



Without Proper Attribution There is No Real Optimization

Oliver Schmelzle
VP, Product Management

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Webinar Agenda

- Introduction
- Challenges of Attribution Analysis
- Campaign Optimization
- Q&A

About Adometry

Proven Technology

- **Pioneered use of machine learning for traffic quality analysis**
 - Processing BILLIONS clicks/month
 - Click score: currency of the CPC industry
- **Advanced development in display advertising effectiveness**
 - Audience verification
 - Dynamic fractional attribution
 - Cross channel optimization

Proven Customer Relationships





Why is Attribution a Hot Topic Today?

Defining the Problem

Optimizing display ad spend by measuring its top-of-the-funnel impact and providing actionable insights.

Three Problems With Attribution Solutions

1. Not looking at all data

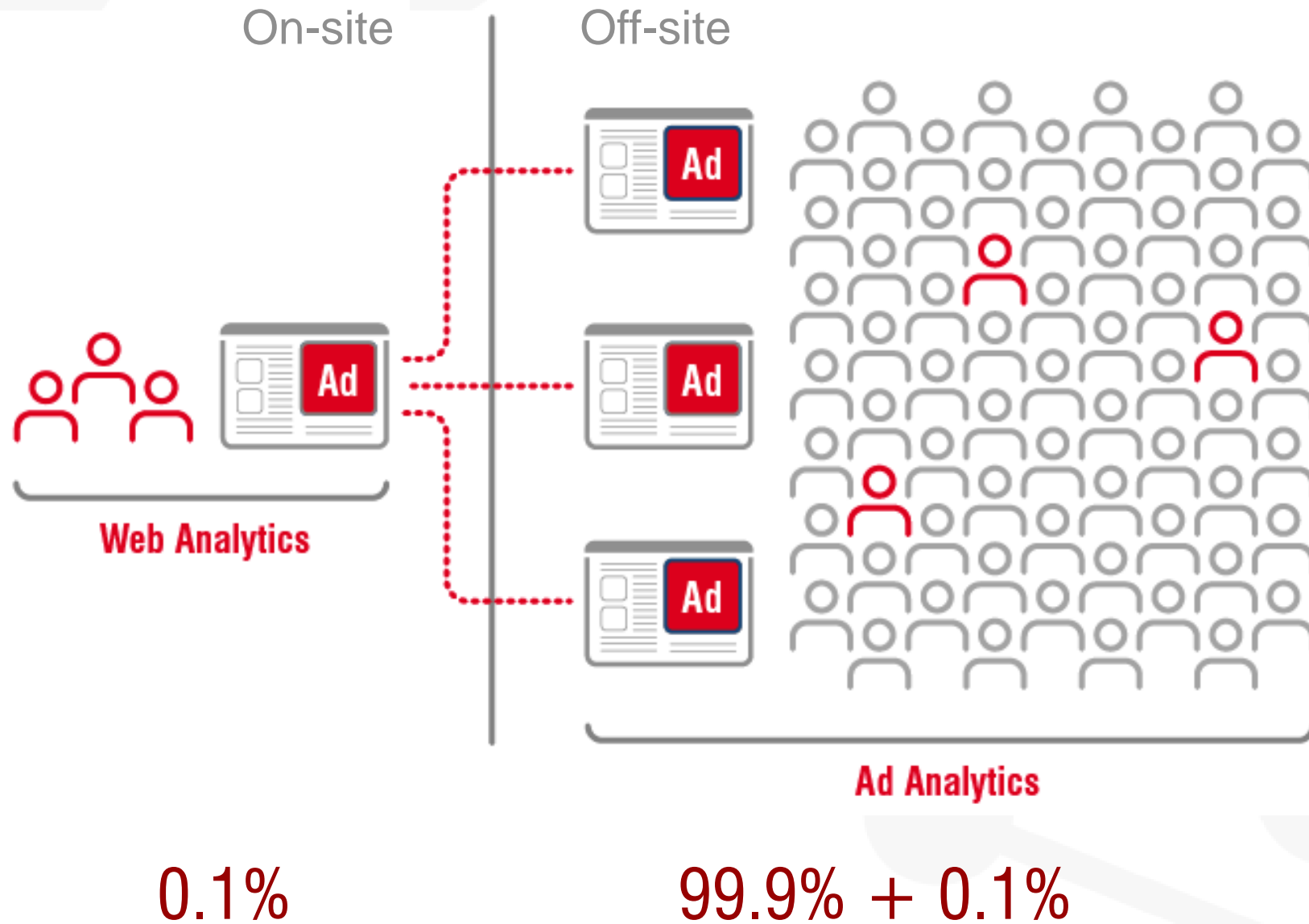
2. Not looking at all paths

3. No proper conversion credit



Problem 1: Not Looking At All Data

Most customer interactions are off-site



Example: On-site/Off-site Event Ratio

On-site | 17.2M (0.5%)

