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Marketing Attribution Management 2013

Buyer's Guide



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Marketing Attribution Management 2013



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1. Introduction

Econsultancy's buyer's guides are the ideal starting place for anybody researching new suppliers in digital market sectors. They contain **in-depth vendor profiles**; to help you quickly evaluate suppliers and service providers, as well as **market analysis** to help you put things into perspective. Vendors are selected for the report based on a combination of factors, *not limited to but including*:

- **Analysis of capabilities** (services / products)
- **Clients**
- **Experience** (qualifications / trade bodies / case studies)
- **Expertise** (by sector / topic)
- **UK and/or USA status** (occasional exceptions are made)
- **Ability to take on and fulfill new projects**
- **Recommendations from trusted sources** (or anecdotal evidence to the contrary)
- **Google visibility**
- **Business model** (a high proportion of turnover should be related to these services)
- **Company website**

Econsultancy does not explicitly recommend any of the suppliers featured in these guides, principally because it is impossible for us to work with all of them to form a first-hand opinion. But we do believe - based on an intensive and careful selection process - that the chosen vendors represent quality.

Buyer's Guides are updated on an annual basis, so the information contained within is recent and thus valid. Send any questions or comments to Econsultancy's Research Director Linus Gregoriadis (linus@econsultancy.com).

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1.1. About Econsultancy

Econsultancy is a [global independent community-based publisher](#), focused on best practice digital marketing and e-commerce, and used by over 400,000 internet professionals every month.

Our hub has 130,000+ members worldwide from clients, agencies and suppliers alike with over 90% member retention rate. We help our members build their internal capabilities via a combination of research reports and how-to guides, training and development, consultancy, face-to-face conferences, forums and professional networking.

For the last ten years, our resources have helped members learn, make better decisions, build business cases, find the best suppliers, accelerate their careers and lead the way in best practice and innovation.

Econsultancy has offices in London, New York, Singapore, Sydney and Dubai and we are a leading provider of digital marketing training and consultancy. We are providing consultancy and custom training in the Middle East, and extensively across Europe and Asia. We trained over 5,000 marketers and ran over 200 public training courses in 2011.

[Join Econsultancy](#) today to learn what's happening in digital marketing – and what works.

Call us to find out more on +44 (0)20 7269 1450 (London) or +1 212 971 0630 (New York). You can also [contact us online](#).

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2. Executive Summary

This is the second edition of the Econsultancy **Marketing Attribution Management Buyer's Guide**, which we believe to be an invaluable resource for client-side marketers and suppliers who want to understand this market.

This guide looks at market trends within this sector, with profiles of the leading marketing attribution vendors as well as advice for buyers looking for a technology and services provider.

This report, which has a global focus, is aimed at marketers who want to understand how they can spend their budgets more efficiently by understanding the relationship between different digital and offline customer touch points, and allocate value accordingly.

As multichannel marketing becomes a key strategic focus for organizations, the spotlight is now shining on vendors who can offer attribution technology and modeling services. Buyers need to understand the different types of vendor who are staking a claim on this space and the capabilities of different types of vendor.

There are various trends which are fuelling the market for attribution management solutions, including the increasing number of customer touchpoints and digital marketing platforms. As the stakes within e-commerce and digital marketing become higher, companies are aware that they need to have an understanding of the customer journey which goes deeper than simply looking at the last click.

Trends covered in detail in this report include:

- Companies delay adoption of attribution despite move to multichannel
- Industry wrestles with standardization in a world where one size doesn't fit all
- Incorporation of mobile and social as attribution becomes increasingly sophisticated
- Companies seek 'single view of truth' from confusing and conflicting data sets
- Information overload fuels demand for analysts

The *Supplier Marketplace and Profiles* section of the report includes profiles of the following marketing attribution management technology and service providers: **Adobe, Adometry, Aggregate Knowledge, Atlas, ChannelAdvisor, ClearSaleing, DC Storm, Encore Media Metrics, Google, IBM Coremetrics, IgnitionOne, Intelligent Reach, Kenshoo, Lynchpin, Marin Software, Mediaplex, Media Contacts – Artemis, PwC, QuBit, The Rimm-Kaufman Group, Shomei, TagMan, and Visual IQ.**



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3. The Market

3.1. Market definition and introduction

This report looks at the fast-growing **marketing attribution management** sector, with an analysis of market trends and profiles of the leading players in this space.

