Attribution 101

Angela Struebing, Agency Director CDR Fundraising Group

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Outdoor Advertising Social Media Siles PR Email Broadcast Media •What is attribution? Various methods Direct Mail •WWP and CAP examples MULTI-Web Ads CHANNEL Best Practices for MARKETING Blogs Multi-channel campaigns YourWebsile Print Ads Teleseminars Videos **Felemarketing**

According to Webster...



at-tri-bu-tion [v. a-truh-byoot-shun]

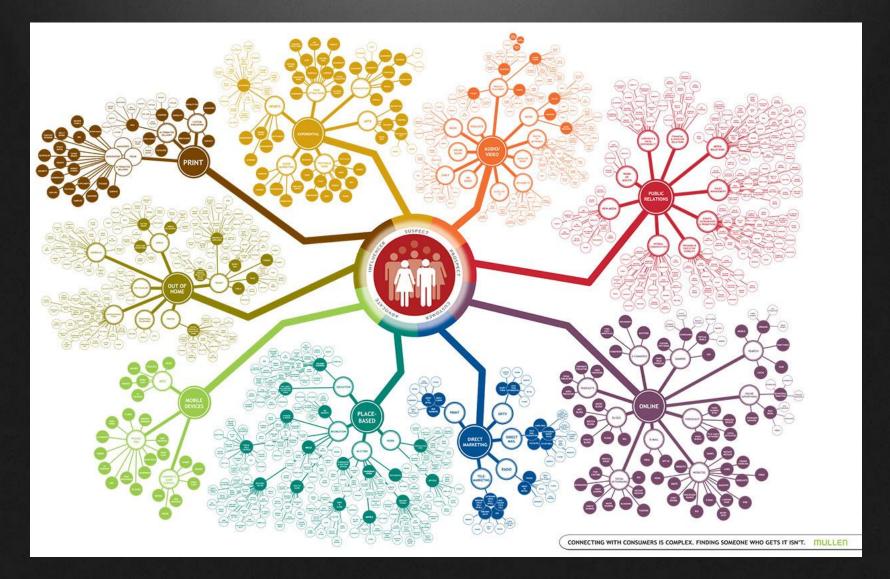
1. to regard as resulting from a specified cause; consider as caused by something indicated (usually followed by *to*): She attributed his bad temper to ill health.

2. to consider as a quality or characteristic of the person, thing, group, etc., indicated: *He attributed intelligence to his colleagues.*

3. to consider as made by the one indicated, especially with strong evidence but in the absence of conclusive proof: *to attribute a painting to an artist.*

4. to regard as produced by or originating in the time, period, place, etc., indicated; credit; assign: *to attribute a work to a particular period*