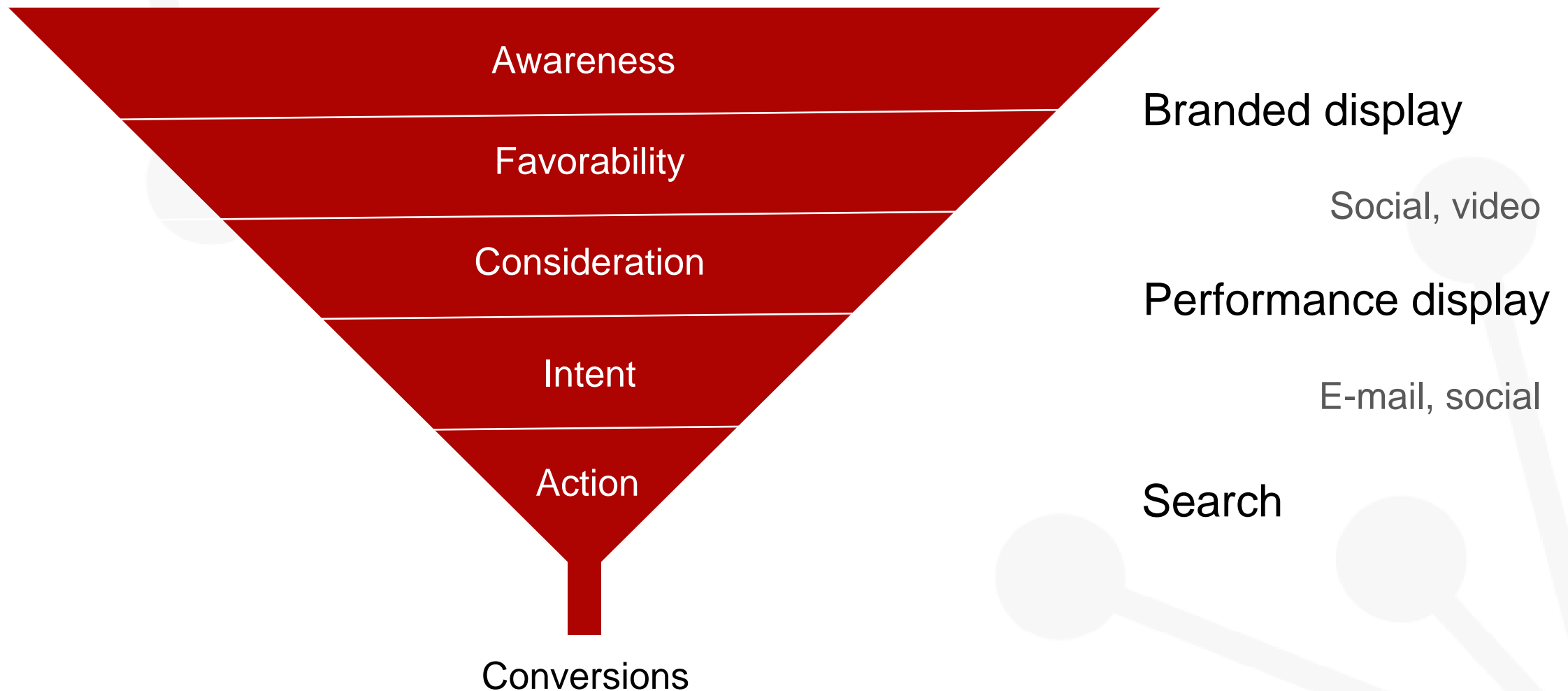
Off-site

3.4B (99.5%)