Marketing attribution is the practice of determining the role that different channels play in informing and influencing the customer journey, and subsequently allocating partial value to different touch points which have influenced a sale or another desired outcome.

This report, which takes an international perspective, includes profiles of companies which specialize in managing this process, either through their technology platforms or modeling expertise.

A range of organizations have a foothold in this growing digital sector, with vendors profiled in *Section 9* of this report including companies with a heritage in web analytics, ad serving, tag management, and search engine marketing. The vendor profiles and market positioning charts are intended to help readers understand the different focus and core expertise of each featured company.

The common ground between these companies is...

3.2. Who is this report aimed at?

This report is aimed at all marketers who want to understand how they can spend their budgets more efficiently. In particular, the guide is aimed at those companies looking for an attribution technology or services provider. The report is also relevant for anyone who wants to build an understanding of this fledgling market, including vendors, agencies and industry analysts.

<Sample> Voice of the vendor – what types of company are spending?

“Any company that has a reasonable marketing spend should be looking at attribution as it is the only way to truly know the value each channel is delivering. Companies looking to move away from the traditional ‘last click wins’ model to a more accurate, holistic picture of the customer journey are also the ones looking to invest more in attribution modeling.”

Sample quote



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3.3. Market trends

3.3.1. Companies delay adoption of attribution despite move to multichannel

One of the most important trends over the past few years has been a shift towards multichannel marketing, as companies strive towards a more integrated approach to their campaigns and broader strategy.

The quest for delivering better return on investment is becoming increasingly important for marketers as...

3.3.2. Industry wrestles with standardization in a world where one size doesn't fit all

Despite the inertia within many companies, the growth of the attribution management space is evident from a number of new vendors entering the marketplace since the [2011 version of this report](#). The demand is coming from the many companies who are embracing a multichannel approach to business. The larger the investment in marketing, the more important it is for businesses to optimize their approach to attribution.

3.3.3. Incorporation of mobile and social as attribution becomes increasingly sophisticated

The race to successfully incorporate all possible channels into an attribution solution is a trend which will only become more defined, with more marketers than ever wanting to see value in their media spend.

Those more immature channels such as mobile and social...



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3.3.4. Companies seek 'single view of truth' from confusing and conflicting data sets

Love it or hate it, 'big data' is a term that is everywhere at the moment. Generally applied to data sets which are too big for most commonly used software tools to deal with...

3.3.5. Information overload fuels demand for analysts

The influx of data facing marketers needs to be met by skilled analysts who are able to not only manipulate huge datasets, but who can also translate the data into useful insights for marketers.

According to Andrew Hood...



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3.4. Return on investment

The potential return on investment and benefits of marketing attribution management technology can be summarized as follows:

- **Understand online behavior across online and offline campaigns**
 - Ability to track all customer touch points and follow consumers over extended time periods.
 - Capture more...



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4. Strengths, Weaknesses, Opportunities and Threats (SWOT)

This section contains a SWOT analysis of the marketing attribution market from the perspective of vendors. It also serves as a summary of some of the points made above.

4.1. Strengths

- The **growth of e-commerce** means that the stakes are higher, and companies want a greater understanding of which marketing channels are driving value. The data-rich environment of digital lends itself well to modeling and attribution.

<Sample> Voice of the vendor - strengths

“The big strength for attribution at the moment is that the argument around whether it should be used has, for most people, been won. Marketing professionals are now asking how they should be doing it, which is obviously a great position for the sector to be in.”

