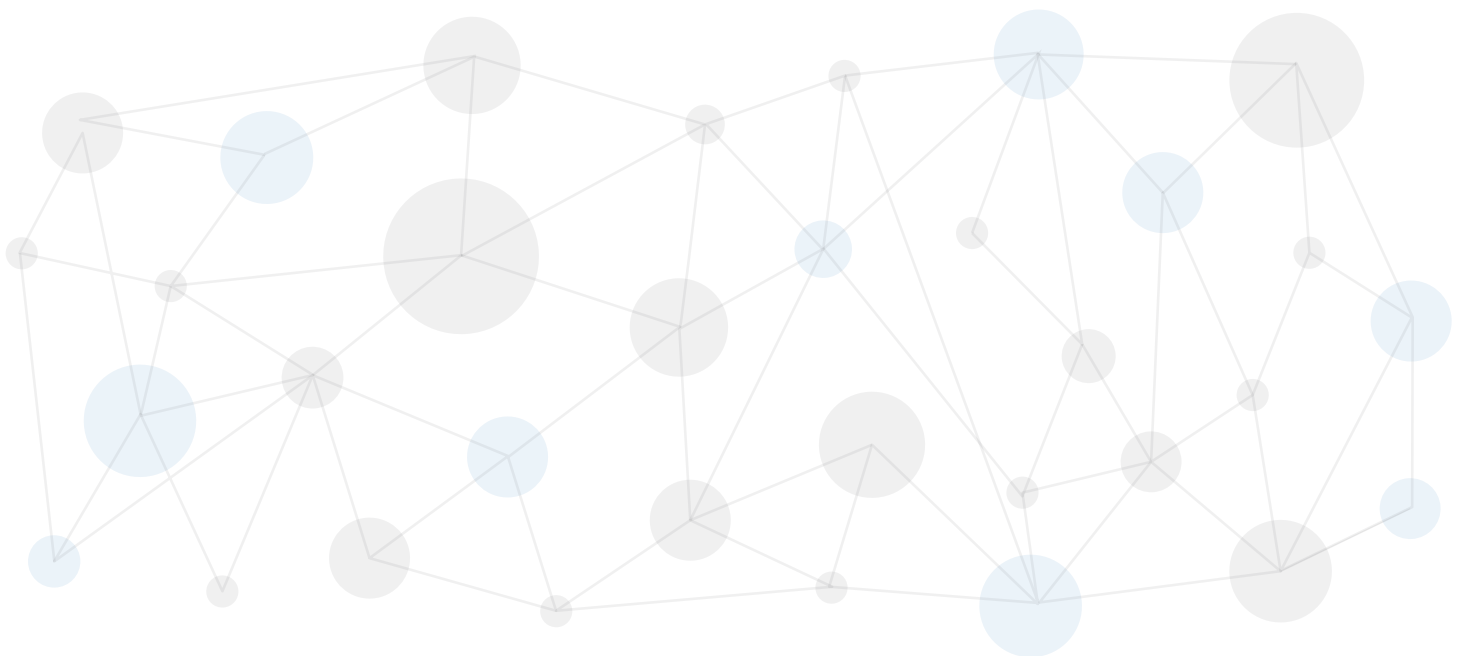


# Multi-Channel Attribution Modeling

with

**AuriQ Essentia and Sizmek Log Data**

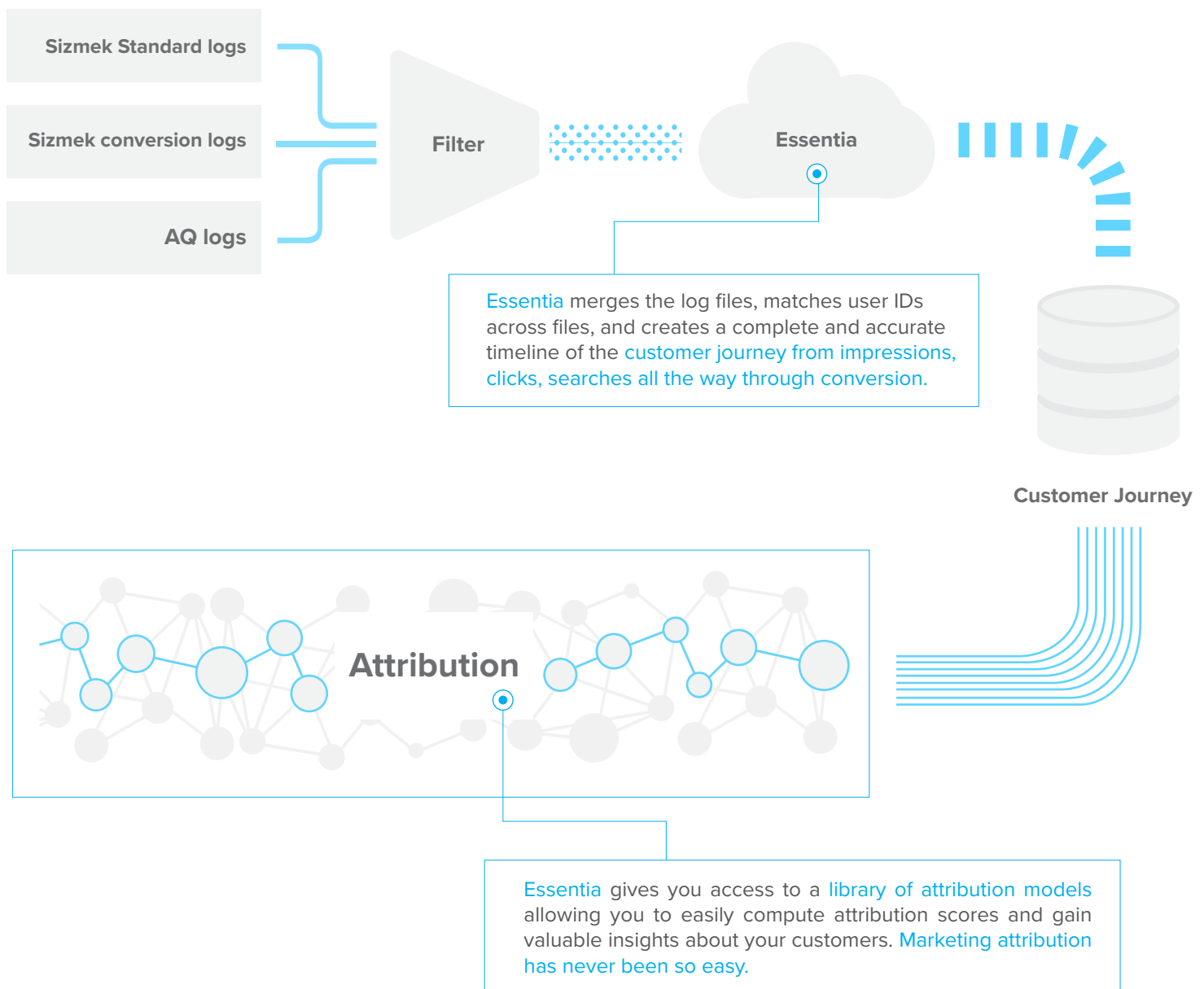


# Marketing Attribution with **AuriQ Essentia**

The Essentia data analysis platform enables advanced marketers to finally be able to generate accurate marketing attribution models using all their available data sources.

Link impressions, clicks, searches (organic and paid), and conversion events to get the most complete and accurate description of the customer journey experience.

With Essentia, merging multiple sizable raw data sets and computing attribution scores becomes an easy task. In this whitepaper, the examples are based on using a variety of Sizmek ad server log data as well as log data (AQ logs) collected from a tag that we optionally provide for better data resolution.



# Essentia : The User Experience

from raw Sizmek logs to attribution scores

Computing attribution scores with Essentia is a straightforward and easy process. Here we provide a brief Essentia user cookbook to get you from raw Sizmek logs to a csv table of attribution scores.

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## 1. Customize Essentia to fit your needs.

Essentia provides a library of attribution models with flexible parameters. The first step in computing attribution scores is to customize and tailor the Essentia config\_file to fit your needs. This step involves :

- Specifying your [conversion, standard and AQ](#) (optional) log files ;
- Specifying the [conversion tag ID's](#) and [campaign ID's](#) of interest ;
- Specifying the [type of attribution model](#) you want to compute along with its associated parameters ;
- The name of file containing the final scores.

---

## 2. Load the log data in Essentia

Load the Sizmek log data into Essentia using this command :

```
% import_and_match config_file
```

Essentia will grab the [compressed files](#) and filter the conversion, standard and AQ (optional) log data according to the parameters specified in the config\_file. Different log entries are joined based on user ID's. [Essentia will generate a complete and accurate timeline of the customer journey for each customer who converted.](#) If AQ logs are specified, Essentia will join the AQ log entries based on a combination of event timestamp and user IP address. the data are now cleaned, filtered and loaded into memory. The next step is to compute attribution scores.