New Marketing Ecosystem

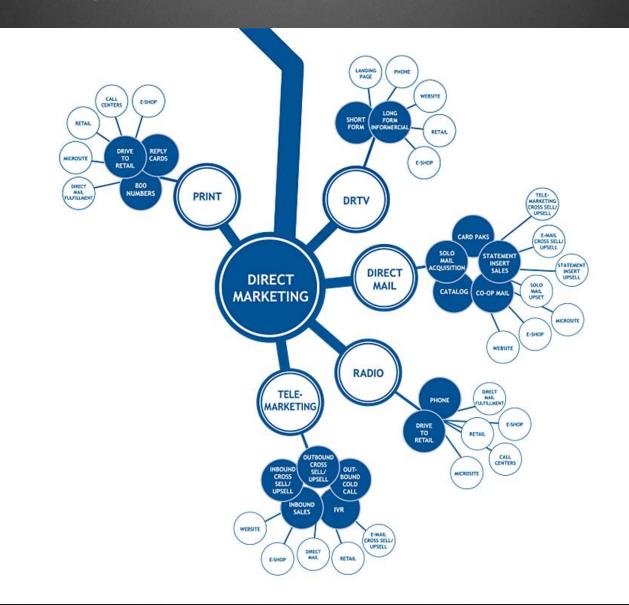


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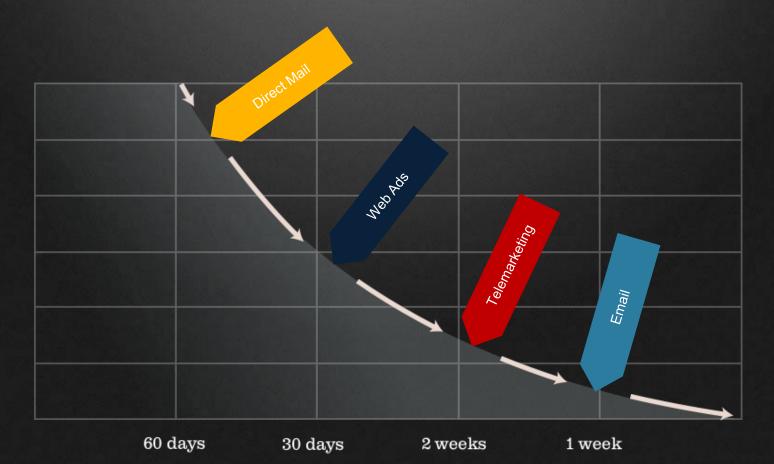
Direct Marketing Branch



Why does it matter?

- •Prospects don't see a single message
- •Resources must be divided between multiple channels
- •Each channel has different metrics (\$, emails, sign-ups, etc.)
- •Lifetime Value of Donors (LVD)
- Channel decay

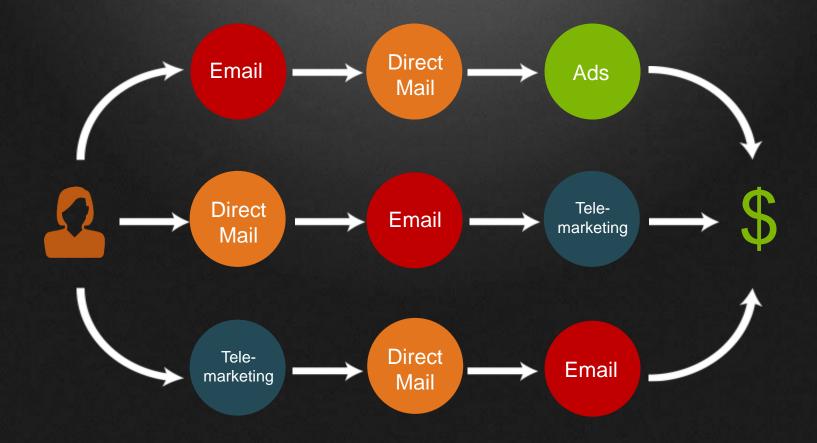
Response Decay



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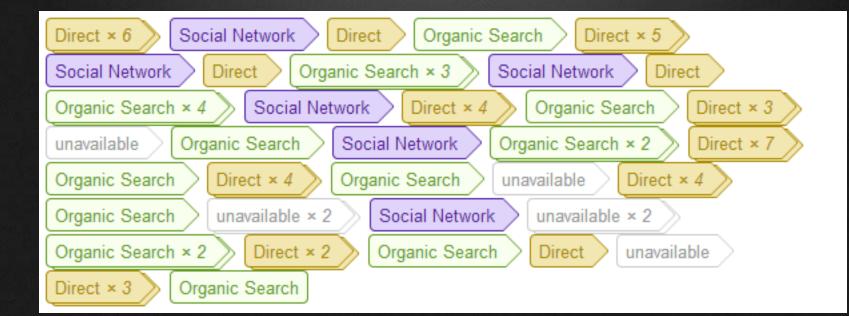
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Choose your own adventure



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Choose your own online adventure



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Current Practices

Confirmed Response – using mail/promo codes to assign channel (i.e. mail, phone, lobby, email, online)

- •Only get results when reply device is used, email links are clicked or ad landing pages are completed
- Lots of unidentified responses

Matchback – when no code is present, we match respondent data with outgoing messages

