

# 4 Stages to Attribution Excellence



75%



# Chao Phraya

**372km (1,112km) River**

**Northern Mountains to the Gulf of Thailand**

**'Plastic River'**

*est. 4,000 tonnes enter the river per year!*



Image: [thethirdpole.net/en/pollution/plastic-river-following-waste-choking-chao-phraya/](http://thethirdpole.net/en/pollution/plastic-river-following-waste-choking-chao-phraya/)

**Gartner 2022 survey  
revealed marketing  
analytics are only  
influencing **53%** of  
decisions**

## **The river is polluted!**

'Single-Use' Reporting

Cognitive Biases

Manual Handling Errors

Data Aging / Latency

Lack of Access

Poor Data Quality

Inconsistent Measurement Techniques

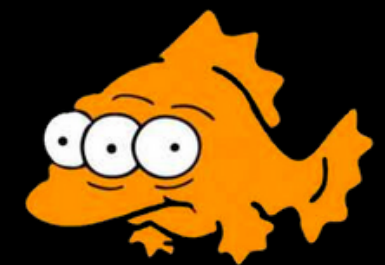
Missing or Misunderstood Context

Ineffective Communication

Ineffective Reporting & Analysis Tools

Lack of Skills / Training in Analysis

and so much more...



## Gartner highlights:

*“CMOs must address the real challenges — **cognitive biases** and the need for a **data-informed culture.**”*

# HOWEVER...

**According to Adroll, creating a culture of measurement and accuracy is the **most-cited skill gap****

*Rated as a top-three issue by **80%** of brands and **71%** of agencies.*

## To summarise

- Our 'river' is polluted
- We must address the main challenges
- But we have a skill gap to resolve it

**THAT IS A DIFFICULT PROBLEM!**



LYNDON APTHORPE

*Value Optimisation Advisor*

**Domo - APAC**

- 20+ years solving real-world data problems.
- Marketing, Enterprise Reporting, 'Big Data' Programs, Risk, Regulatory & Compliance, Digital Transformation Programs and more.
- Specialise in optimising and scaling data solutions
- Enabling & empowering non-technical/non-data people to become super effective data nerds through coaching and training of the Domo platform



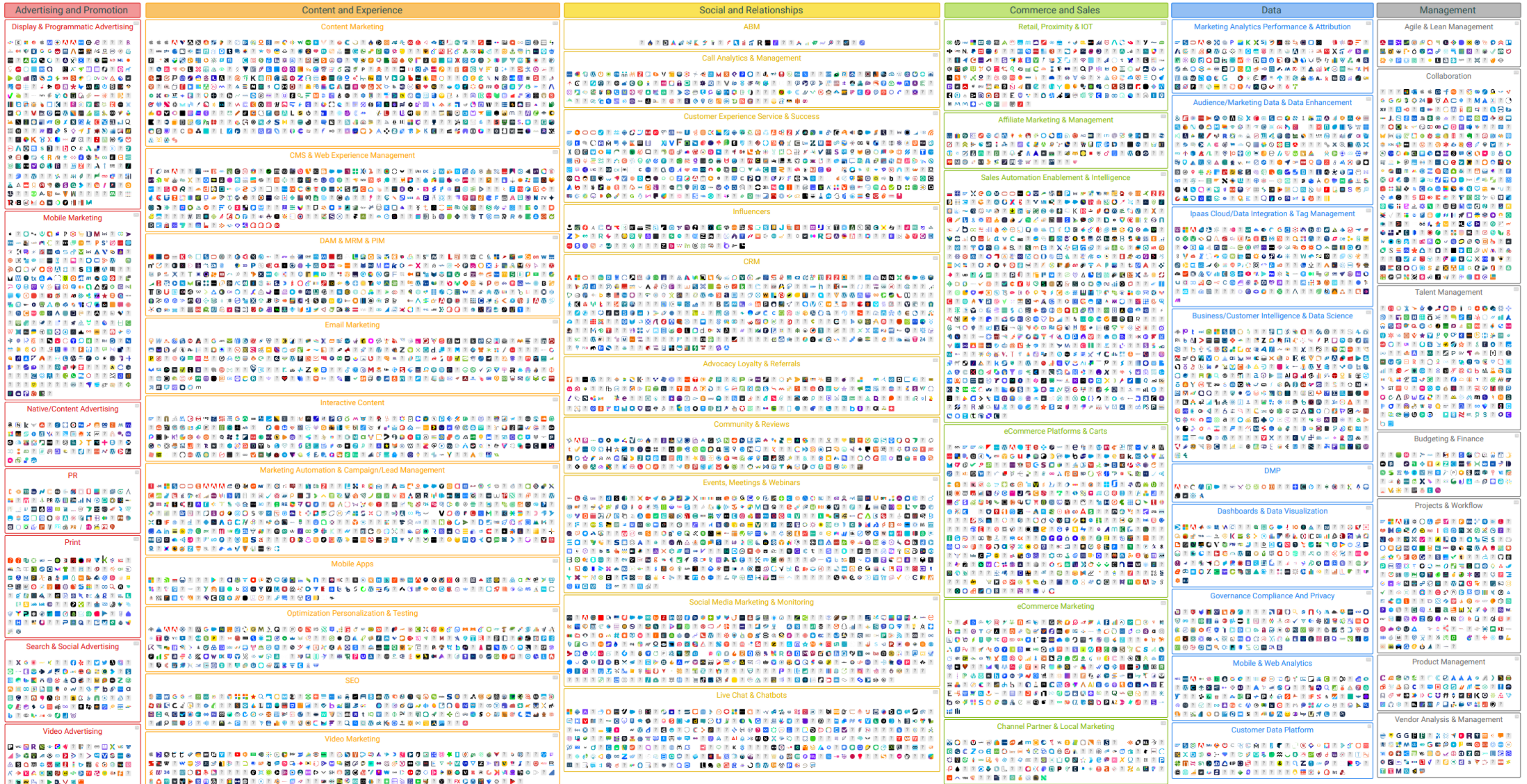
# Over the course of the next 40mins or so...

I am going to take you through;

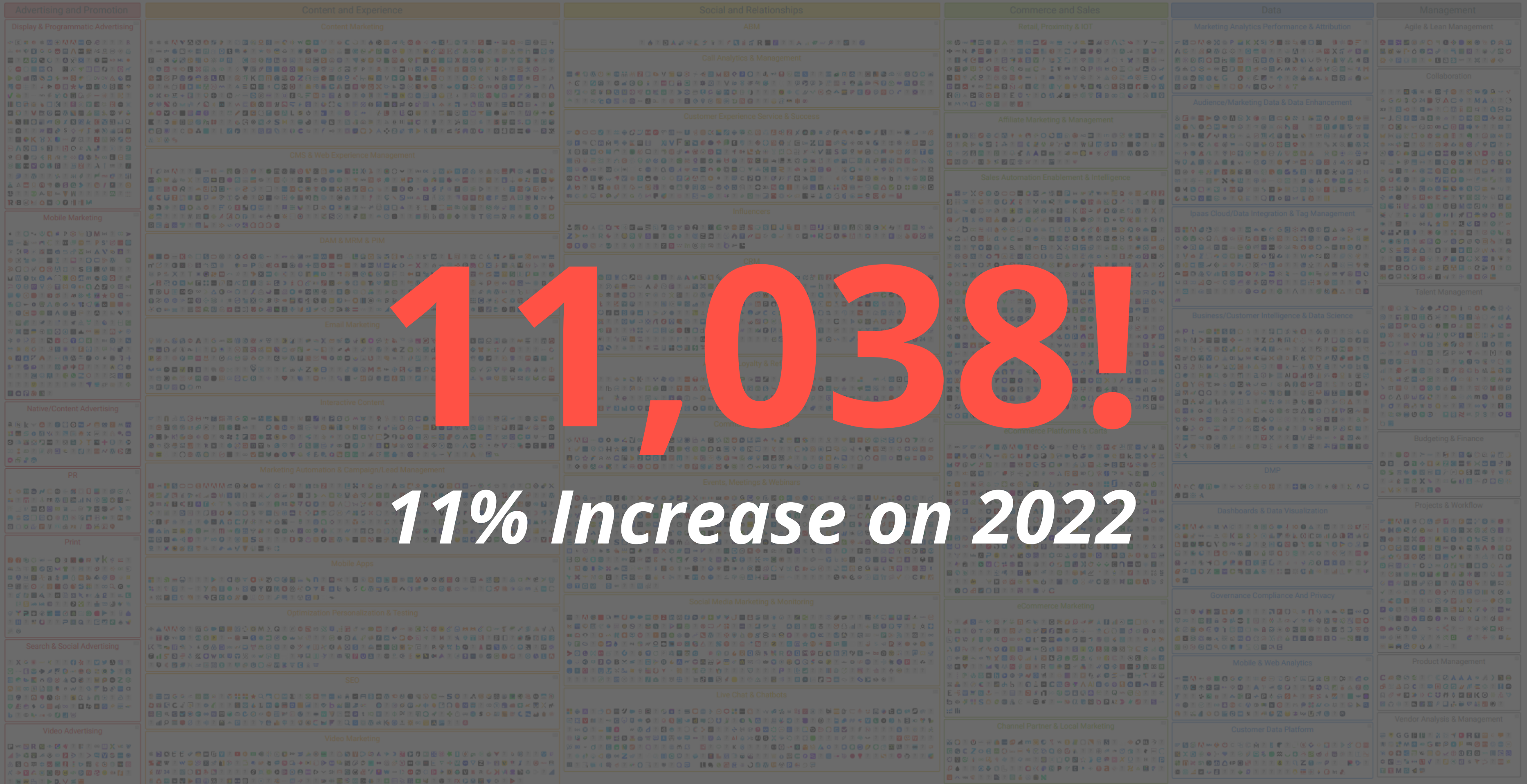
- 1.** What I believe to be the number one driver for this growing “pollution” problem
- 2.** Three ways you can start to turn the tide in your organisation
- 3.** Four organisations who have been successful in this journey
- 4.** The 3 most common elements they share
- 5.** A two pronged pathway for you to consider cleaning up the river
- 6.** The four stages to attribution excellence
- 7.** The resulting outcomes you can expect to receive