Events

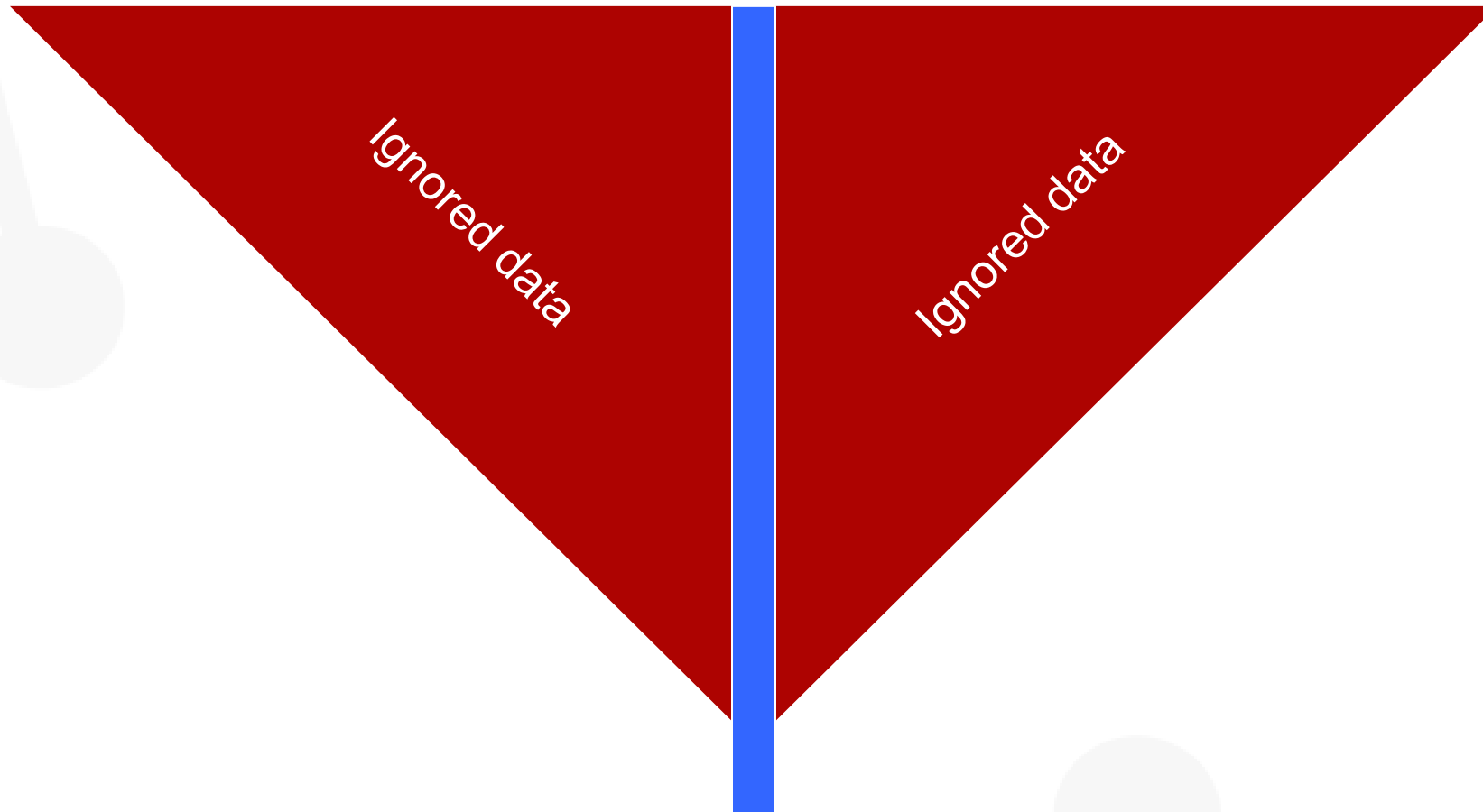
“Full Funnel” Attribution Typically Falls Short

Forrester definition: *“The practice of measuring the correct partial value of each interactive ad that drove a desired outcome.”*