•Fewer unknown respondents

•Follow-ups are most likely given undue credit

Neither factor in organic joins

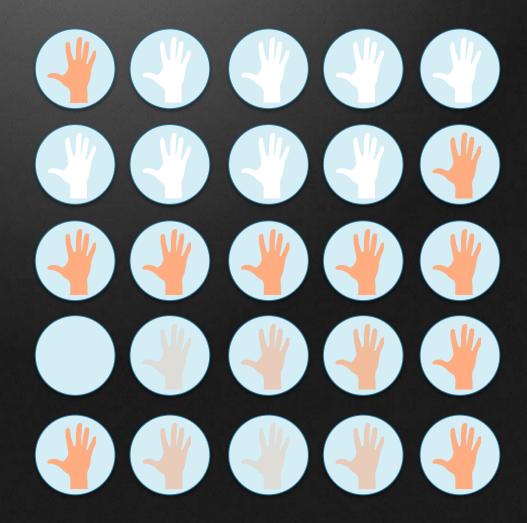
Neither gives credit to marketing touches (no ROI tied to ads)

Neither allows for fractional allocation for multiple touches

Fractional Allocation

 First Touch/Last Touch – whatever the first or last channel of outward communication was with the respondent receives 100% credit for donation

- Linear each touchpoint in the conversion path shares credit for the donation
- **Tiered** the touchpoints closest in time to the donation get most of the credit
- **Position Based** more weight is given to the first and last touchpoints with midstream touchpoints marginalized



One big math problem

	Mail	Email	Phone	Email 2	Cookie Ad
First Touch	\$100	-	-	-	
Fractional Allocation	\$17	\$18.6	\$20	\$20.9	\$23
Weighted Allocation	\$15.64	\$13.59	\$39.85	\$15.17	\$15.75

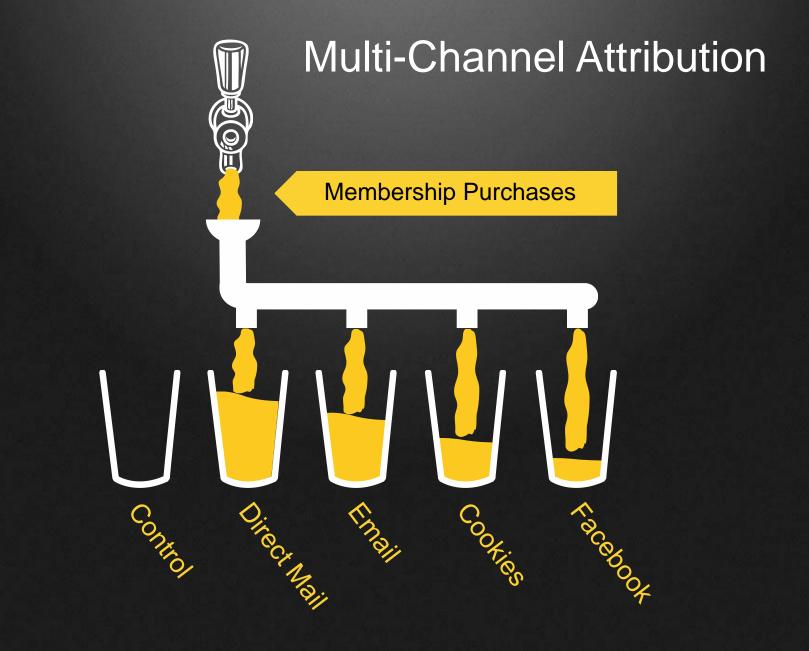
1+1=2

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Taking it a step further with weights

	Mail	Email	Phone	Email 2	Cookie Ad	Donation
						\$100
	3/18/13*	3/27/13	4/1/13	4/3/13	3/18-4/12/13	4/10/13
Frequency	1	1	1	1	1	
Recency	0.5	0.6	0.7	0.8	1	
Weighting	1.5	1.6	1.7	1.8	2	8.6
Attribution	17%	18.6%	20%	20.9%	23%	
Allocation	\$17	\$18.6	\$20	\$20.9	\$23	\$100

- Drop date*, not in home
- Doesn't include multis
- Could have received multiple display impressions (7-8 recommended)
- Doesn't account for varying tail lengths
- Still doesn't factor in organic donations



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*For best results, no other correspondence should be directed to these audiences for 60 days after the touches!