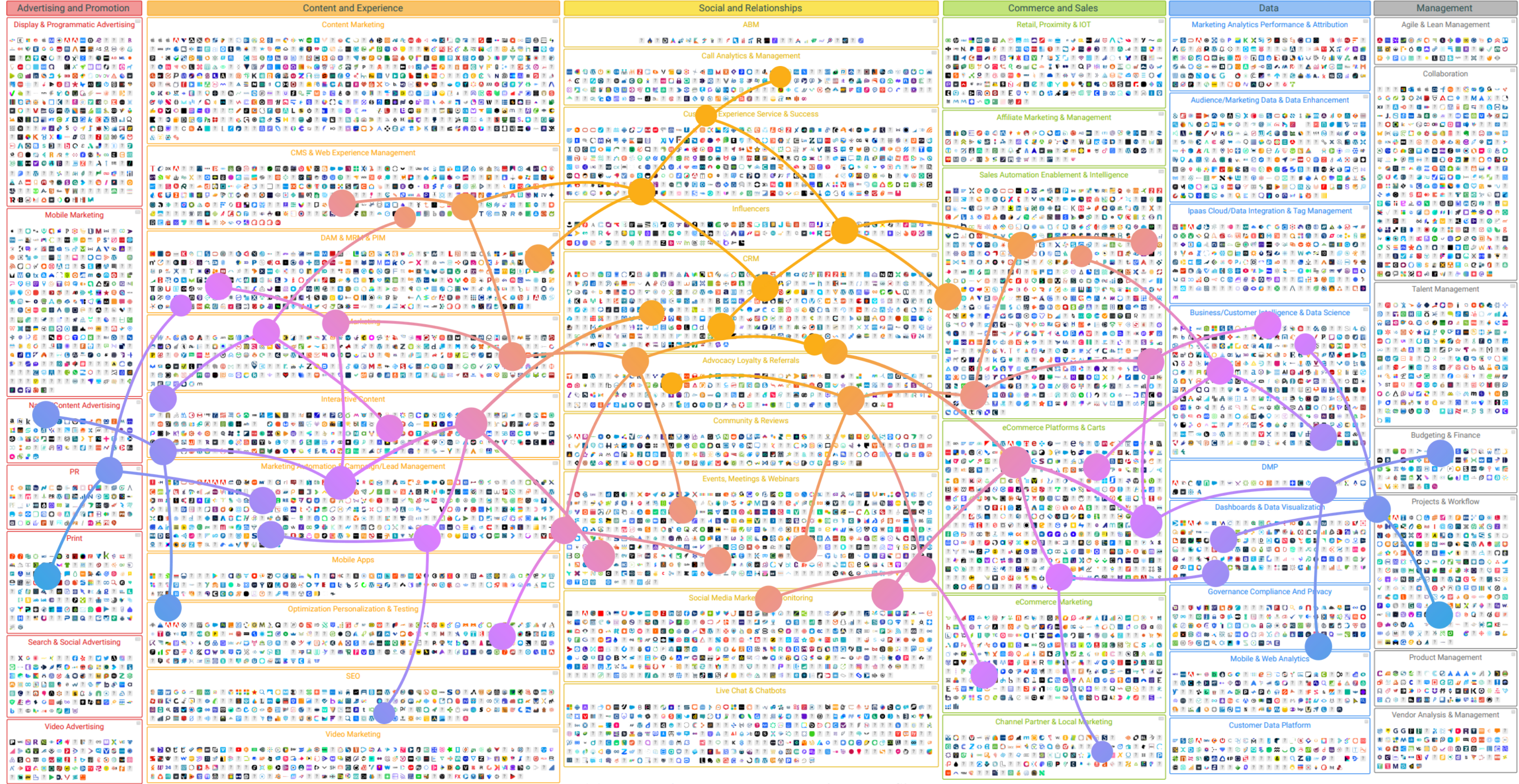
# Question

So who here has seen the  
**2023 Martech Map?**



visit [martechmap.com](https://martechmap.com) to search, sort & filter





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# Welcome to the 'plastic river'

