



# Getting Marketing Attribution “Right” Matters

## The Status Quo No Longer Works.

### INTRODUCTION

As marketers seek to become more sophisticated through the use of advanced analytics, the topic of marketing “attribution” becomes more important. Brands moving away from more simplistic last touch measurement schemes towards modern methods invest heavily in team resources, time, and money to enhance the precision of their marketing performance measurement. In doing so, common—and very costly—mistakes are made, even by major brands with the seeming wherewithal to avoid them.

Why does getting marketing attribution right matter? Let’s count the ways:

- 1 The numbers matter.** A lot. Investing millions of dollars in advertising? Getting even small measurement things wrong (or right) makes a massive difference.
- 2 Nothing happens in a vacuum.** Advertising in one channel impacts performance in other channels. The entire marketing budget and ecosystem is interrelated making marketing measurement more important than ever.
- 3 Ignorance isn’t bliss.** Sooner or later, Finance will begin asking tough questions about the contributions of your marketing investments (if they haven’t already). Not knowing isn’t an acceptable answer.
- 4 It’s YOUR budget.** See #2. If you don’t know the answer, Finance will either cut your budget, or you’ll be stuck in a holding pattern indefinitely.
- 5 It’s YOUR reputation.** Having insights, data and substantiation for your efforts improves your reputation, and leads to more opportunities. And leading from a place of strength is always better than reacting from a place of weakness.
- 6 It’s YOUR career.**

This Marketing Attribution guide from OptiMine outlines the five most common pitfalls, how to spot them, and more importantly how to avoid them. As an added bonus, we’ve also included some best practices for marketing attribution success.



# The 5 Marketing Attribution Mistakes

## AVOID Them at All Costs

### MISTAKE #1: Concentrating on Consumer Data

Today's consumer-tracking based marketing attribution solutions are dead. While this may seem controversial, it is true. Multi-touch attribution methods that require PII, tracking pixels, consumer and cross-device identity data, and other consumer data don't work anymore and are now becoming a regulatory risk. Why?



- ❖ **Apple ITP has shut down a major part of the marketing attribution ecosystem by terminating consumer tracking. Who cares? You should:** You should: according to statcounter.com in February, 2020 mobile now accounts for over 50% of US Internet traffic, and Safari now accounts for 49% of all mobile sessions.
- ❖ **Cookies are toast.** Even Google Chrome is killing cookies. But all other major browsers have done this in the last 12-18 months.

Finally, these consumer-tracking-based approaches never really worked anyway. MTA solutions were always a poor measure of advertising performance for several reasons:

- ❖ **Consumer match rates have always been low— and full of errors.** Imagine telling your CMO that your measurement approach only has a 10-30% match rate. Now, imagine telling them that there is an unknown error rate (i.e. "matching" the wrong person/ device with the conversion) that will further cloud the measure's accuracy— but that they shouldn't worry about this. Sadly, this is the state of MTA today.
- ❖ **"Unified" measurement solutions are NOT "Unified".** Marketing measurement vendors who state that their solutions are "Unified" and do so by combining MTA with marketing mix modeling ("MMM") aren't forthcoming with these facts:
  - ❖ **MTA and MMM are two completely different methods and frequently provide conflicting answers.** These conflicts are papered over by applying weights or factors to avoid the uncomfortable disconnects, gaps and different answers.
  - ❖ **You won't get detailed campaign-level measures** for traditional media because the highly summarized MMM model will be used for these channels.
  - ❖ **You won't get detailed campaign-level digital impacts on offline conversions (in-store, branches, agents, call center, etc.).** The reason is that the "unified" vendor will attempt to measure offline conversions via consumer identities. See "match rate" issues above. Do you really want to base millions in ad spend decisions on a 10% match rate?



# The 5 Marketing Attribution Mistakes

## AVOID Them at All Costs

## MISTAKE #2: Rejecting Regulatory Realities

Many brands hope they are not at risk with regards to major new consumer data privacy regulations. Hope is not a plan. CCPA is live and the lawsuits are just starting. Salesforce (<https://news.bloomberglaw.com/privacy-and-data-security/salesforce-data-breach-suit-cites-california-privacy-law>) is one of the tech industry's first defendants in the CCPA era. If your customer data isn't safe at Salesforce, why would you trust a marketing measurement vendor to house it?