Sample quote

4.2. Weaknesses

- The **lack of common standards** of measurement is an industry weakness, and as companies move away from last click, they have to formulate their own way of allocating value.



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4.3. Opportunities

- Incorporating both **online and offline data** into attribution models will allow marketers to see the true value in multichannel marketing. Vendors most able to integrate this data...

4.4. Threats

- An **overwhelming amount of data** from the many different channels being incorporated into attribution models can lead to actionable insights not being delivered...



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5. Cost and Pricing Models

Marketing attribution management vendors use a wide range of pricing methods and fee structures, varying according to project complexity and client requirements.

Some of the vendors included in this guide use an **annual subscription model**, while others use a monthly one. Subscription models are typically...



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6. Tips and Pitfalls: Finding the Right Supplier

6.1. Introduction

In order to identify the right marketing attribution management solution and get the best fit for your organisation, you need to understand that different providers offer different types of solution, and that technology and expertise vary significantly.

The detailed company profiles and market positioning charts included in this guide will help you find the right fit. This section contains some key questions and considerations that you need to keep in mind – and some pitfalls to avoid.

6.2. How to find the right marketing attribution management tool

Before leaping into an agreement with an attribution management provider, ensure that such a tool makes sense in the context of your business. If your typical customer purchase journey is relatively straightforward and does not involve multiple steps across various channels, a complex solution may not be the best fit for your needs. In some cases...

<Sample> Voice of the vendor

“Four things to ask potential attribution partners prior to making a final selections decision are: ...

Sample quote

6.3. Five key issues to consider

Always remember that technology is just one piece of the puzzle, and is only as good as the people behind it. Marketing attribution management is a complex process that requires expertise, diligence and a certain degree of organizational change. Here are five core elements that you need to consider before going full speed ahead:



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7. Market Positioning Charts

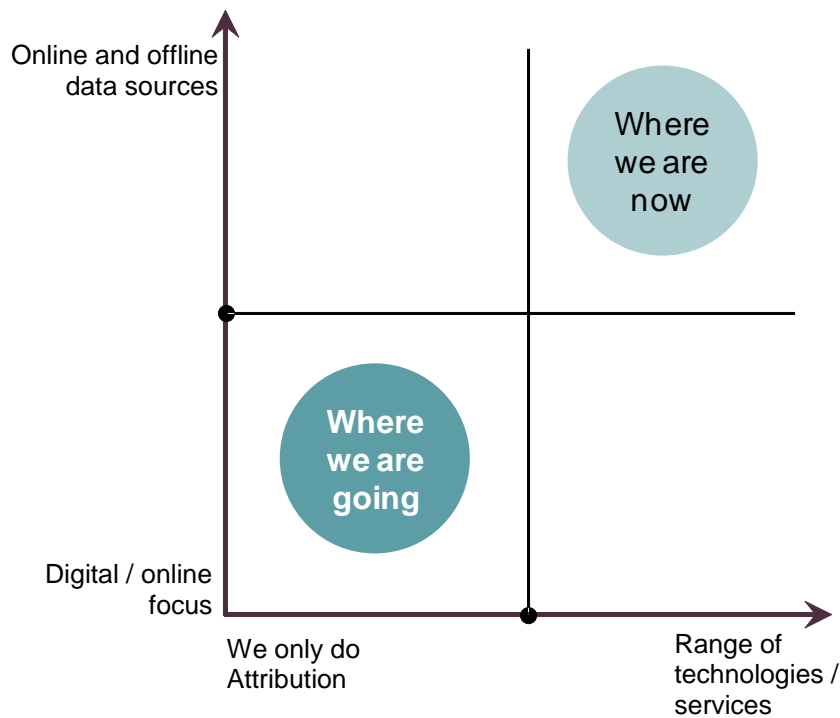
7.1. Explanation for Chart 1: Business model

The **vertical** axis charts to what extent the company is focused on both online and offline data sources, as opposed to digital/online only.