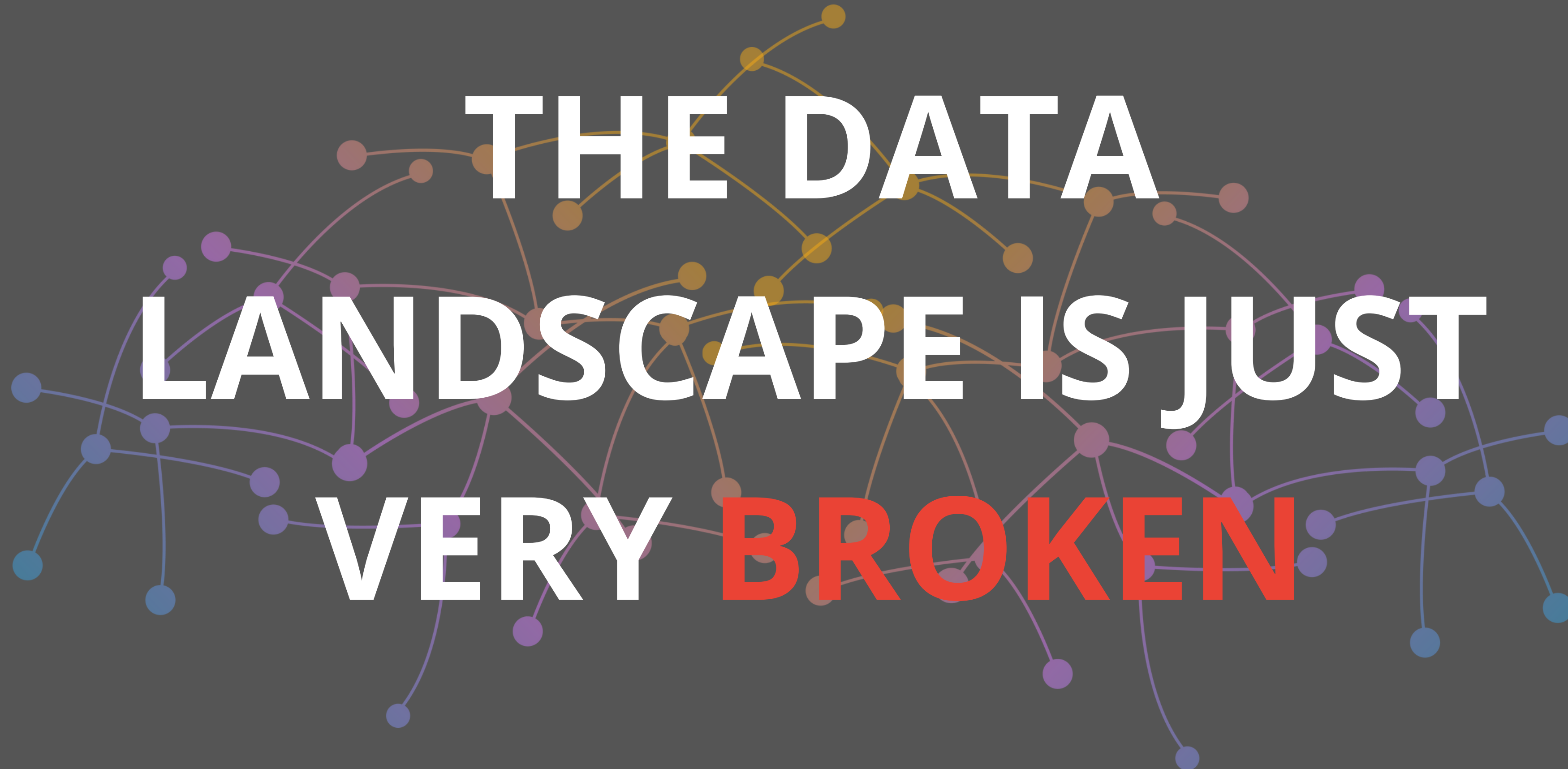




**DATA AVAILABILITY**

**IS NOT**

**THE PROBLEM**



THE DATA

LANDSCAPE IS JUST

VERY **BROKEN**



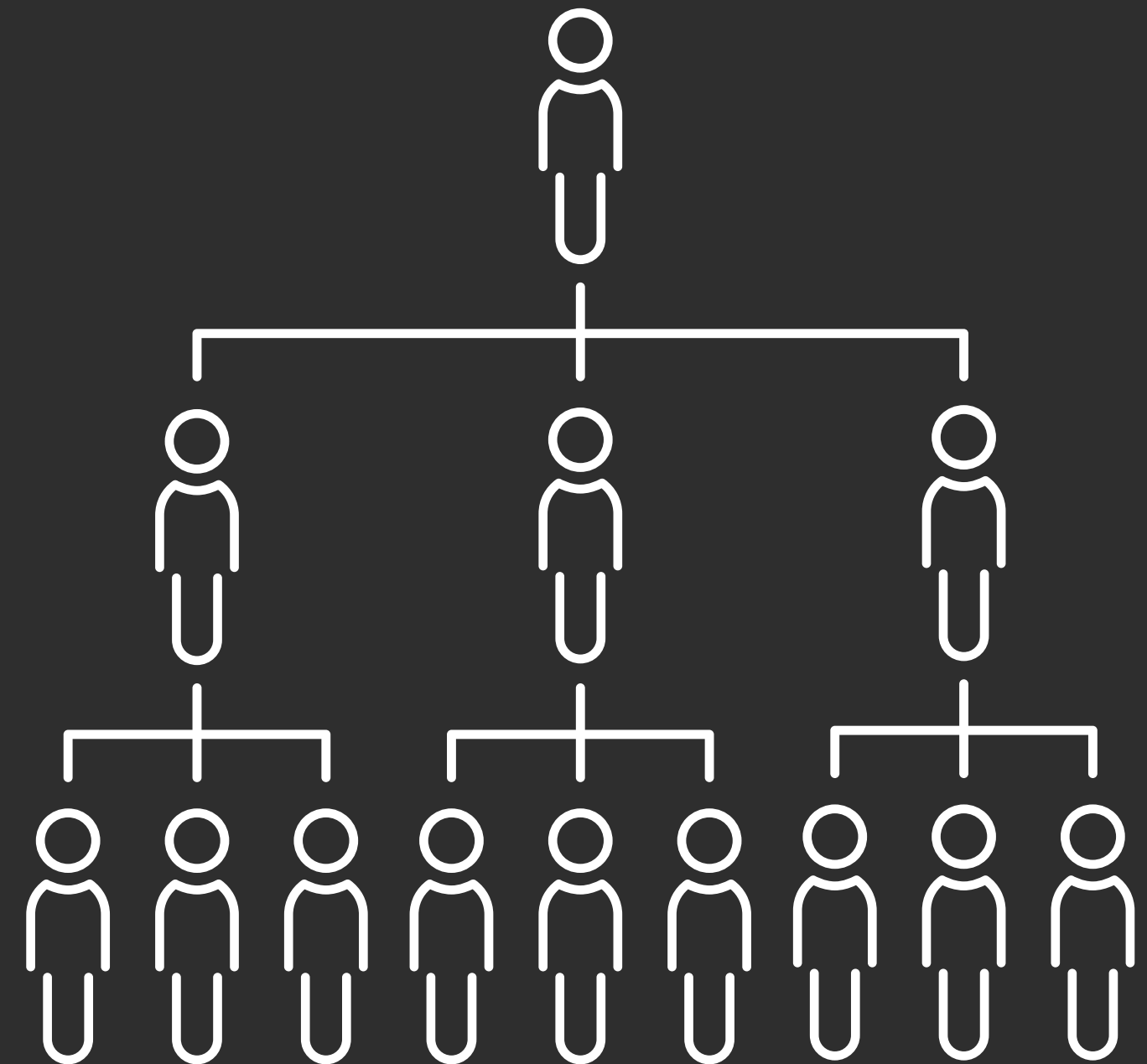
**So what to do? Where do we start?**

*Well, here are 3 places I would start anyway.*

# ONE: DATA DRIVEN CULTURE STARTS AT THE TOP

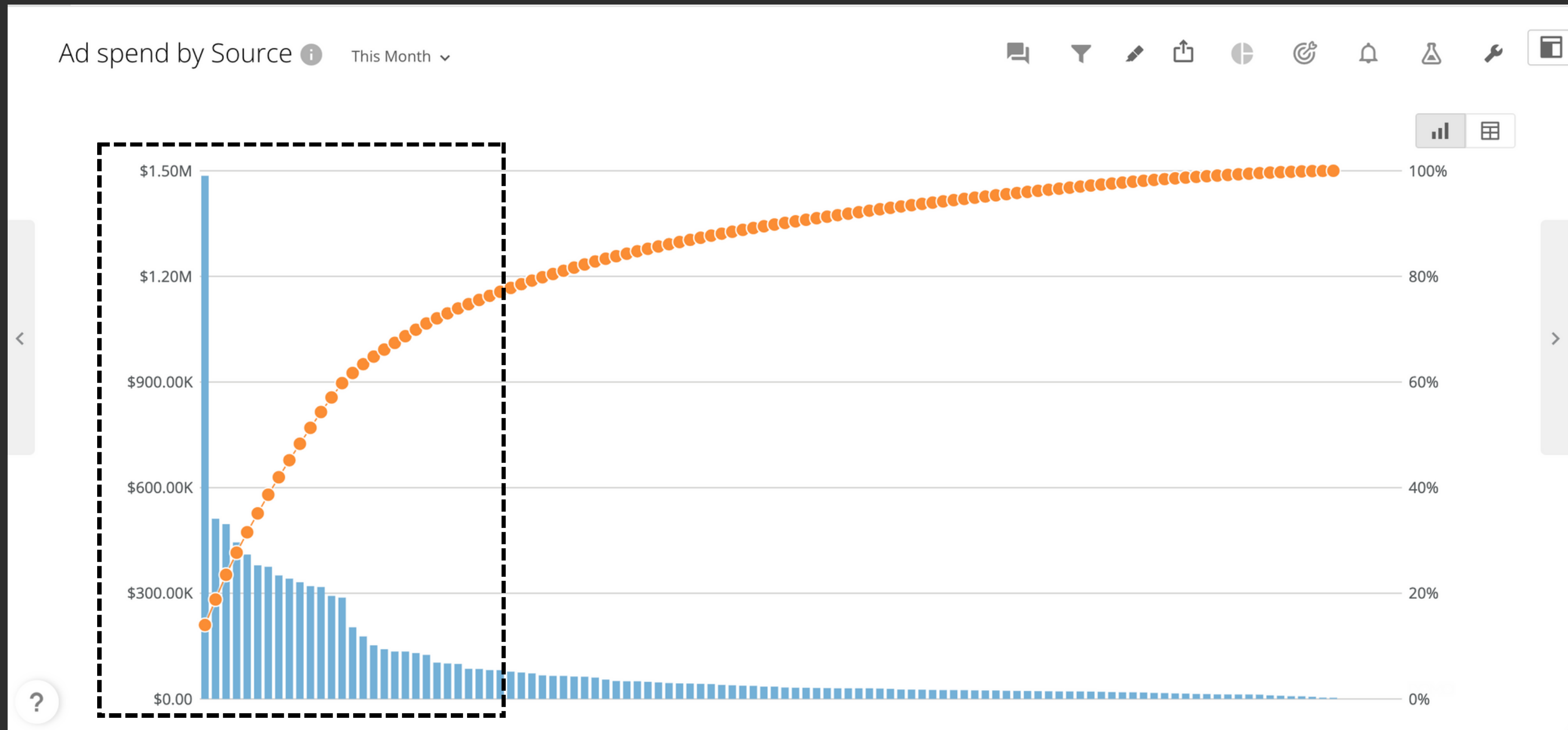
Mandate anyone responsible for optimising ROI must be driven by data - whether A/B testing ad creative, optimising campaign channel spend, or making strategic investment decisions.