US Consumer Data Privacy Regulations— now in a state near you. 15 US states now have their own versions of the CCPA in legislative pipelines. The regulatory risks to your business are large, and growing, and for every marketing technology vendor using consumer data, your risks grow exponentially.

When using a 3rd party marketing measurement vendor that requires consumer identity data, **you are exposing yourself to new risks.**



It doesn't need to be this way. Marketing measurement from OptiMine uses no PII, no tracking pixels, no cookies and no consumer identity data- **EVER.**



# The 5 Marketing Attribution Mistakes

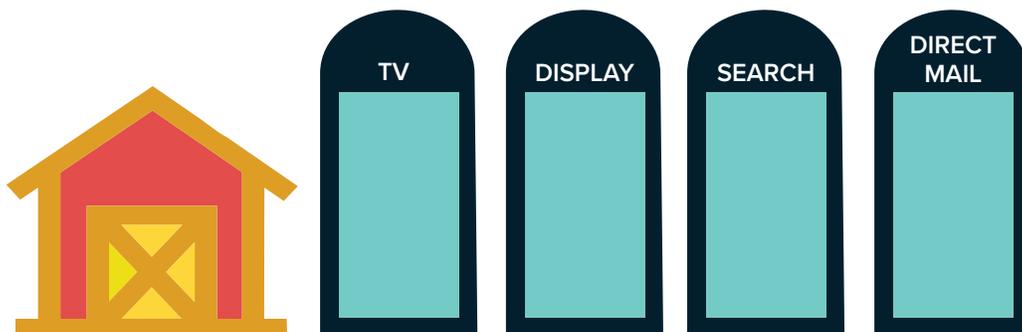
AVOID Them at All Costs

## MISTAKE #3: Speaking in Silos

If your brand has a mix of both digital and traditional advertising, a solution that measures it all is essential. Digital-only measurement solutions such as MTA will only tell a small part of the story and your **digital teams will not be getting full credit for their efforts**. Consider:

- Up to 80% of digital ads' impacts are not on digital outcomes. The OptiMine Index (a benchmark across a panel of leading brands) shows that search, social, display and video all have significant contributions to offline outcomes (in-store, agents, branches, channels, call center, etc.). If your solution only measures digital outcomes, you are flying completely blind.
- Advertising in one channel impacts performance of other channels. It is no secret that upper-funnel advertising impacts paid search performance. But that is only one type of cross-channel relationship. Only solutions that provide media and budget optimization across all channels across the entire marketing budget will yield good answers.
- Even "Unified" solutions that combine MTA with MMM miss the mark on digital optimization because they fail to account for cross-channel relationships in campaign-level detail.

Why choose a solution that works partially, and only for part of the marketing team?  
Choosing a full cross-channel solution will yield the best outcomes for the entire company.





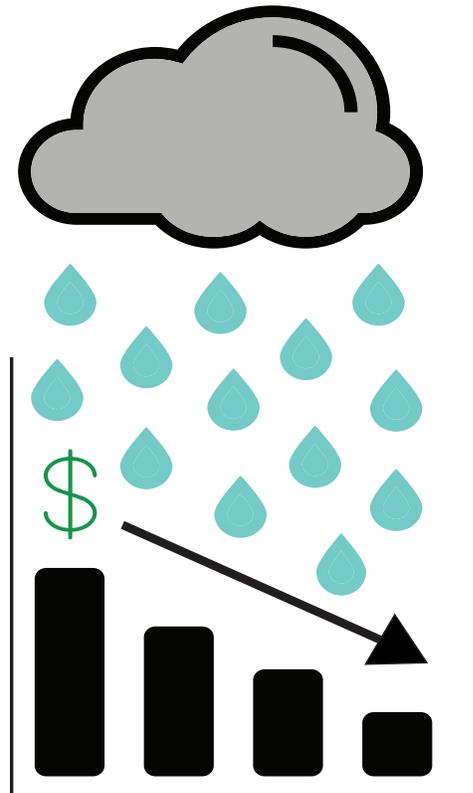
# The 5 Marketing Attribution Mistakes

AVOID Them at All Costs

## MISTAKE #4: Neglecting Non-Marketing Factors

In most cases, the vast majority of a brand's sales performance has little or nothing to do with marketing. Seasonality, category momentum, economic factors, competition, location, weather, long-term brand equity and more all can play an outsized revenue or conversion role— with differences varying significantly over time.