The **horizontal** axis charts the extent to which the supplier is focused purely on attribution, versus offering a portfolio of technologies or services which includes marketing attribution management.

For example, a vendor positioned in the bottom right quadrant will offer a portfolio of technologies and services including attribution and will have a more digital/online focus.

Please note that positioning is determined by the vendor rather than by Econsultancy.



Like this sample report?

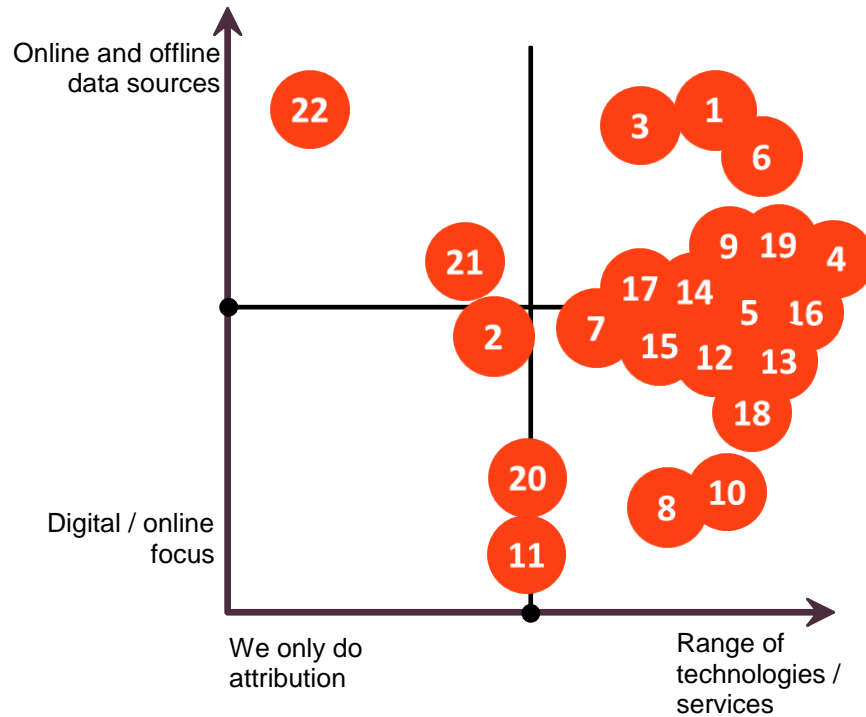
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7.2. Market positioning overview: Business model



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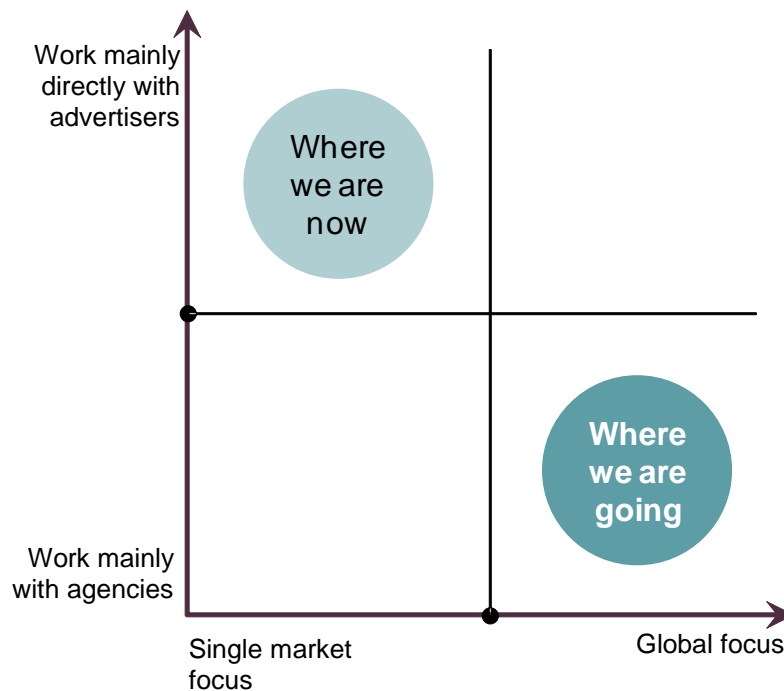
7.3. Explanation for Chart 2: Type of company

The **vertical** axis charts the extent to which the company works directly with advertisers, as opposed to working mainly with agencies.

