eBay/mobile.de, Post.at/Shoepping, mydealz, esanum, Paulcamper, and Bonavi.

My work portfolio comprises the conception and implementation of tracking systems, business intelligence setups, data warehouses, machine learning, data integration solutions, setting up KPI dashboards, data models, reportings, and A/B tests as well as performing customer-specific analyses.

I regularly utilize technologies such as Google Analytics, GTM, Tealium, Javascript, Amplitude, Segment, BigQuery, GCP, Airflow, SQL, dbt, AWS, StitchData, Snowflake, Rest API, Exasol, Adobe Analytics, Tableau, Data Studio, PowerBI, Google Optimize, R, Python, tidyverse, pandas, ML, scikit learn, xg_boost or Tensorflow.

Klaus Giller
Founder mrkt'in

I have been a marketer for almost two decades and one thing has always been vital in my profession: quick processing and analysis of data to derive actions.

This approach has helped me throughout my professional career, where I worked for some of the most innovative companies such as PlayStation, Ancestry, and Tractive. Brands that touch and impact lives and tell stories filled with passion and inspiration.

As Vice President of Marketing of the Austrian pet-tech company Tractive and as Head of Marketing for the iGaming company bet-at-home.com, I built highly effective Marketing structures, capable of scaling businesses sustainably.

With my consultancy mrkt'in, I have helped companies such as Giesswein, Novogenia, and AMEX to improve their customer acquisition efficiency sustainably. I am also an award-winning Stanford GSB Alumni, a business model, design thinking enthusiast, and the proud owner of a black Labrador.
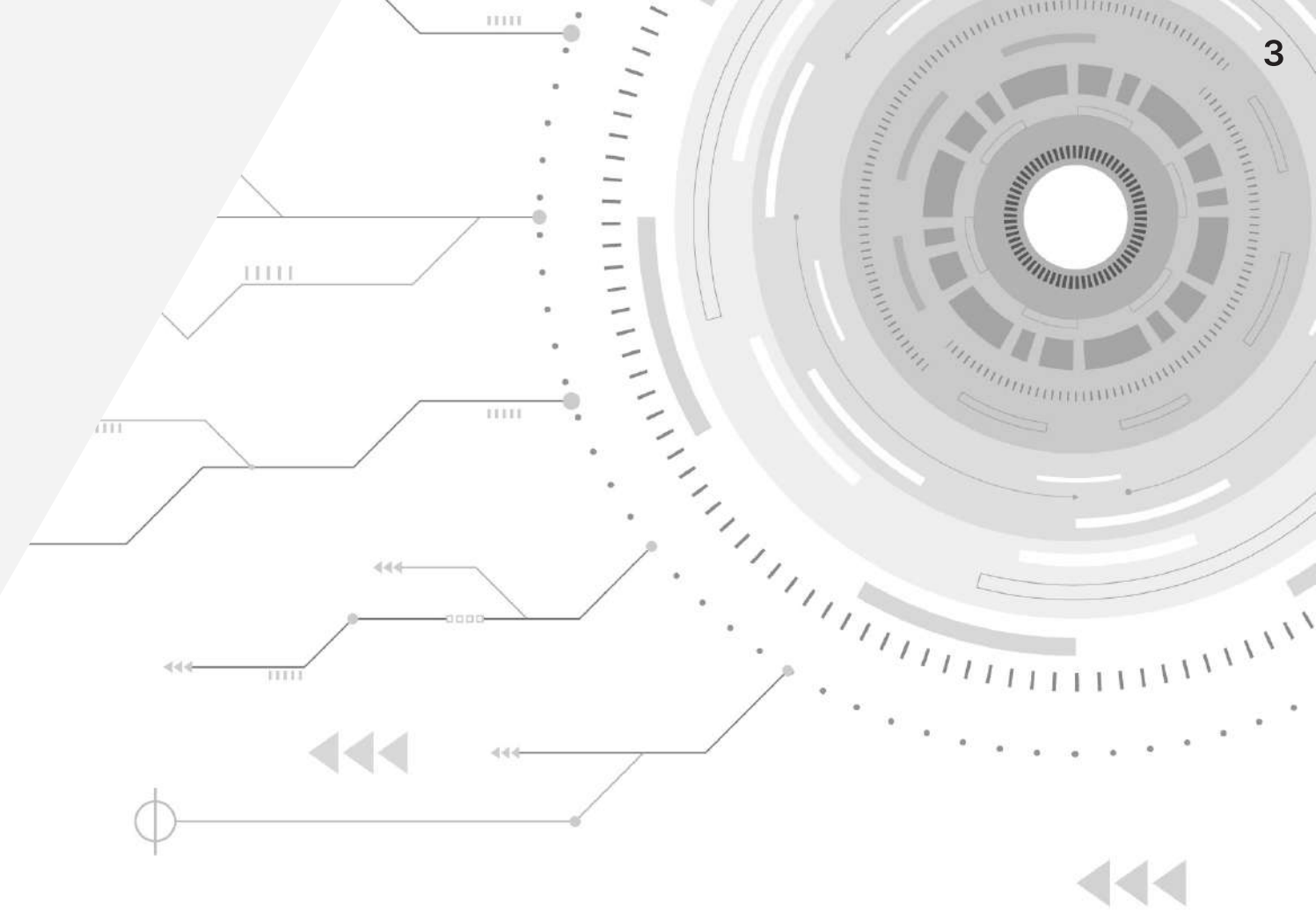
WHAT IS
Multi Source Attribution Model

The MSAM combines data from multiple sources such as Google Analytics, user surveys, or even print voucher codes into an automated model to help marketers and organizations make better decisions.