**But not just any data.** A baseline of an agreed single source of truth (on key measures) to validate assumptions, challenge cognitive biases, cherry-picking, and quantify uncertainty



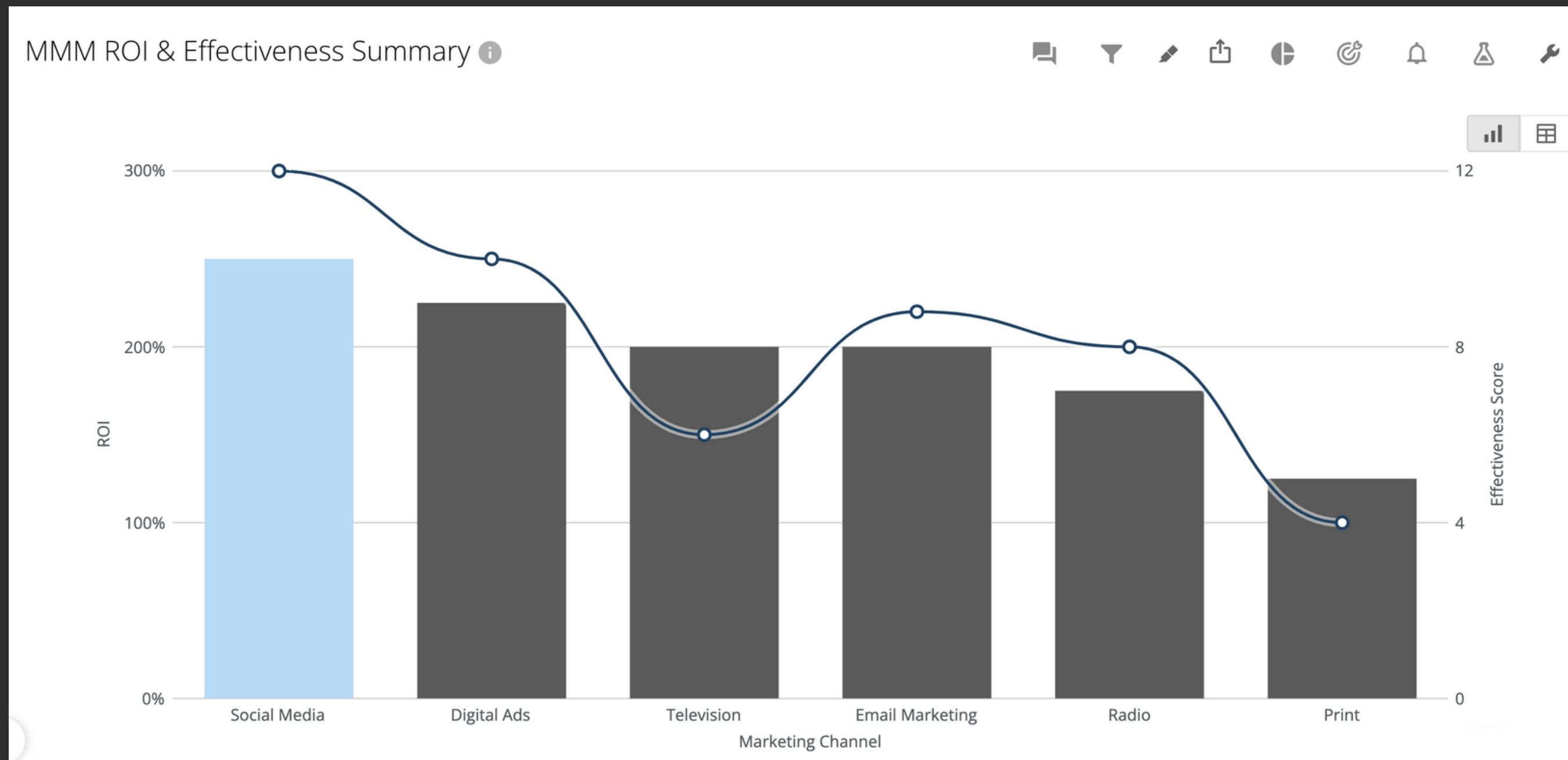
# TWO: CONSULT PARETO TO IDENTIFY AND PRIORITISE

Starting with digital performance measurement is (likely) the key to long-term success and attribution excellence. It's not sexy, but it's true (and it scales!)



# THREE: DELIVERY QUICK WINS TO OFFSET “THE BUILD”

Look to opportunities such as establishment of an (aggregated) Marketing Mixed Model to give executive leadership visibility into key metrics that will deliver value early, and create trust & “stickiness”



**Let's look at some success stories**

# ROOTED IN PRACTICAL REALITY

*(Those I have directly consulted on)*

Large Scale



Small Scale



- Paid & Earned Digital Media
- Est. ~5 years ago.
- 40,000+ Data Sets
- ~5,000 Users Globally
- Custom App to measure all key metrics across 39 brands
- Country autonomy
- Brand & Region Performance



- Paid Digital Media, Integrated Marketing Mix Modelling, Above the line Aggregation
- Est. 6 years ago. Continues to evolve
- ~75B Rows
- 40+ Data Sources
- Hundreds of users from Agency Ad Buyers to MLT



- TV & Radio Spot Advertising
- Est. ~3 Years Ago
- Blends Offline Tracking and Online Conversion
- Dozens of users across Agency



- Social Media Ad & Budget Optimisation
- Multiple Clients
- Small team - self-supported
- 10+ Sources
- Automated Client Reporting

# WHAT DO ALL FOUR (AND MORE) HAVE IN COMMON?

**1**

UNIFIED  
CAMPAIGNS

**2**

MASTER  
DATASETS

**3**

MEASUREMENT  
FRAMEWORK

**A TWO PRONGED APPROACH**  
**SCALE-UP/SCALE-DOWN**



**Data Completeness, Availability & Automation**

**Top-Down (Quick Wins)**

**Other**

- And more...
- Competitor
- CDP
- Pricing
- Sales

- Aggregated (Top-Down) Marketing Mix Modelling
- Customer Lifetime Value Modelling
- Churn & Retention Modelling

**Offline  
(ATL/BTL)**

- And more...
- Point-of-Purchase
- Merchandise
- Event
- Direct Mail
- Outdoor
- Radio
- Print
- TV

- Omni-Channel Halo Reporting
- Minimum Viable Model for MMM (Bottom-up)
- Unified Campaign Omni-Channel Spend
- Unified Campaign Multi-Channel Spend