The **horizontal** axis charts the extent to which the vendor is geared towards a specific market, rather than being a more global player.

For example, a vendor positioned in the bottom right quadrant will work mainly with agencies and have a global focus.

Please note that positioning is determined by the vendor rather than by Econsultancy



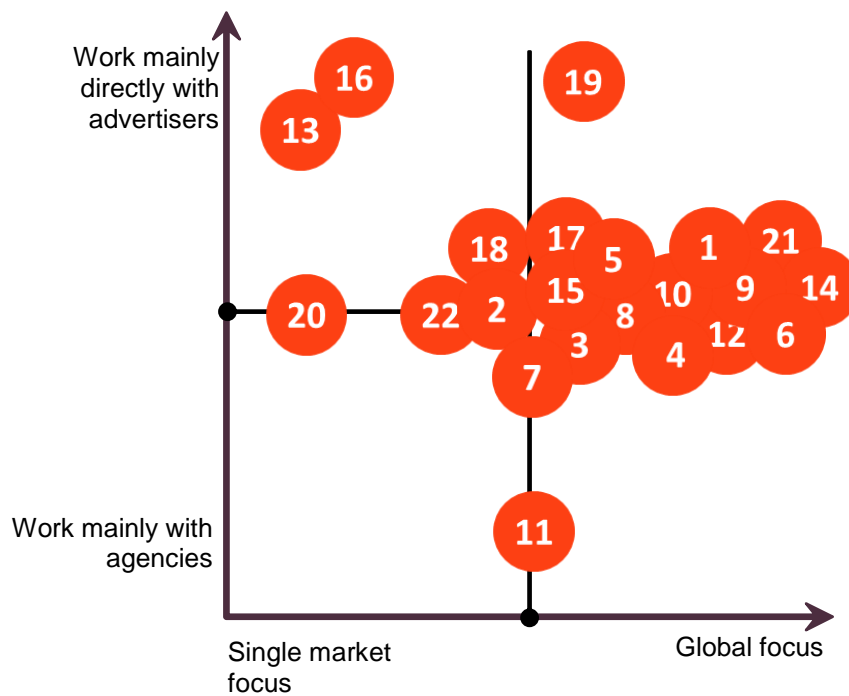
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7.4. Market positioning overview: Type of company



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8. Supplier Matrix

An at-a-glance overview of who's doing what...

Supplier matrix: a fast guide to services	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>
Types of attribution																							
Last click	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
First click	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
First touch	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Even allocation																							
Position-based (<i>level of credit according to touch-point's position relative to conversion</i>)																							
Rules-based																							
Recency / memory																							
Custom modelling																							
'Top-down' (<i>using non-user level data, e.g. time and geography</i>)																							
Multi-site attribution (<i>analysis of customer interactions across different sites</i>)																							
Ability to model across different devices (e.g. smartphones, tablets)																							
Channels tracked																							
Paid search																							
Natural search (SEO)																							
Online display advertising																							
Email																							
Affiliate marketing																							



Supplier matrix: a fast guide to services	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	
Social media																						
Comparison shopping engines																						
Website interaction																						
Direct																						
Offline channels																						
Primary data sources – core from product																						
Ad server																						
DSP / trading desk																						
Search marketing platform																						
Web analytics																						
In-store POS systems																						
Call centre																						
CRM / customer data																						
Econometric data																						
Integration with other data sources																						
Ad server																						
DSP / trading desk																						
Search marketing platform																						
Web analytics																						
In-store POS systems																						
Call centre																						
CRM / customer data																						
Econometric data																						