Control Groups

No Touch – randomly selected targets withheld from all direct touches

Single Touch – randomly selected targets given a single touchpoint (i.e. mail, email, Facebook Custom Audiences, Cookie Matches, phone)

Bucket Test

Multi Touch – combination touchpoints (i.e. mail and email) to test if effects are additive versus multiplicative compared to the control



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Channel Weights Direct Email Mail



	Mail	Email	Phone	Cookie Ad
Single Touch Response Rates	1.25%	0.4%	8%	0.1%
Control (organic)	0.09%	0.09%	0.09%	0.09%
Difference*	1.16%	0.31%	7.91%	0.01%
Weight	0.49	0.13	3.37	0.004

*collective difference 2.35%

Putting it all together

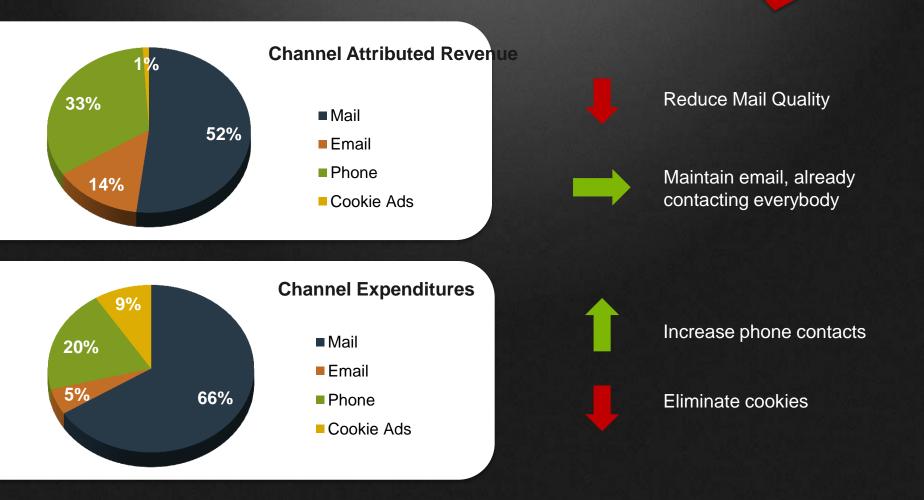
	Mail	Email	Phone	Email 2	Cookie Ad	Donation
						\$100
	3/18/13*	3/27/2013	4/1/2013	4/3/2013	3/18- 4/12/13	4/10/2013
Frequency	1	1	1	1	1	
Recency	0.5	0.6	0.7	0.8	1	
Attribution Weight	0.49	0.13	3.37	0.13	0.004	
Adjusted Weighting	1.99	1.73	5.07	1.93	2.004	12.724
Adjusted Attribution	15.64%	13.60%	39.85%	15.17%	15.75%	
Allocation	\$15.64	\$13.59	\$39.85	\$15.17	\$15.75	\$100

Complete Dashboard

	Mail	Email	Phone	Email 2	Cookie Ad
First Touch	\$100	-	-	-	_
Fractional Allocation	\$17	\$18.6	\$20	\$20.9	\$23
Weighted Allocation	\$15.64	\$13.59	\$39.85	\$15.17	\$15.75

Media Mix Optimization

We need to make investment decisions based on right combination of touchpoints.



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Wounded Warrior Project and Christian Appalachian Project