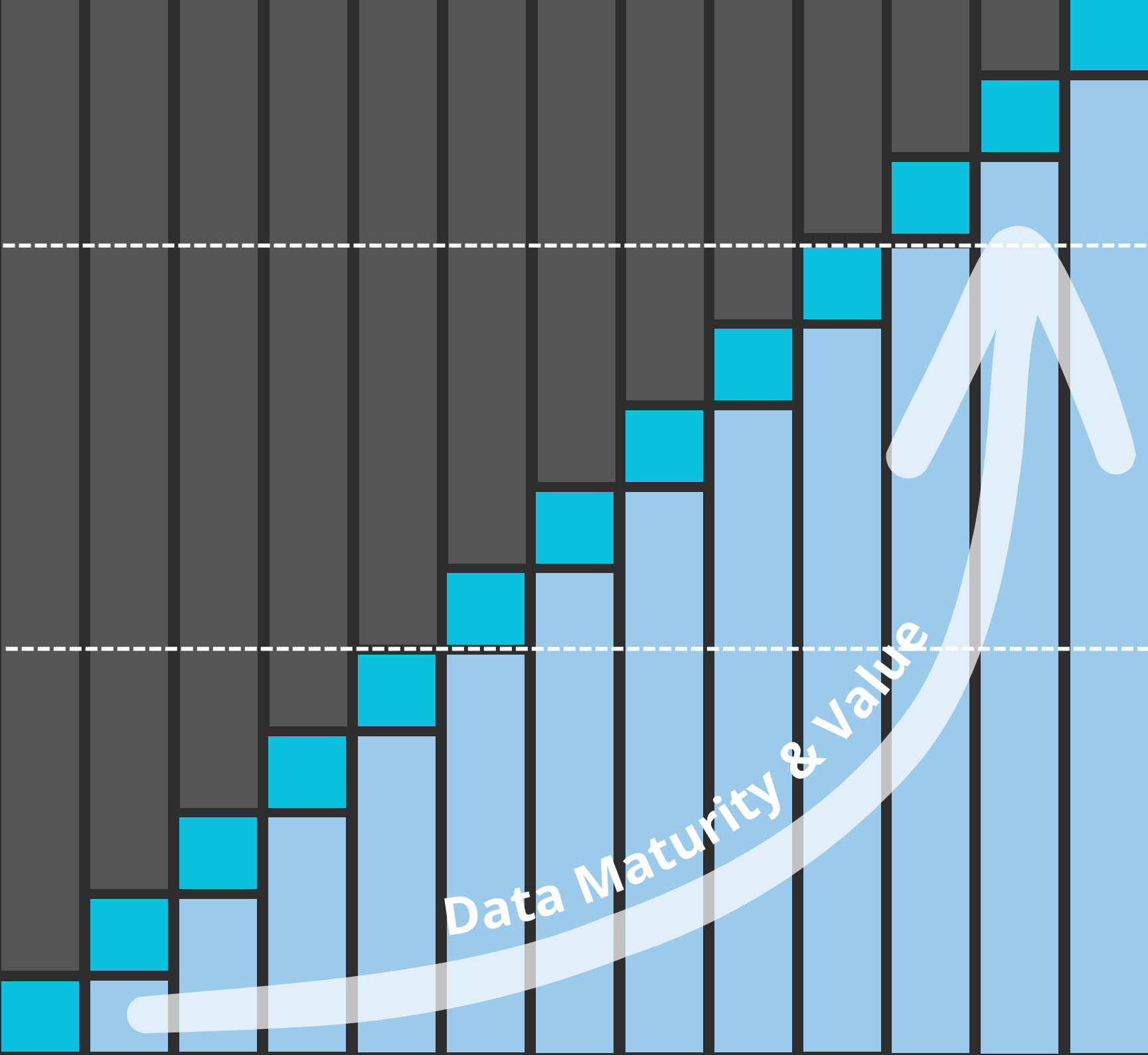
**Digital  
(ATL/BTL)**

- And more...
- Web
- Email
- Affiliate
- Tagging
- Video
- Display
- Social
- Search

- Multi-Touch Inter-Campaign Performance
- Last-Click Inter-Campaign (Multi Channel)
- Inter-Campaign Performance (Multi Channel)
- Inter-Campaign Performance (Single Channel)
- Intra-Campaign Performance (Single Channel)

**Time & Data Acquisition Complexity**

**Bottom-Up (Foundational)**



**Data Maturity & Value**

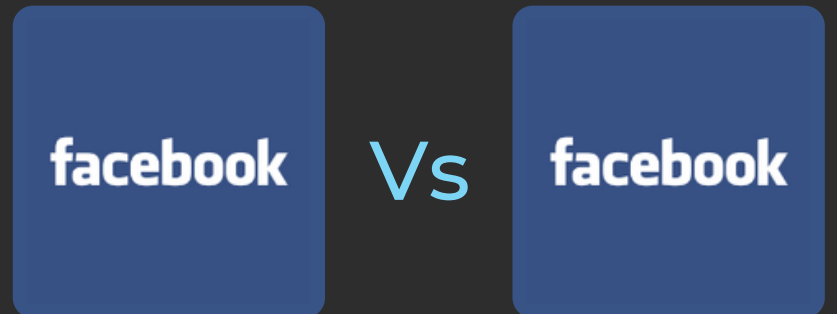
**FOUR STAGES TO  
ATTRIBUTION EXCELLENCE**

# FOUR STAGES OF ATTRIBUTION EXCELLENCE



## DISCRETE PERFORMANCE MEASUREMENT

Capture data from each channel and measure discretely for intra-channel optimisation. I.e Optimise ad buy within Facebook.



# FOUR STAGES OF ATTRIBUTION EXCELLENCE

1

## DISCRETE PERFORMANCE MEASUREMENT

Capture data from each channel and measure discretely for intra-channel optimisation. I.e Optimise ad buy within Facebook.



2

## MEASURE & CORRELATE

Correlate trends and performance across channels (online and offline). I.e. TV Ad spot vs Website Visits Vs Social Engagements correlation.

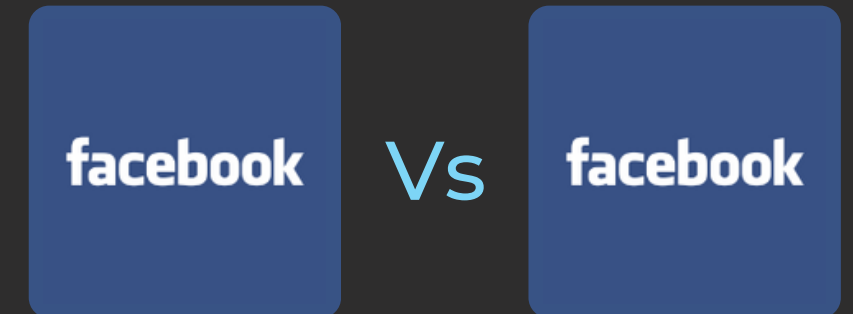


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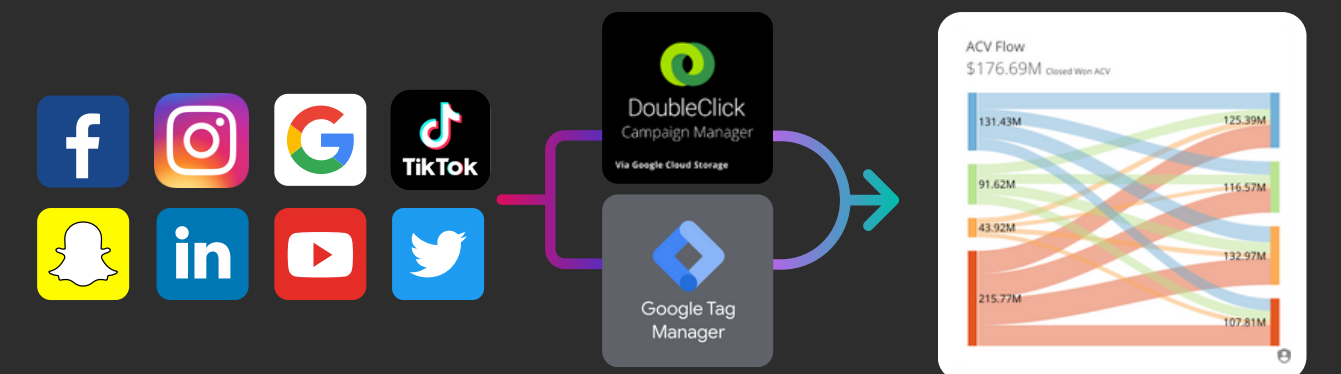
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## MERGE, MEASURE & ATTRIBUTE

Relate multiple channels across common classifications (i.e. Campaign) to measure and optimise conversions (i.e. 'Last Touch' attribution)