Supplier matrix: a fast guide to services	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	
Types of data / attributes stored																								
Audience																								
By source																								
By campaign																								
Creative																								
Size																								
Placement																								
Messaging																								
Keyword																								
Date / time stamp																								
Time on site																								
Recency																								
Frequency																								
Profit																								
Product																								
Customer segment																								
Types of reporting																								
Last click reporting																								
Custom last click reporting																								
Metrics based on attribution, e.g. ROI, CPA, conversion rate																								
Transactional tracking																								
Customer behaviour																								



Supplier matrix: a fast guide to services	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	<Sample>	
Customer lifetime value																								
Demographic data																								
Psychographic analysis																								
With and without latency																								
Dashboard reporting (standard)																								
Dashboard reporting (client-specific)																								
Are reports available online?																								
Out-of-the-box reports based on client-specific data points																								
Data output																								
Single-dimensional attribution (<i>i.e. attribution metrics provided to clients in a linear fashion, e.g. channel, campaign, publisher or creative</i>)																								
Multi-dimensional attribution (<i>ability to provide metrics across all attributes simultaneously</i>)																								
Does the data you provide include the client's own pre-attribution critical success metrics displayed side-by-side with their re-calculated critical success metrics that reflect cross-channel?																								
Does your data output include optimisation recommendations?																								



9. Supplier Marketplace and Profiles

9.1. Sample

Company name

URL

Company Proposition

<Sample>

Brief Company History and Core Business

<Sample>

Attribution Philosophy and Methodology

<Sample>

Case study and/or testimonials

<Sample>

Company logo

COMPANY OWNERSHIP

<Sample>

CLIENTS

<Sample>

OFFICE LOCATIONS

<Sample>

HEAD OFFICE ADDRESS

<Sample>

CONTACT

<Sample>



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Types of attribution	
Last click	
First click	
First touch	
Even allocation	
Position-based (<i>level of credit according to touch-point's position relative to conversion</i>)	
Rules-based	
Recency / memory	
Custom modelling	
'Top-down' (<i>using non-user level data, e.g. time and geography</i>)	
Multi-site attribution (<i>analysis of customer interactions across different sites</i>)	
Ability to model across different devices (e.g. smartphones, tablets)	
Other (<i>please specify</i>)	
Channels tracked	
Paid search	
Natural search (SEO)	
Online display advertising	
Email	
Affiliate marketing	



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Social media	
Comparison shopping engines	
Website interaction	
Direct	
Offline channels (<i>please specify</i>)	
Other (<i>please specify</i>)	
Primary data sources – core from product	
Ad server	
DSP / trading desk	
Search marketing platform	
Web analytics	
In-store POS systems	
Call centre	
CRM / customer data	
Econometric data	
Other (<i>please specify</i>)	
How is primary data typically collected?	
Integration with other data sources	
Ad server	
DSP / trading desk	
Search marketing platform	
Web analytics	



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In-store POS systems	
Call centre	
CRM / customer data	
Econometric data	
Other (<i>please specify</i>)	
Types of data / attributes stored	
Audience	
By source	
By campaign	
Creative	
Size	
Placement	
Messaging	
Keyword	
Date / time stamp	
Time on site	
Recency	
Frequency	
Profit	
Product	
Customer segment	
Other (<i>please specify</i>)	



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Types of reporting	
Last click reporting	
Custom last click reporting	
Metrics based on attribution, e.g. ROI, CPA, conversion rate	
Transactional tracking	
Customer behaviour	
Customer lifetime value	
Demographic data	
Psychographic analysis	
With and without latency	
Dashboard reporting (standard)	
Dashboard reporting (client-specific)	
Are reports available online?	
Other (<i>please specify</i>)	
Number of standard reports	
Can you provide out-of-the-box reports based on client-specific data points?	
Data availability: Is data real-time or batch?	



