

# ATTRIBUTION – STEP BASED ANALYSIS

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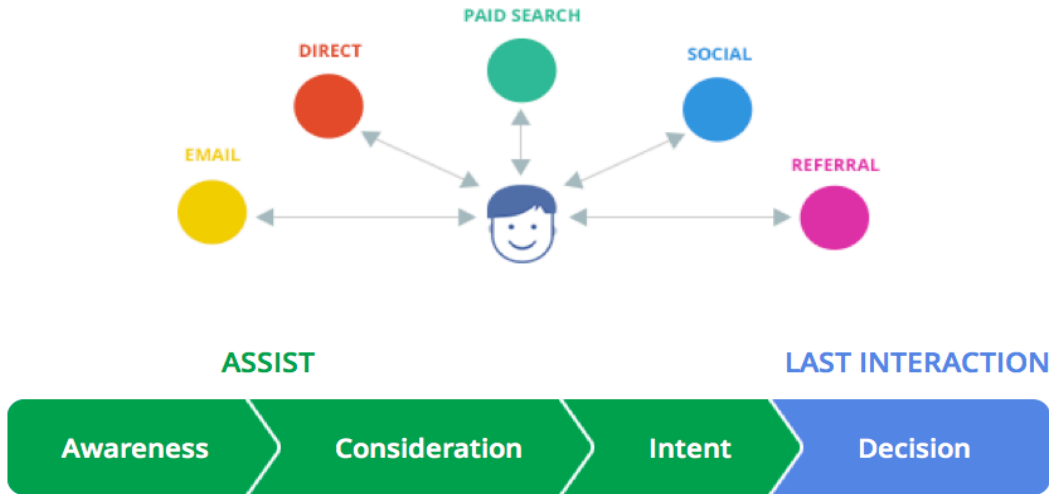


DIGITAL STRATEGY

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# How do different marketing channels affect customer purchase decisions?

Marketing channels (such as email, display ads, paid search ads, social, and direct visits to your website) influence the customer at different points in the path to purchase.



**ASSISTING** channels build awareness, consideration, and intent earlier in the customer journey or “purchase funnel.”

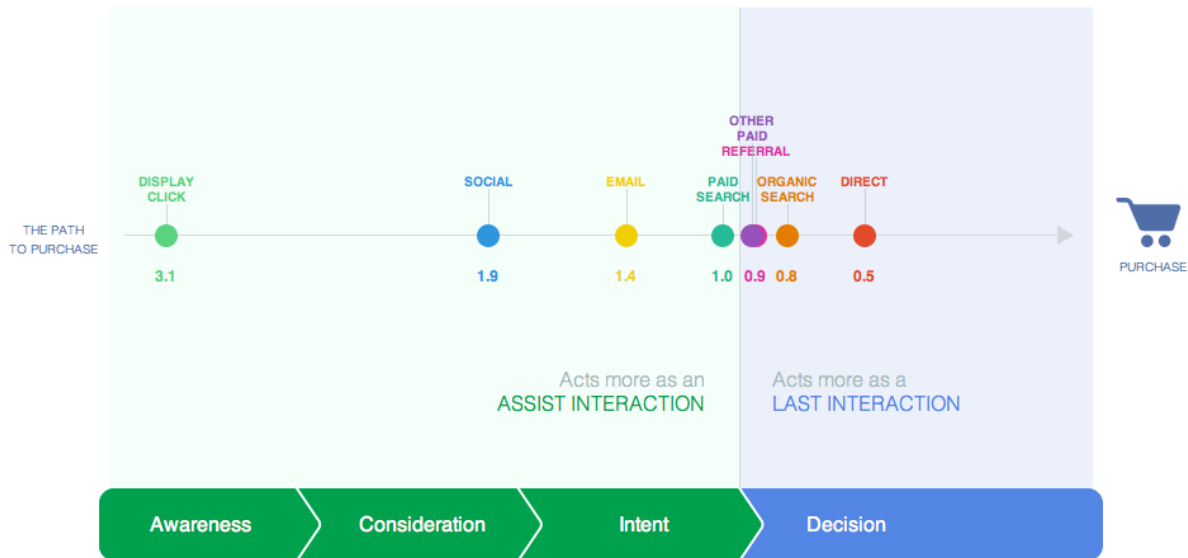
**LAST INTERACTION** channels act as the last point of contact prior to a purchase.