### Validate

Your Marketing spend.



### Gain Insight

About your customers.



### Trace

Their journey online, across multiple platforms and marketing channels.

### 3. Run Essentia's powerful attribution modeling tools

Once the data have been successfully imported in Essentia, you can run attribution models by way of a simple command line :

```
% attribution_model config_file
```

Essentia provides a variety of attribution models including :

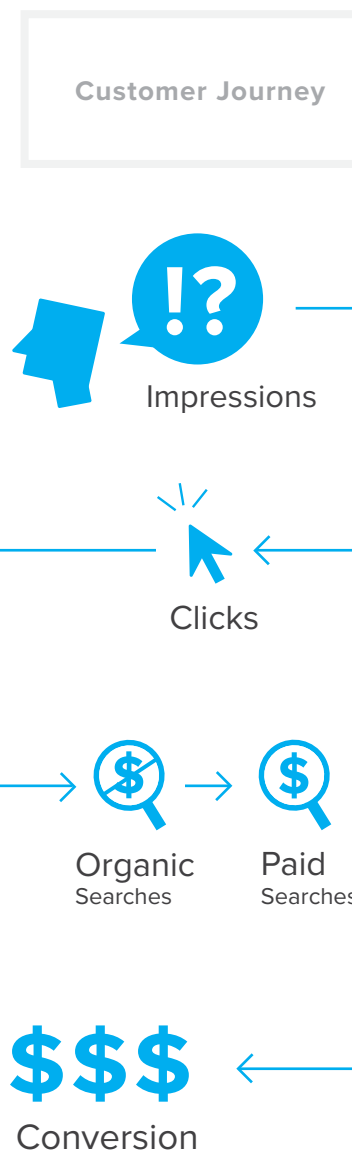
- Linear** : all impression, clicks and searches in the customer journey are credited in the attribution. The user can specify the relative weight of each event in the config\_file as well as the time window before conversion ;
- First click** : the first click in the customer journey (and within a given time window before conversion) gets all the credit for the conversion;
- Last click** : in this case, the last click gets all the credit;
- First interaction** : the first interaction gets all the credit regardless of the type. This first interaction could be an impression, a click, a search, etc. ;
- Last interaction** : in this case, the last interaction gets all the credit;
- Time decay** : each step in the customer journey is weighted can specify the half-life parameter of the function as well as the relative weight of each type of event/interaction.

#### Want to compare the output of different models?

That's EASY and FAST with Essentia. Simply re-run the above attribution\_model command with a different config\_file. Since the customer journey data are still loaded in memory, Essentia allows you to quickly and efficiently run multiple attribution models in a serial fashion.

#### Your favorite model is not listed?

Let us know and we will customize Essentia attribution models to fit your needs.



### 4. Terminate

Once you are satisfied with your attribution scores, simply enter :

```
% udbd stop
```

The memory block containing the customer journey data will be freed.

# Attribution Scores and Beyond

Go beyond simple attribution scores.... the easy way

Essentia produces a series of files in csv and txt formats (ideal for your favorite analysis tool such as Excel, Tableau, Qlikview, etc) containing attribution scores as well as critical metadata about the customer journey from impression all the way through conversion.

Here are just a few examples of analytics performed with Essentia's outputs.



## Compare your favorite models

- Not sure if a linear attribution is the best?
- How about first click or time decay?

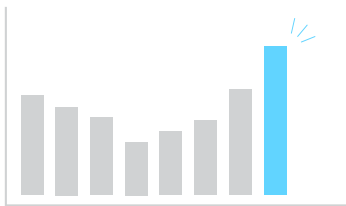
With Essentia, different attribution models results can be compared easily



## Time Evolution

- How do attribution scores change over time?

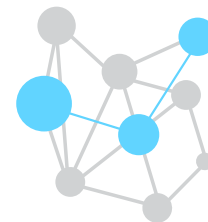
With Essentia, you can compare attribution scores over daily, weekly, bi-weekly, monthly or yearly baselines.



## Conversion Metadata

- How does the mean path length to conversion change over time?
- Did the number of conversions increase this past week?

With Essentia attribution tools, these questions and many more can be easily answered.