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Type of data output

Single-dimensional attribution (*i.e. clients get attribution metrics provided to them in a linear fashion, e.g. channel, campaign, publisher or creative*)

Multi-dimensional attribution (*ability to provide metrics across all attributes simultaneously*)

Does the data you provide include the client's own pre-attribution critical success metrics (based on however they choose to calculate them) displayed side-by-side with their re-calculated critical success metrics that reflect cross-channel?

Does your data output include optimisation recommendations?

Does your data output include automated media plan generation? (*i.e. does the tool automate the identification and delivery of recommendations as part of the output*)

Pricing

Subscription model (*please specify amount, and basis for subscription charge – e.g. amount of data or CPM*)



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Set-up fee (<i>please specify typical amount or range</i>)	
Fee per touch point or for custom integration (<i>please specify typical amount or range</i>)	
Consultant daily / hourly rate (<i>please specify typical amount or range</i>)	
Standard versus custom modelling (<i>please specify amount or range if applicable</i>)	
Other (<i>please specify</i>)	
Service & Support	
Dedicated consultant / account manager	
Telephone support desk	
Customer training	
Other (<i>please specify</i>)	
Number of staff specifically dedicated to the support of attribution customers (by geography)	
Please give details of how you charge for support	
Additional information	
What is the process for deciding the most suitable attribution model for a client?	



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How do clients apply models or rules, using your tool?	
When was your attribution tool first used by a client?	
Do you allow third parties to leverage your data via an API?	
How does your solution deal with personalisation and behavioural targeting?	
Please define if and how users can opt out of tracking	
White papers /academic studies	
Any other relevant information	



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Sample – Market Positioning Charts

Chart 1: Business Model

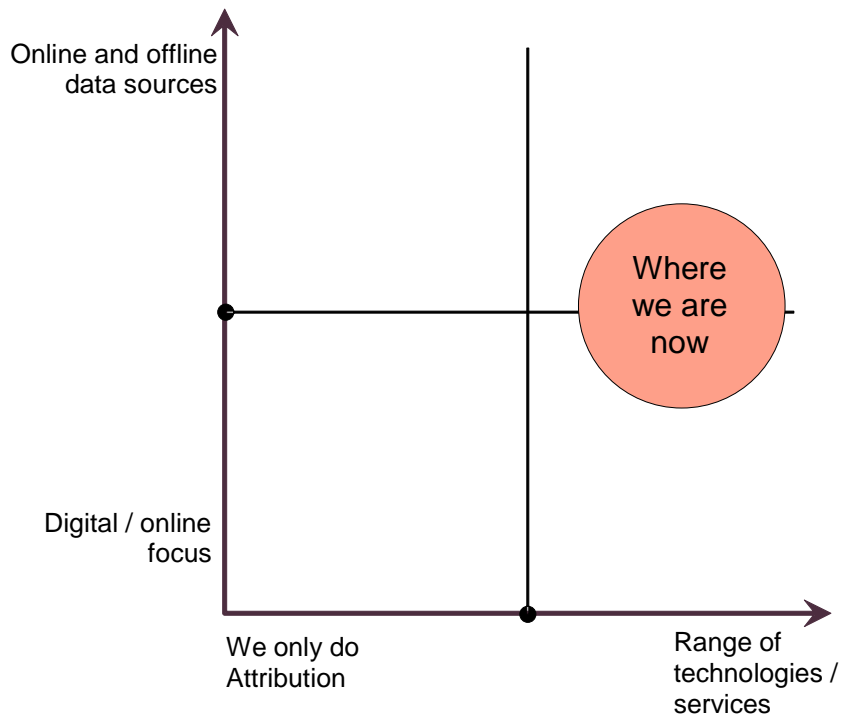


Chart 2: Type of Company