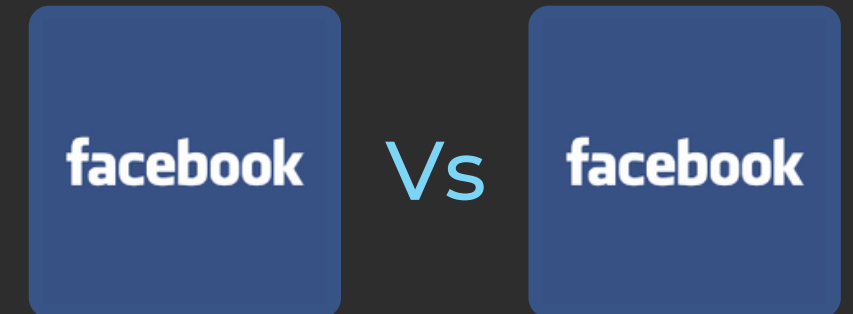


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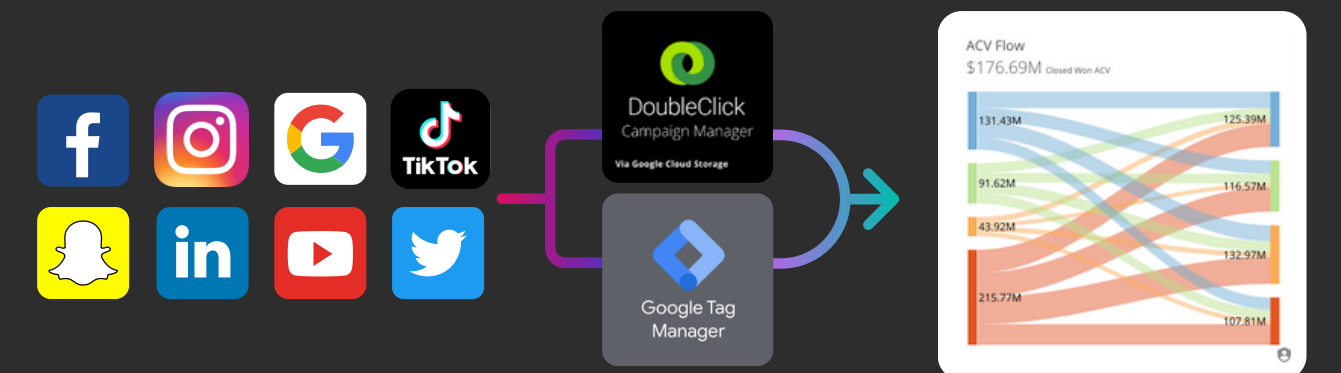
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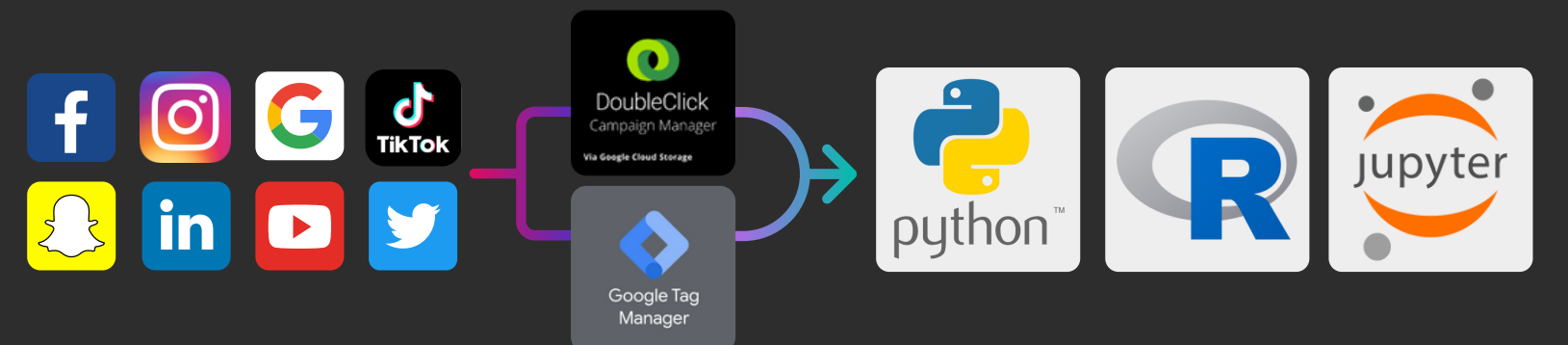
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4

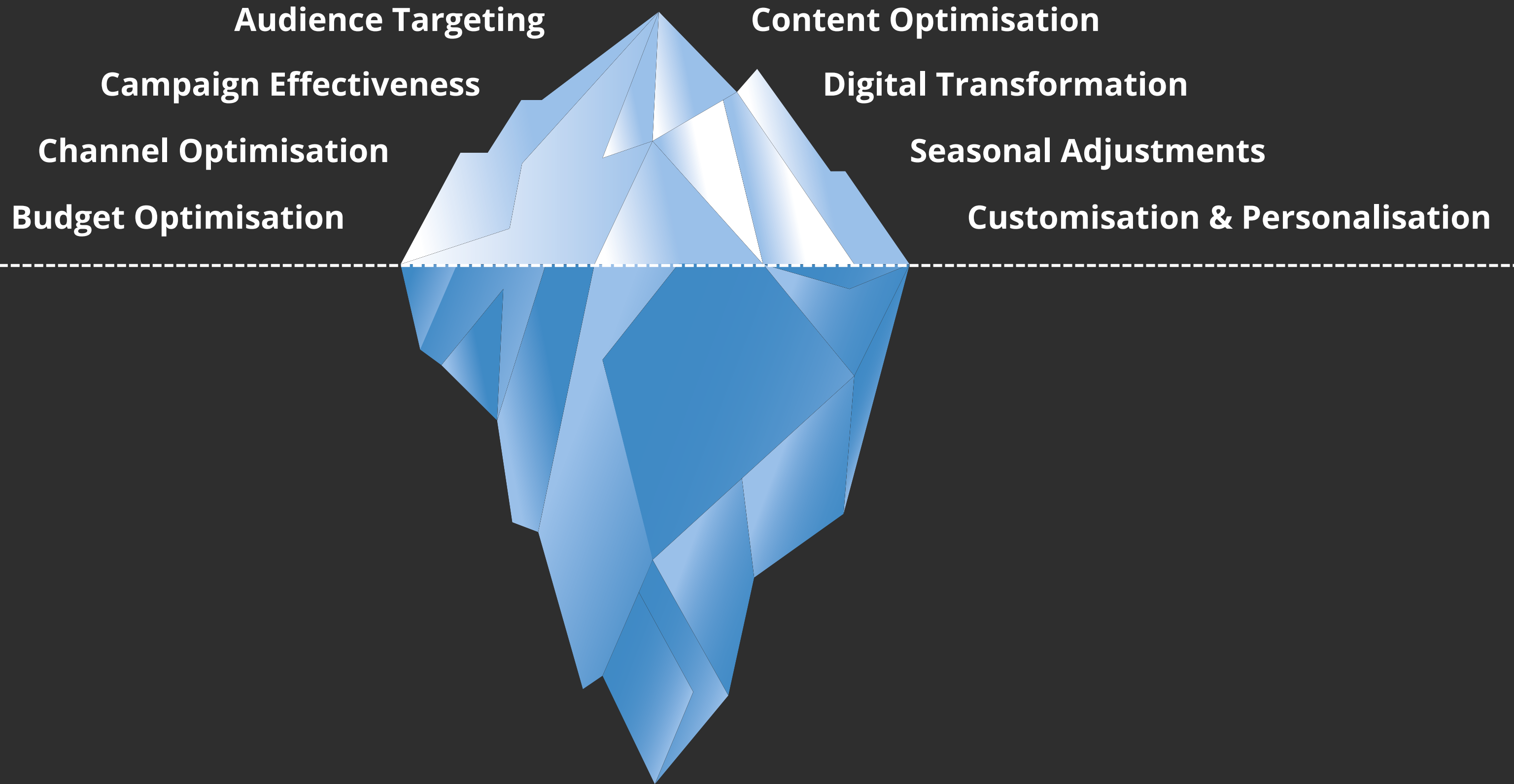
## MODEL-BASED ATTRIBUTION

Multi-channel attribution models (I.e. Shapley, Markov, Linear etc) to augment and evolve tactical marketing mix models.