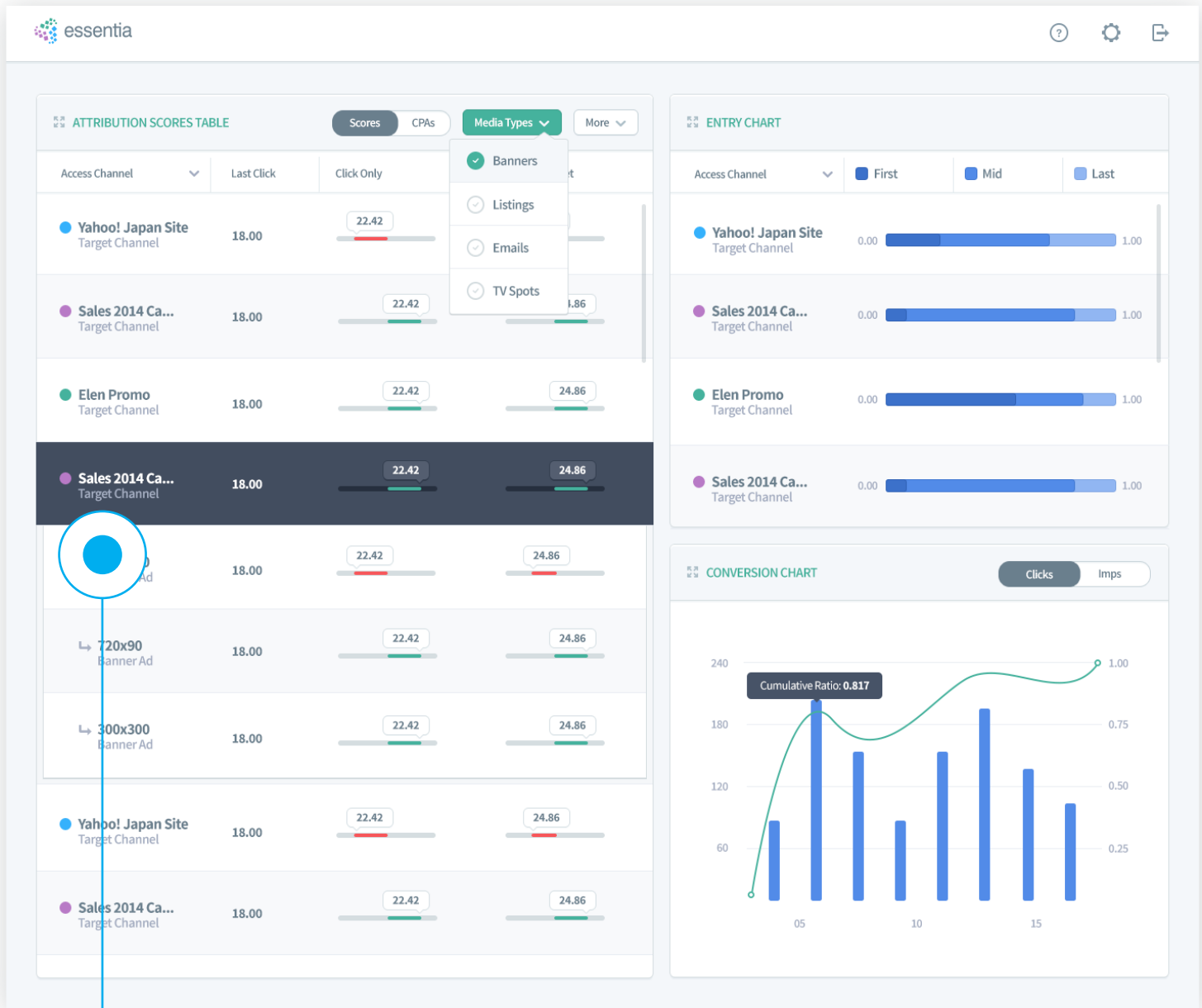
## Beyond Attribution

Essentia output can be easily integrated with other analytic tools such as R and Gephi for more unique insights such as network topology diagrams.

Apply machine learning algorithms with Essentia data to create a dynamic data driven attribution models.