## Channels play different roles in the customer journey

All Industries ▼

U.S. ▼

Check out whether each channel plays more of an “assist” or “last interaction” role. The “assist/last interaction ratio” helps illustrate this behavior. You can also view paths for different industries and regions.



**Legend** ● A channel's position on the chart is defined by the “assist/last interaction ratio.” In general, ratios less than one mean the channel acts more as a “last interaction,” while ratios greater than one mean that the channel acts more as an “assist interaction.” The ratios in this report have been normalized to clarify channels' roles.

Source: Google Analytics, Q4 2012. N = US: 130M conversions (12K profiles); UK: 78M (8.3K); DE: 52M (4.4K); FR: 36M (5.2K); BR: 35M (2.6K); JP 20.5M (2.0K); CA: 7.4M (1.4K). Note that the purchase paths in this report are each based on interactions with a single ecommerce advertiser.

DIGITAL STRATEGY

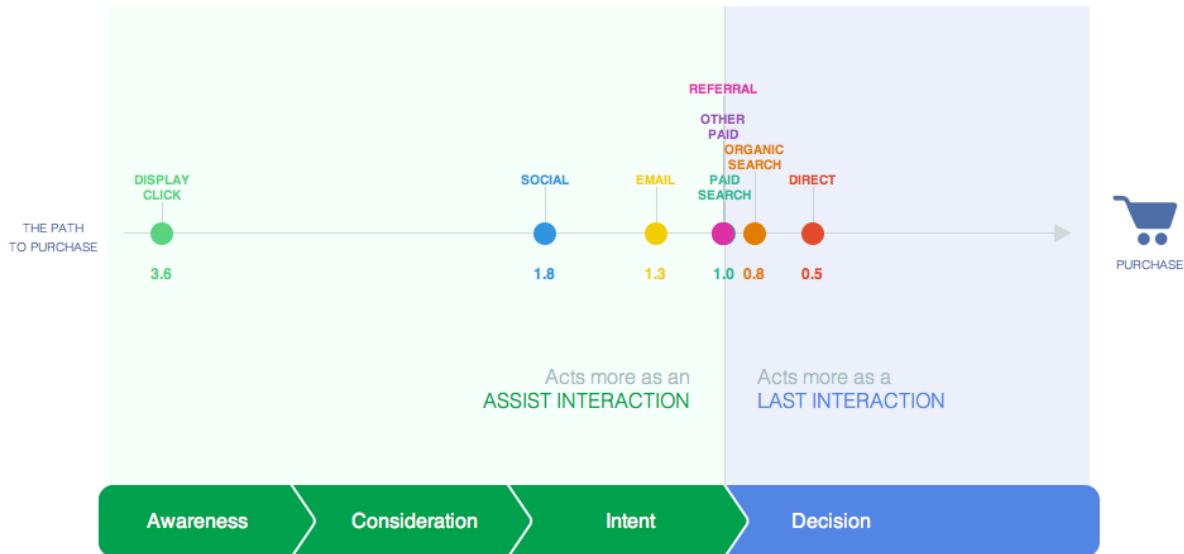
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## Channels play different roles in the customer journey

Retail ▾

U.S. ▾

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### Legend



A channel's position on the chart is defined by the “assist/last interaction ratio.” In general, ratios less than one mean the channel acts more as a “last interaction,” while ratios greater than one mean that the channel acts more as an “assist interaction.” The ratios in this report have been normalized to clarify channels' roles.

## The Journey: Days and Steps to Purchase

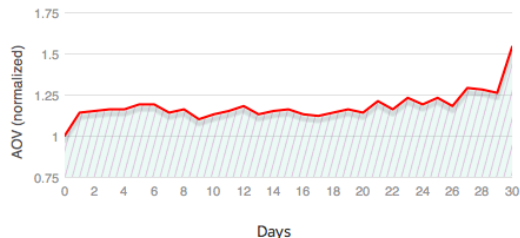
Select "days" or "steps" (number of interactions) to see the length of the customer journey and purchase value. You can also change the industry or region.