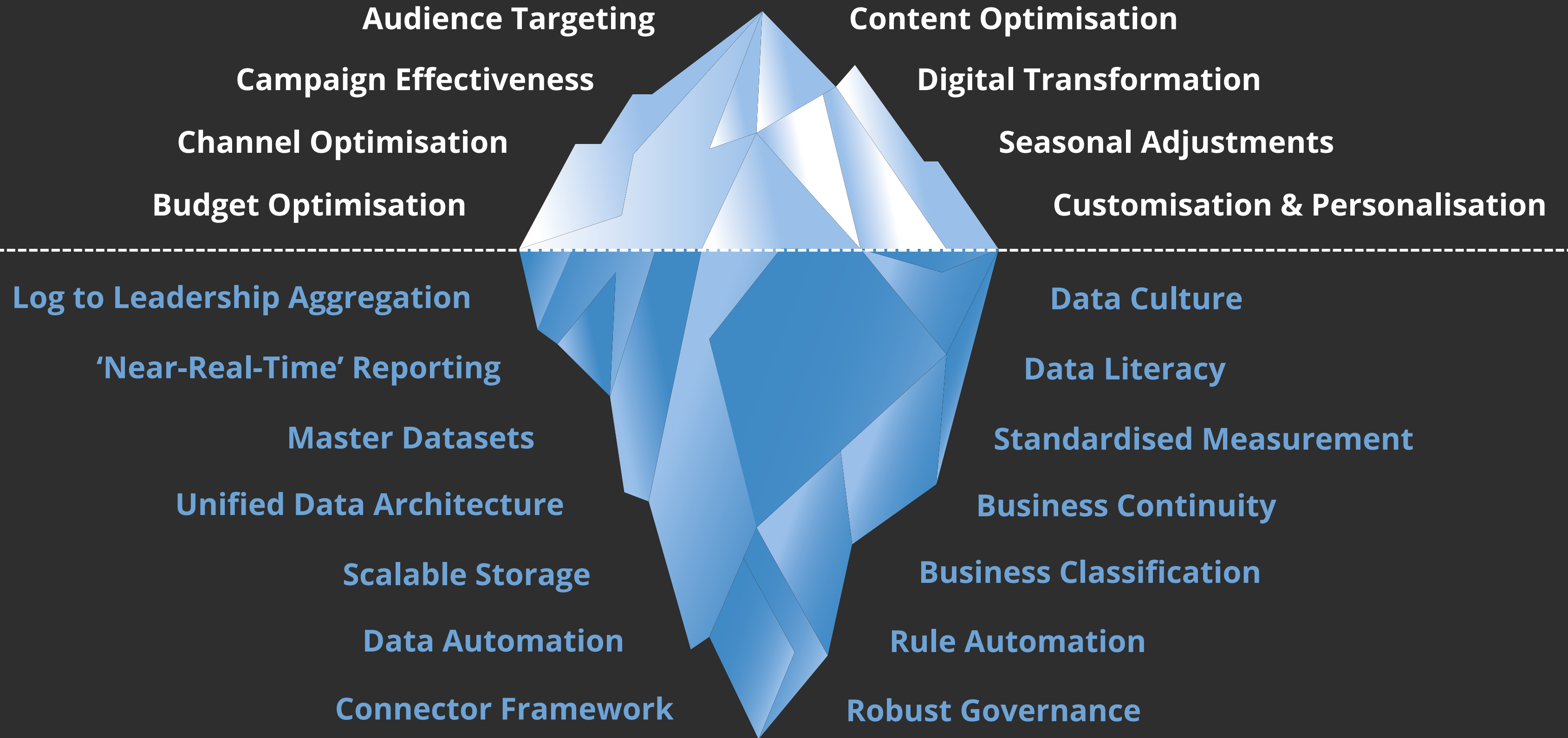
**WHAT OUTCOMES CAN YOU  
EXPECT TO RECEIVE?**

# Optimised ROI





# Optimised ROI



*Capability*

**DATA**

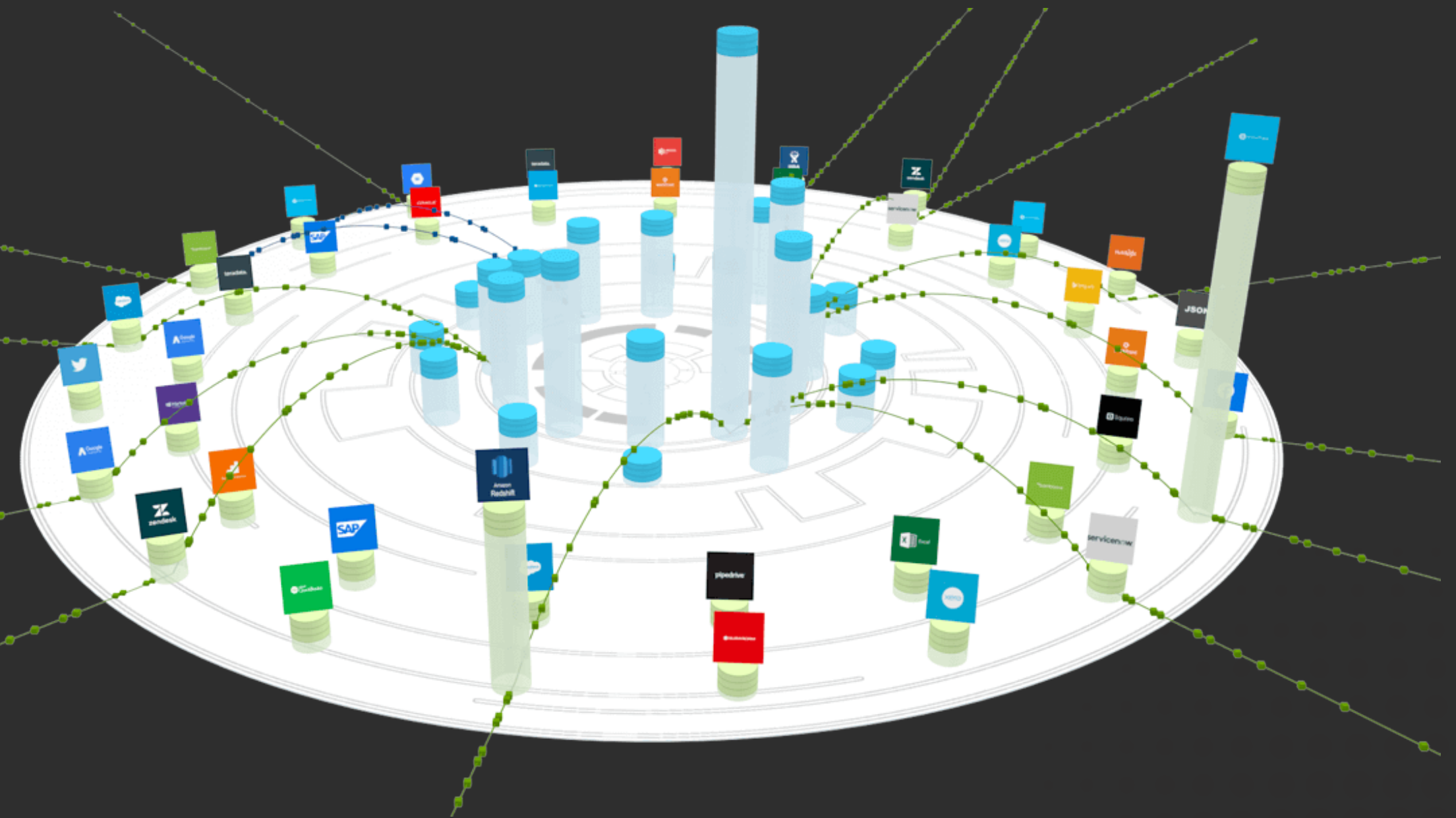
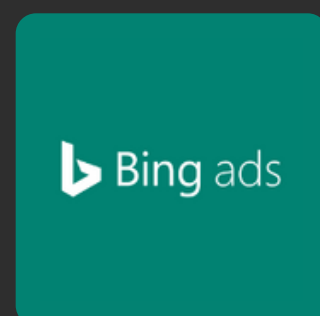
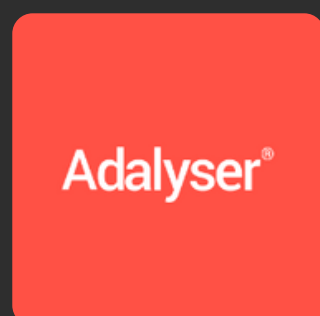
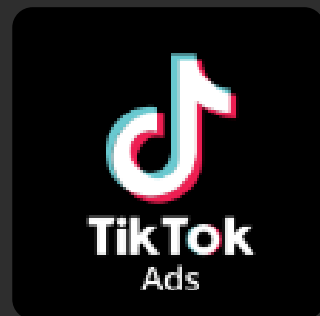
*Culture*