# Sample Reports: Multi-Channel Attribution

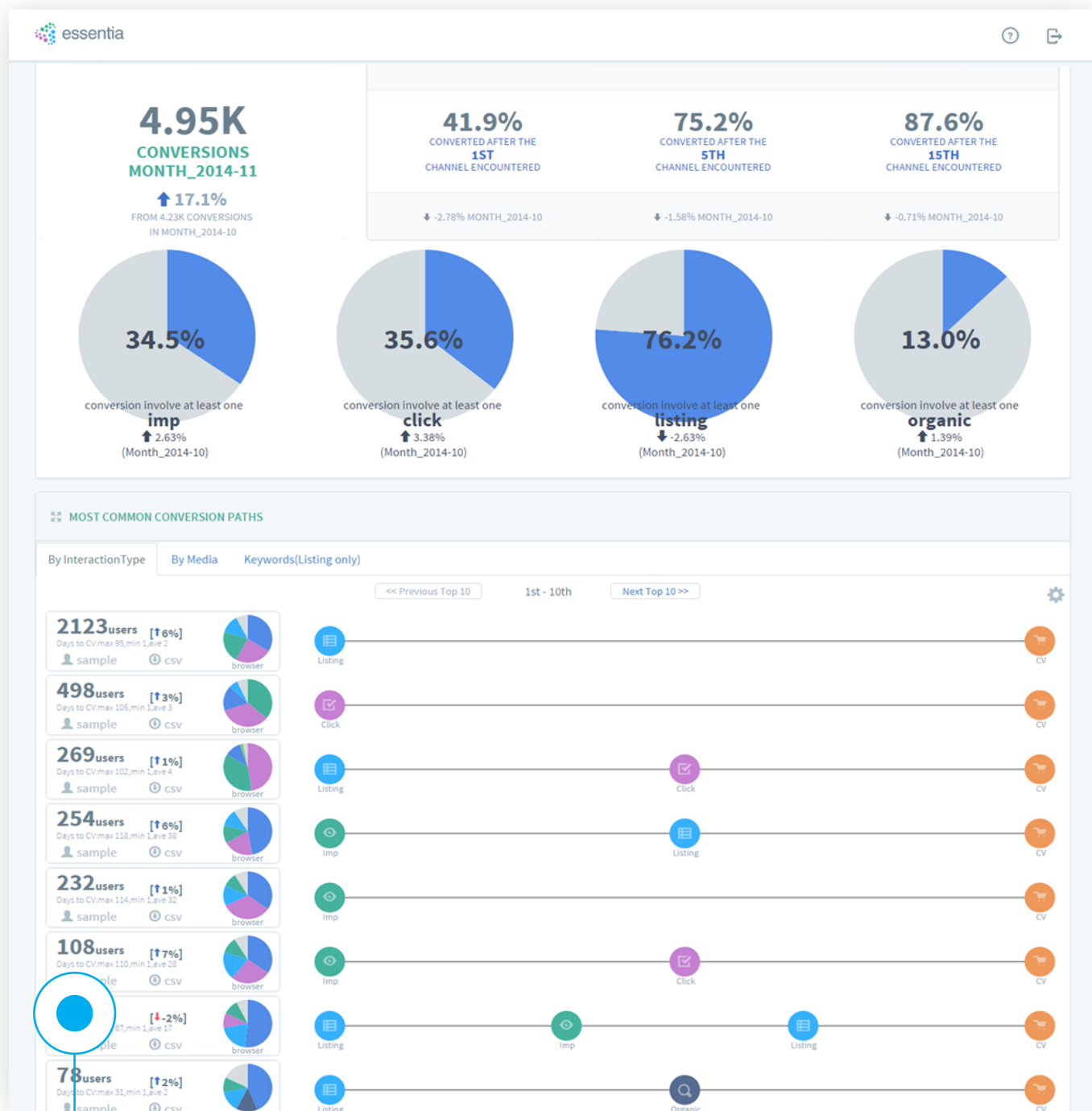
Get actionable results faster



- Compare multiple attribution models side by side.
- Drill down for granular views of performance by channel and by ad.
- Find out which channels and ads are most effective based on score.
- Integrate cost/revenue data for greater understanding of how efficient each channel and ad is in relation to site and business goals.
- Take action and adjust your spend to maximize for performance and efficiency.

# Visualize

All possible Paths in the Customer Journey



- Get a graphical representation of the customers' journeys from impressions through conversion.
- Explore the links between touchpoints and find out which combinations are most effective at driving desired outcomes.

Want to learn more  
about AuriQ Essentia's  
marketing attribution  
capabilities?

Do you have a project  
in mind already?



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Please contact us for a free consultation.  
We'll assess your data analysis needs  
and help you determine if AuriQ Essentia  
is right for you.