Converted Visitors Don't Tell The Whole Story

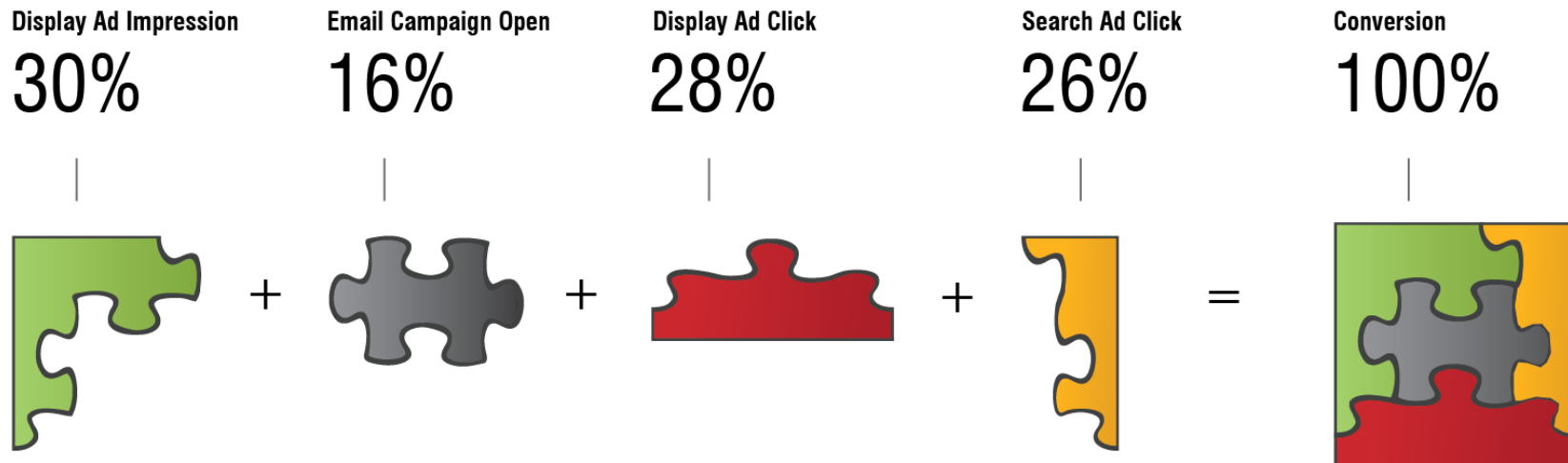
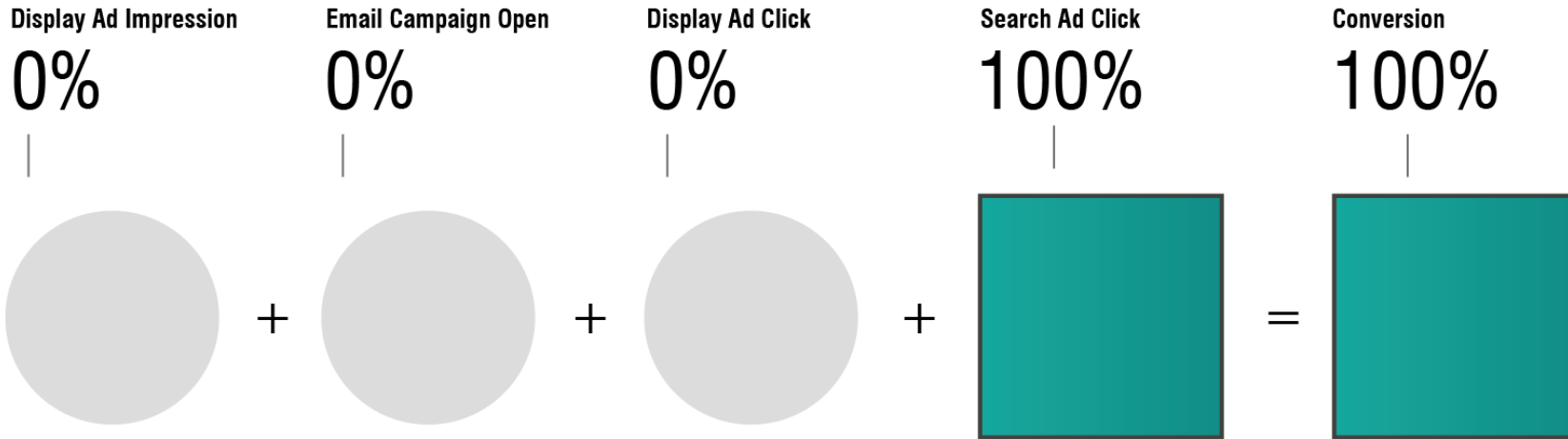
Just 0.1%