**SO HOW DOES DOMO DO IT?**

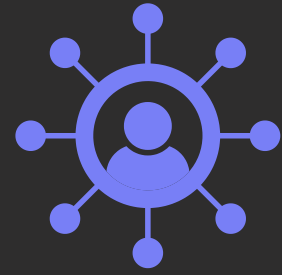
# CONNECT EVERYTHING, EVERYWHERE



# UNIFY FIRST, THIRD, ONLINE, OFFLINE, INTERNAL AND MORE



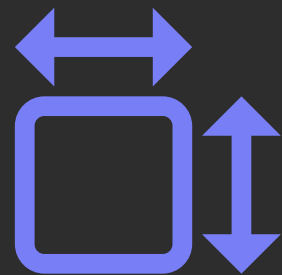
# BRINGING IT ALL TOGETHER



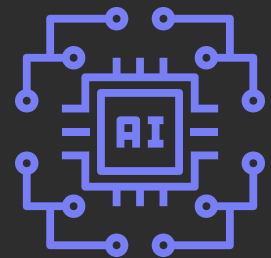
Combine all your omni-channel data



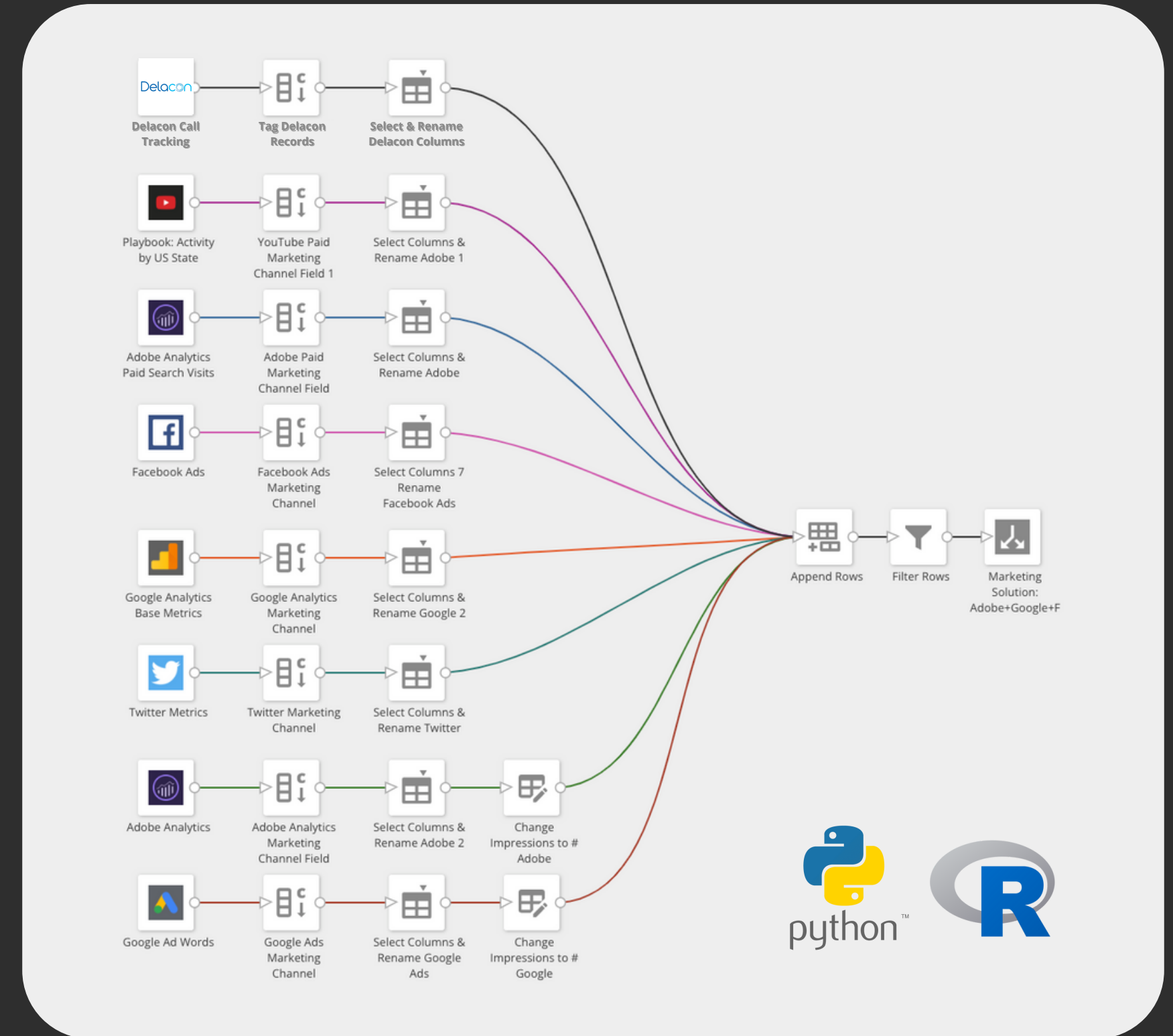
Fast performance for "near-realtime" updates



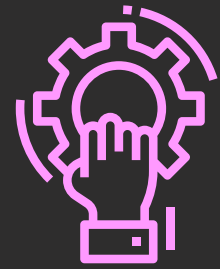
Scale to support volume and breadth of sources



Operationalise data science models



# THE RIGHT STORY - THE RIGHT ACTION



Actionable analytics for all  
(including 3rd parties)



Automated alerts on  
critical metrics



Cross-channel investment  
"what-if" scenario analysis



Customise as your  
attribution needs evolves



# Over the course of the last 40mins or so...

We have explored...

- ✓ How the evolving complexity of the Martech landscape continues to break data
- ✓ Starting with top-down mandate, identify your core, and deliver “quick wins”
- ✓ Four organisation of various sizes have successfully navigated this challenge
- ✓ How Campaigns, Master Datasets and Measurement Frameworks are key
- ✓ Consider a top-down approach initially while you build your bottom-up foundations
- ✓ Value exists at all four stages - maximise each stage
- ✓ The resulting benefits of this path run deep

**Bonus:** How Domo can support your journey

## To summarise

- Our 'river' is polluted
- We must address the main challenges
- But we have a skill gap to resolve it

**THAT IS A SOLVABLE PROBLEM!**



# IF YOU'RE INTERESTED TO DISCUSS FURTHER

Reach out to schedule a 30min introduction with Jenny, Paul and myself where we can:

- Talk about your **'data river'**
- Dive into customer examples
- See how **Domo** brings all of this together in one unified platform

*I will leave our QR Codes on the last slide...*

# IF YOU'RE CALENDAR IS FREE



The Domo  
*Connections* Tour.

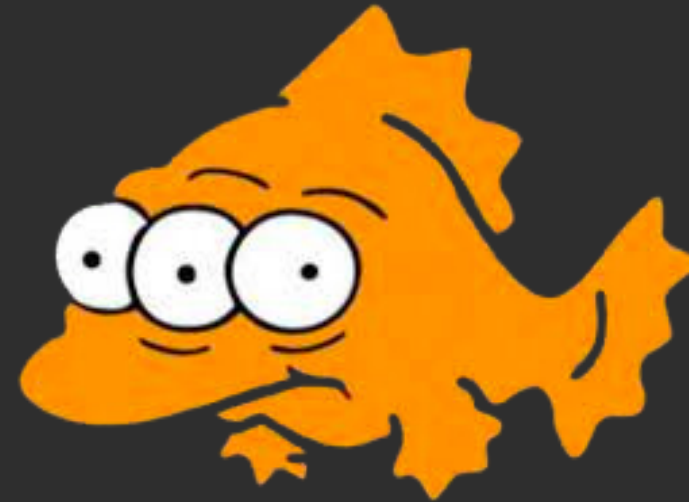
## Register for Domo's **Melbourne Connections Tour**

**Tuesday October 17, 2023 | 12:30 PM AEDT**  
**THE SOFITEL MELBOURNE ON COLLINS**

Spend a half day with your peers, Domo enterprise customer speakers, and Domo product leads to explore real-world use cases and new platform innovations.



**ON BEHALF OF**



**THANK YOU**

# IF YOU'RE INTERESTED TO DISCUSS FURTHER

Jenny  
Alexander



Account Executive  
Domo



Lyndon  
Apthorpe



Sr. Value Optimisation  
Advisor  
Domo



Paul  
Basterfield



Partner Sales Manager  
APAC  
Domo