WHY WE NEED IT

Klaus Giller
Founder mrkt'in

"User journeys have exploded in terms of complexity in recent years. The number of touchpoints required to convert a customer is higher than ever before. At the same time it has become more difficult to track user journeys. As a result, organizations make decisions based on very few or even only single touchpoints. That's where mistakes happen. What we need is an attribution model that combines multiple data sources in a single model to provide marketers with a better view of what's happening in the real world."

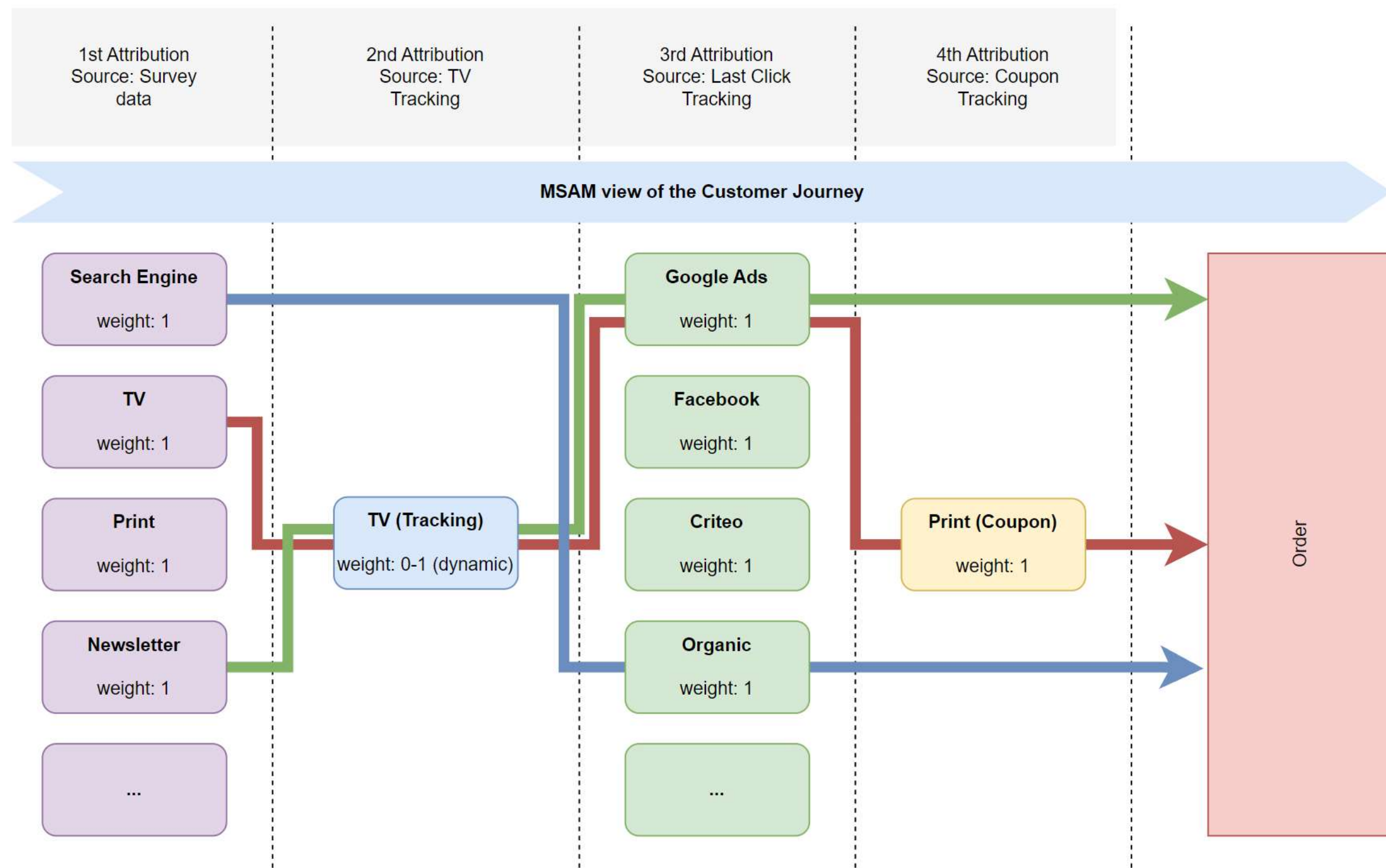# How it works

Our **MSAM** combines data from web analytics tools such as Google Analytics, offline and online coupon codes as well as survey data. **The key is that all of them provide transaction level data and cover all channels.** In theory there can be additional data sources added to improve model accuracy. In our model touchpoints are **weighted** to reflect the complexity of user journeys.