“Converted paths”
shows what happened prior to conversion event

Attribution

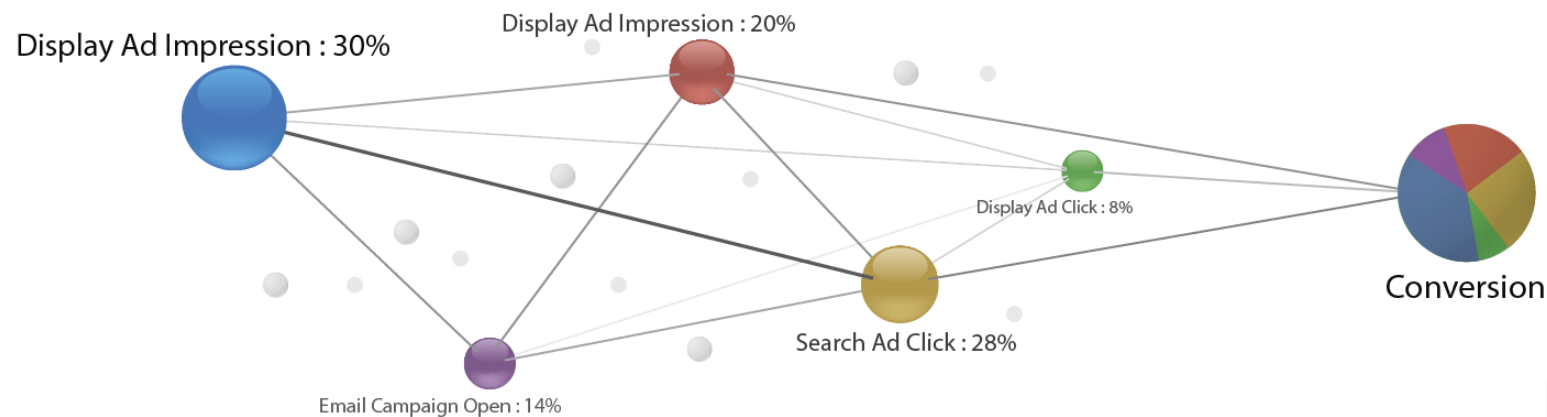
Fractionally assigning attribution credit



Adometry's Approach to Attribution

Scientific and Data-Driven

- ❑ Adometry dynamic fractional attribution model:
 - **Scientific:** probability based model
 - **100% of data:** converting & non-converting user-level data
 - **Data-driven:** specific data patterns drive customized attribution weights
- ❑ Delivers different answers to improve performance
 - **where** to spend
 - **how much** to spend (or not spend)



Adometry Attribution Index

A relative measure of how important an attribute is for driving conversions compared to other similar attributes (campaign, creative, placement, site, etc.)

| Rank | Campaign | Site | Placement | Adometry Attribution Index |
|------|------------|----------------|-----------------|----------------------------|
| 1 | Campaign 1 | Portal Site | Health 728x90 | +5.69 |
| 2 | Campaign 1 | Portal Site | BT 300x250 | +6.55 |
| 3 | Campaign 2 | Ad Network | RON CPA 728x90 | -2.63 |
| 4 | Campaign 2 | Publisher Site | Remnant 300x250 | -1.88 |