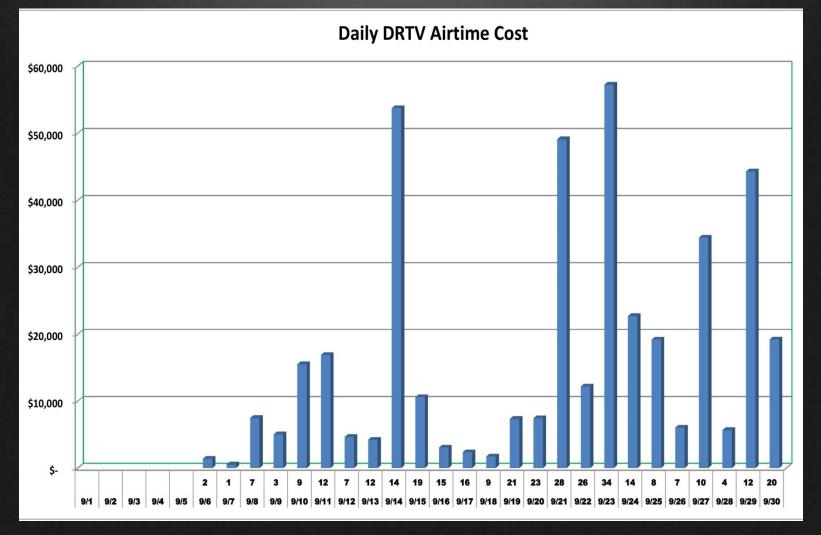


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Daily DRTV Airtime Levels





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DRTV Phone Response by Day



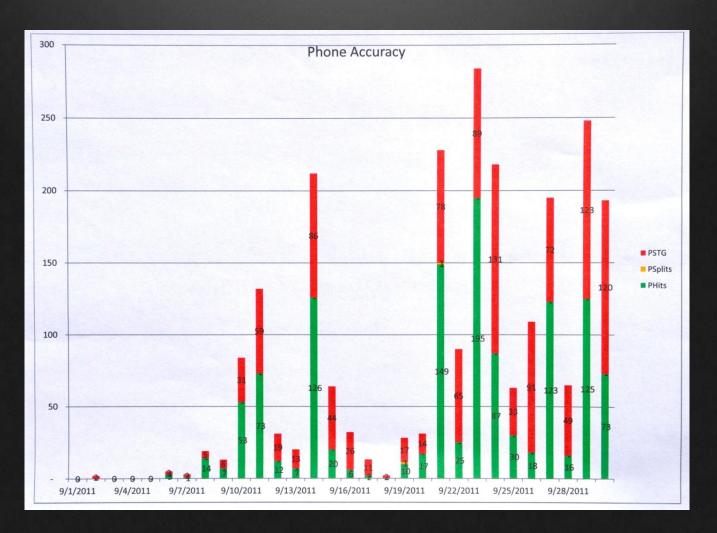


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DRTV Web Donations by Day



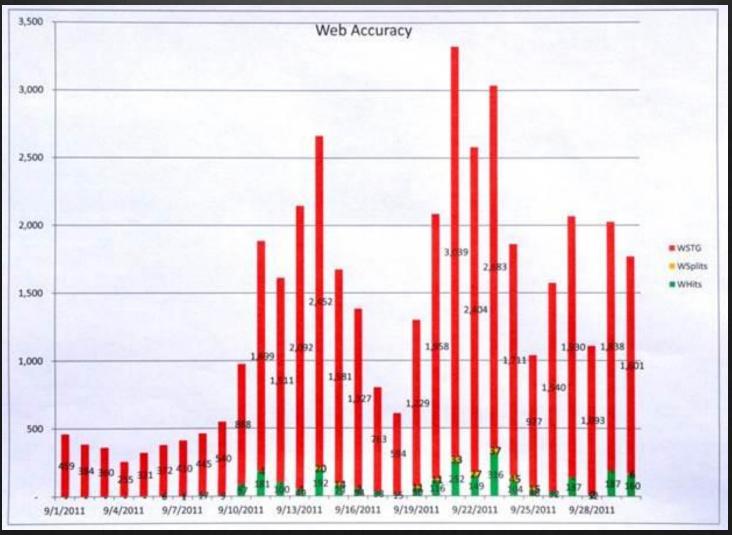


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Main WWP Web Donations by Day