Touchpoint Weighting
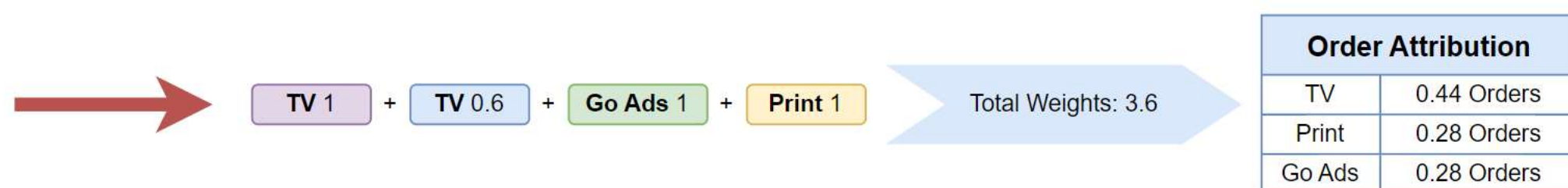We have incomplete information from different sources about what caused the order

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1st Attribution Source: Survey data	2nd Attribution Source: TV Tracking	3rd Attribution Source: Last Click Tracking	4th Attribution Source: Coupon Tracking

MSAM view of the Customer Journey

Search Engine
weight: 1

TV
weight: 1

Print
weight: 1

Newsletter
weight: 1

...

TV (Tracking)
weight: 0-1 (dynamic)

Google Ads
weight: 1

Facebook
weight: 1

Criteo
weight: 1

Organic
weight: 1

...

Print (Coupon)
weight: 1

Order

Example

A user saw a print ad in the newsletter with a coupon code but didn't order. Later they see a TV ad, google for the product and go to the website. TV Tracking is identifying the user as potential TV user. Google Analytics attributes to Google Ads. The user remembers the coupon and enters it during checkout. In the post order survey he mentions the TV ad as the relevant source.

TV 1 + **TV** 0.6 + **Go Ads** 1 + **Print** 1 → Total Weights: 3.6

Order Attribution	
TV	0.44 Orders
Print	0.28 Orders
Go Ads	0.28 Orders

MSAM provides order attribution factors, which show how much evidence we have collected from the different attribution data sources, that the detected channels contributed to a particular order.

What it looks like

We combine all touchpoint data we know about a particular transaction into a **single picture**.

IMPACT
of the
MSAM

In a project we ran with a **D2C footwear brand** we compared the last click attribution CPO model the client had been using with a CPO model based on our MSAM. It revealed the **oversimplification of single touchpoint models** and the inherent dangers, as last click attribution models heavily favor certain channels such as Google Ads. The MSAM provided the client with a **clear picture of channel performance** and henceforth with a **sound basis for budget allocation**.

| Last Click | | Last Click | | | | Multi Channel | | | |
Cost Channel	Spend	Orders	Revenue	CPO	ROAS	Orders	Revenue	CPO	ROAS
Google Ads	€712,714.00	20559	€1,830,738	€35	2.6	12010	€1,141,978	€59	1.6
Facebook Ads	€383,842.98	2869	€290,082	€134	0.8	4772	€487,124	€80	1.3
Print	€253,308.58					4001	€365,716	€63	1.4
Microsoft Ads	€73,760.83	1777	€157,801	€42	2.1	1405	€130,989	€52	1.8
TV	€64,299.38					2208	€216,399	€29	3.4
Influencer	€30,997.29	572	€42,448	€54	1.4	1569	€151,392	€20	4.9
Criteo Ads	€12,036.61	460	€39,420	€26	3.3	448	€43,972	€27	3.7
Email		6814	€622,046			6953	€662,255		
Organic		10942	€991,134	€0		7991	€783,196		

Comparing CPO and ROAS for last click and 360 multi channel attribution. Red denotes the the performance of a channel is weaker than in last click, while Green denotes an improvement. Note: Data has been obfuscated for confidentiality reasons, though general insights persist.

Benefits of MSAM

1.

More **realistic assessment of marketing effectiveness** thanks to multiple data sources **(online & offline)**

2.

Optimization of budget allocation and avoiding bad investments

5.

A bridge between brand and performance data: the MSAM bridges the gap between brand data and performance data, leading to a more "balanced" view

4.

Maximum practicability: MSAM is not an abstract model but has been developed for taking actions

3.

MSAM can be implemented in a way so that you can get an assessment of your marketing performance at the **click of a button**

CONTACT

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