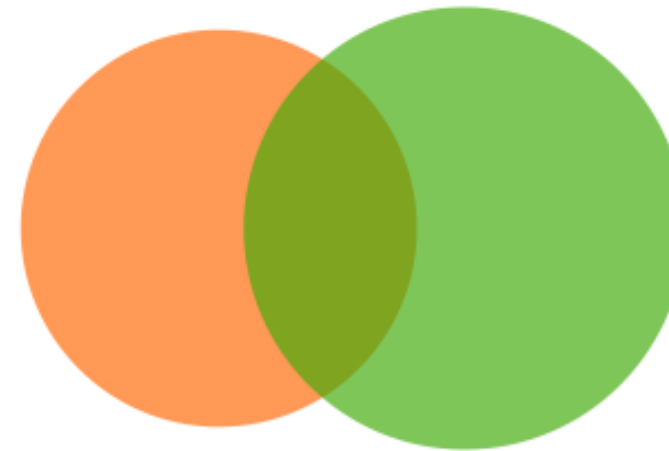
Attribution Index and Campaign Overlap

Specific Example

AdNetY vs Sports Pub

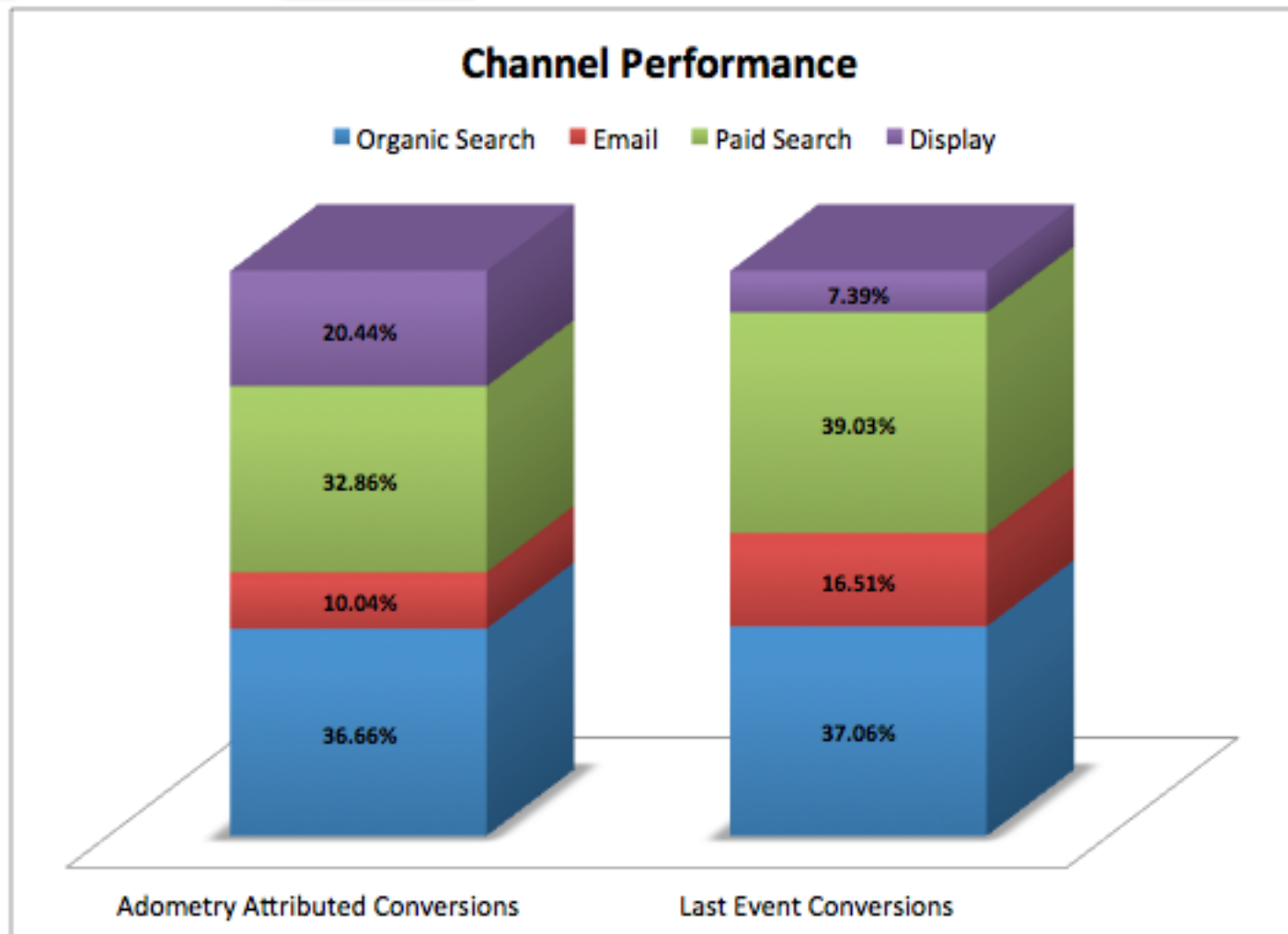
| | AdNetY | Sports Pub |
|--------------------|-----------|------------|
| Unique Visitors | 1,775,002 | 2,204,291 |
| Overlap Visitors | 841,020 | 841,020 |
| % Overlap Visitors | 47% | 38% |
| Attribution Index | 0.70 | 3.40 |

Overlap of Visitors



Cross Channel Attribution Reports

Compare Adometry Fractional Attribution to last event results.