Days ▼

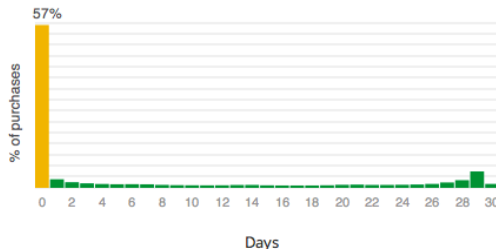
All Industries ▼

U.S. ▼

### Average Order Value (AOV) by Days



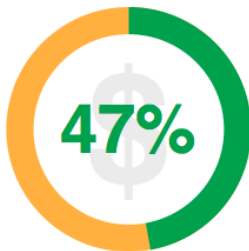
### Total Purchases by Days



**Average Order Value (AOV)** refers to the size of a typical purchase. In order to compare across different businesses, the values have been normalized, setting the AOV at day 1 (or step 1) = 1.

The **revenue** shown here has been estimated based on AOV.

### Total Revenue



47% of total revenue comes from purchases made in more than one day

## The Journey: Days and Steps to Purchase

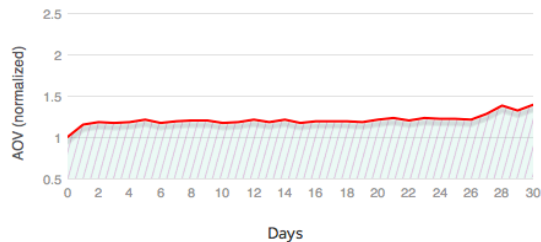
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Days ▼

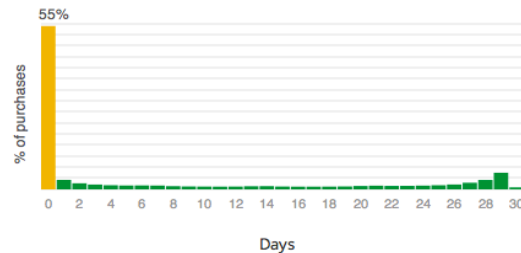
Retail ▼

U.S. ▼

### Average Order Value (AOV) by Days



### Total Purchases by Days



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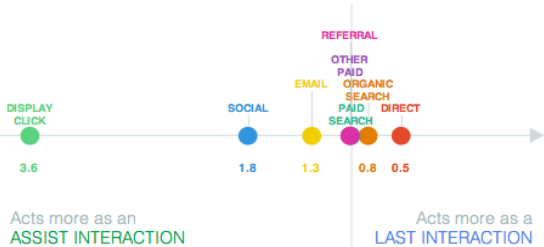


50% of total revenue comes from purchases made in more than one day

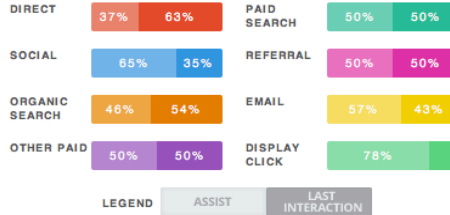


U.S. ▼

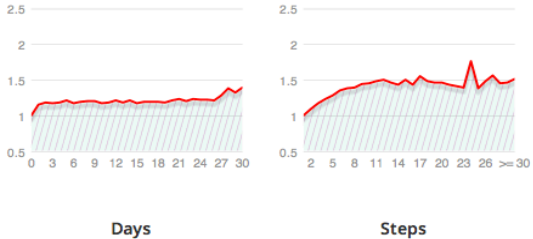
### Where different channels impact the customer journey



### Typical Channel Roles in the Journey: assist vs. last interaction



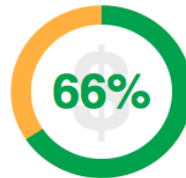
### Average Order Value by Days / Steps



### Total Revenue



50% of total revenue comes from purchases made in more than one day



66% of total revenue comes from purchases made in more than one step

Source: Google Analytics, Q4 2012. N = US: 130M conversions (12K profiles); UK: 78M (8.3K); DE: 52M (4.4K); FR: 36M (5.2K); BR: 35M (2.6K); JP 20.5M (2.0K); CA: 7.4M (1.4K). Note that the purchase paths in this report are each based on interactions with a single ecommerce advertiser.

## SUMMARY

- Multi-Channel Funnels
  - No one thing influences users
  - Attribution is important in order to divide dollars spent
    - Understand the difference between assist and last interaction channels
  - Consumer behavior suggests LTV is more important than initial conversion