Almost all MTA solutions fail to account for these factors. Further, “unified” vendors use these external impacts in their MMM models and then simply apply imprecise weights to their MTA models. For example, if you have a product or product type that has heavier sales variance throughout the year, why would you apply this weighting to other products' ads that do not share the same sales cycles?



Finally, MTA solutions are well known to overstate digital campaign performance, because it is precisely these non-marketing factors that are either not included or are applied at macro levels. If you have spent any time in digital marketing, you know that there are dramatic performance differences in the details across hundreds or thousands of live campaigns. Only a solution like OptiMine that models and measures at these detailed levels will get the most accurate answers.



# The 5 Marketing Attribution Mistakes

AVOID Them at All Costs

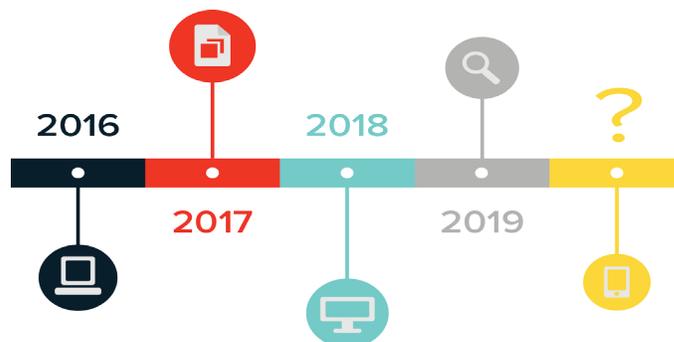
## MISTAKE #5: Failing to Adjust for the COVID-19 Pandemic

Setting aside the real, tragic impacts of the virus which we are not trying to minimize with this “Attribution Mistake”, the COVID-19 pandemic has changed all of the rules, including those for marketing measurement. Consider:

- Massive consumer behavior shifts have occurred with large moves towards e-commerce and mobile purchasing. A return to “normal” for physical locations will be bumpy and subject to virus outbreaks and new spikes within specific geographies.
- Media consumption has changed radically, with consumers streaming TV in incredible amounts and shifting away from other traditional media.
- Business performance, margins and ROI won’t be the same.

So, why would you use the same pre-pandemic methods to measure performance now? The major mistake here is to assume what worked from a marketing measurement perspective in the past- before the pandemic- still applies in today’s world.

Furthermore, if you are using a traditional media mix model (“MMM”) to measure marketing performance, the pandemic creates an enormous issue: MMM models use historical data- frequently summarized by week or by month, and usually requiring 1-3 years of historical data- and this historical data requirement means the model will NO LONGER accurately measure current performance. Because the MMM model must use data over the preceding 1-3 years, that history is not relevant to today’s behaviors and will create inaccurate models and measures.



Only OptiMine uses detailed daily level models that can be adjusted for the pandemic time period to provide an accurate, timely read on the latest behaviors and performance. No other MMM approach can adjust to the effects of the pandemic in this way.



# The 5 Marketing Attribution Mistakes

AVOID Them at All Costs

## CONCLUSION

Avoid the 5 critical marketing attribution mistakes as you plan your next steps for marketing measurement. Only OptiMine provides the solution to a highly successful marketing future!

### Marketing Attribution Mistakes



### OptiMine Solution

Concentrating on Consumer Data



OptiMine uses no PII, Consumer Identity Data, No Cookies or Pixels. Ever.

Rejecting Regulatory Realities



Consumer privacy regulations are real. OptiMine is the only solution with zero regulatory risk.

Speaking in Silos



OptiMine measures ALL channels: digital & traditional, across online & offline touchpoints.

Neglecting Non-Marketing Factors



OptiMine's models include non-marketing factors for the most accurate decisions.

Failing to Adjust for the COVID-19 Pandemic



Only OptiMine can adjust to the pandemic time period for the most accurate, current measures & guidance



# Contact Us

---

Contact us today to schedule a demo or meet with OptiMine to learn how you can leverage our advanced analytics to lift your marketing performance.



400 First Avenue North Suite 525  
Minneapolis, MN 55401



[info@optimine.com](mailto:info@optimine.com)  
[www.optimine.com](http://www.optimine.com)



612-446-3006