| Channel | Total Conversions (Ad Server) | Total Conversions Attributed | Adometry Attributed Conversions | Last Event Conversions | CPA (Fractional) | CPA (Ad Server) |
|----------------|-------------------------------|------------------------------|---------------------------------|------------------------|------------------|-----------------|
| Organic Search | 1,710 | 1,508.0 | 36.66% | 37.06% | \$0.00 | \$0.00 |
| Email | 762 | 413.0 | 10.04% | 16.51% | \$0.00 | \$0.00 |
| Paid Search | 1,801 | 1,352.0 | 32.86% | 39.03% | \$88.87 | \$83.06 |
| Display | 341 | 841.0 | 20.44% | 7.39% | \$147.91 | \$393.41 |

Three Problems With Attribution Solutions

1. Not looking at all data

Include impressions

2. Not looking at all paths

Include non-converters

3. No proper conversion credit

Use fractional attribution model



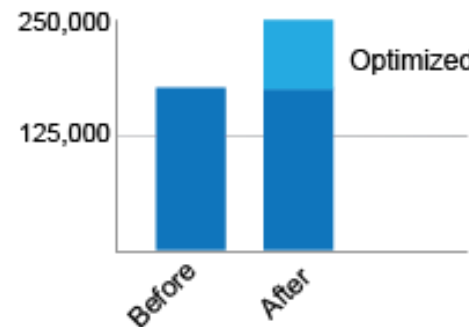
Optimization Results

Minor adjustments produce significant ROAS improvement

Recommended Budget Reallocations

Maximize Conversions **Maximize Converted Visitors** Maximize Reach

| Site | Before | Change | After |
|--------------|----------|--------|----------|
| Yahoo Inc. | \$6,784 | +10% | \$7,488 |
| AOL / Ad.com | \$6,664 | -10% | \$5,997 |
| CNN.com | \$7,261 | +9% | \$7,916 |
| Monster.com | \$6,569 | -8% | \$6,043 |
| Invite Media | \$6,830 | +8% | \$6,283 |
| MSN.com | \$12,310 | -7% | \$11,448 |

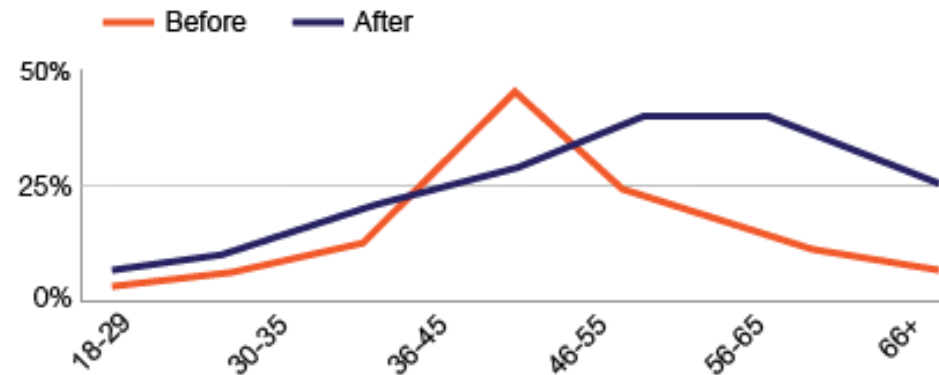


+43% Estimated Increase in Conversions
-28% Estimated Decrease in Cost Per Conversion

Demographic Reach Changes

Age **Income** Geo Marital Status

| Age | Before | Geo | After | Income |
|-------|--------|--------|---------|---------|
| 18-29 | 10 | 0.00% | 9,916 | \$2.45% |
| 30-35 | 2,500 | 1.19% | 11,233 | 2.77% |
| 36-45 | 60,232 | 28.59% | 18,532 | 4.57% |
| 46-55 | 95,232 | 45.21% | 52,650 | 13.00% |
| 56-65 | 51,222 | 24.32% | 133,650 | 32.99% |
| 66+ | 1,436 | 0.68% | 138,105 | 34.09% |



Thank You

adometry™

The logo for adometry features the word "adometry" in a lowercase, sans-serif font. The letters "ad" are colored red, and the letters "ometry" are colored light green. A trademark symbol (TM) is located at the bottom right of the word. To the right of the text is a stylized graphic consisting of a central red dot with several lines radiating outwards to smaller dots in red, yellow, and green, resembling a molecular or network structure.