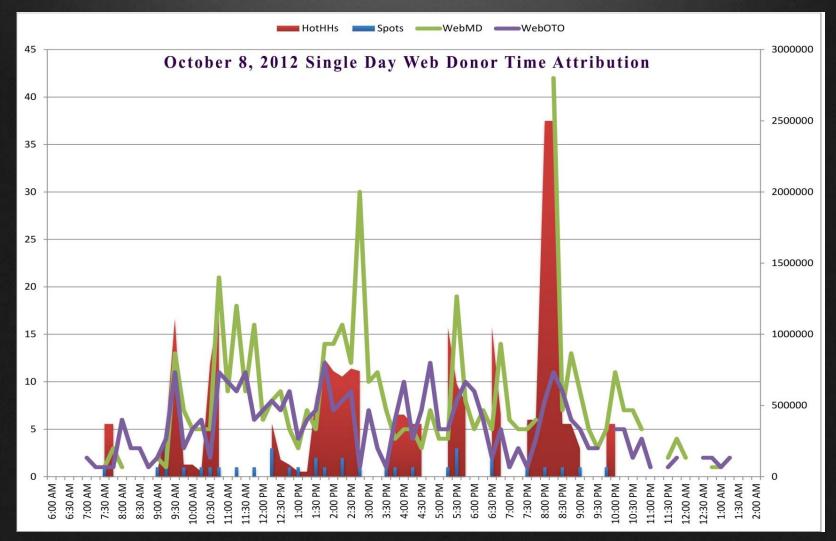


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DRTV Impact on Main Website



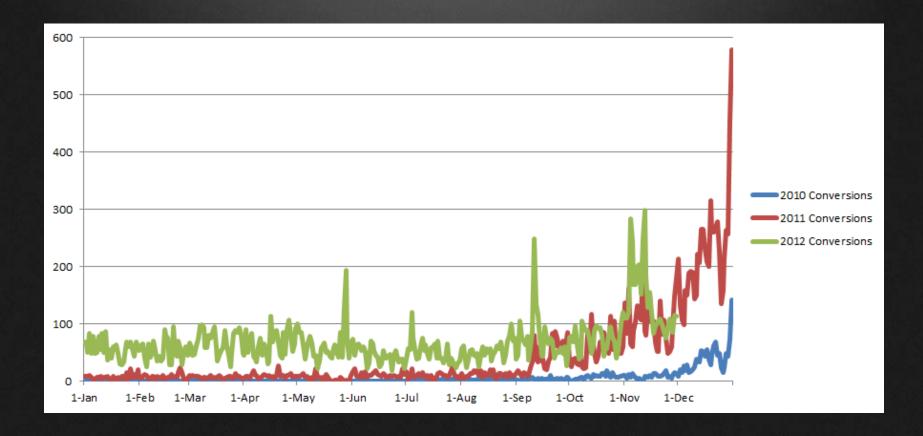


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SEM Conversions by Day



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DRTV Drives Digital

Spot.tv

Home / Browse / Politics, Government & Organizations / Military / Wounded Warrior Project Support the Wounded Warrier Project TV Spot, 'Hurt' Featuring Trace Adkins



TV Commercial



HONOR THEIR SACRIFICE. SUPPORT A WOUNDED WARRIOR TODAY.

DONATE NOW

Landing

Page

Monthly Gift (Click here if you wish to make a gift in honor / memory of an individual.)

As a monthly donor of \$19 or more, you will receive a Wounded Warrior Project® (WWP) fleece blanket, a welcome kit, and periodic updates on warriors and programs you support through WWP.

Have a question?

Required Information Donor Information

First Name Last Name: Email Address

Street 1-

Street 2:

City: 1

State:

Zip Code:

Country:

Payment Information

Cardholder Name

Credit Card Type: *

Expiration Date: *

Billing Informat

Address Line Address Line 2

City:

State: *

Zip Code:

Country:

Card Number

Til The Last Shot's Fired

Boo!

iTunes

Spot On

If you prefer to give your donation information over the phone, call us anytime at (877) 958-2233.



ate Today to Get Your Free WWP Blanke

Select Gift Amount \$19.00 Monthly Gift S25.00 Monthly Gift \$30.00 Monthly Gift

Other Monthly Gift

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*Please allow 4 - 6 weeks for delivery of your blanket. Other WWP items will be delivered to you throughout the year.

Alahama

United States

01 💌 2013 💌

Alabama

United State

If the billing and contact information are the same, please check this box

-

By clicking submit, your credit card will be processed A donation receipt will be mailed to the email address you provided. Please email our Giving Outreach Team at got@woundedwarriorproject.org if you have guestions or need additional information. Prefer to send in your payment by mail?

Download the Advance Guard Check Form | Download the Advance Guard Credit Card Forn

Vis

Every gift helps. Please make a one-time gift if you are not able to make a monthly commitment



ABOUT WWP

Founded in 2003, WWP raises awarenes and enlists the public's aid for the needs of injured service members, helps injured service members aid and assist each other, and provides unique, direct programs and services to meet their needs.

> To Mail In Donations: Download this form and mail it with your donation to

Wounded Warrior Project P.O. Box 758517 Topeka, Kansas 66675 ot@woundedwarriorproject.ors



| Contact Us | Terms & Conditions | Privacy Policy Wounded Warrior Project is a tax-exempt 501(C)(3) nonprofit organization

You're just a click away from honoring and empowering Wounded Warriors

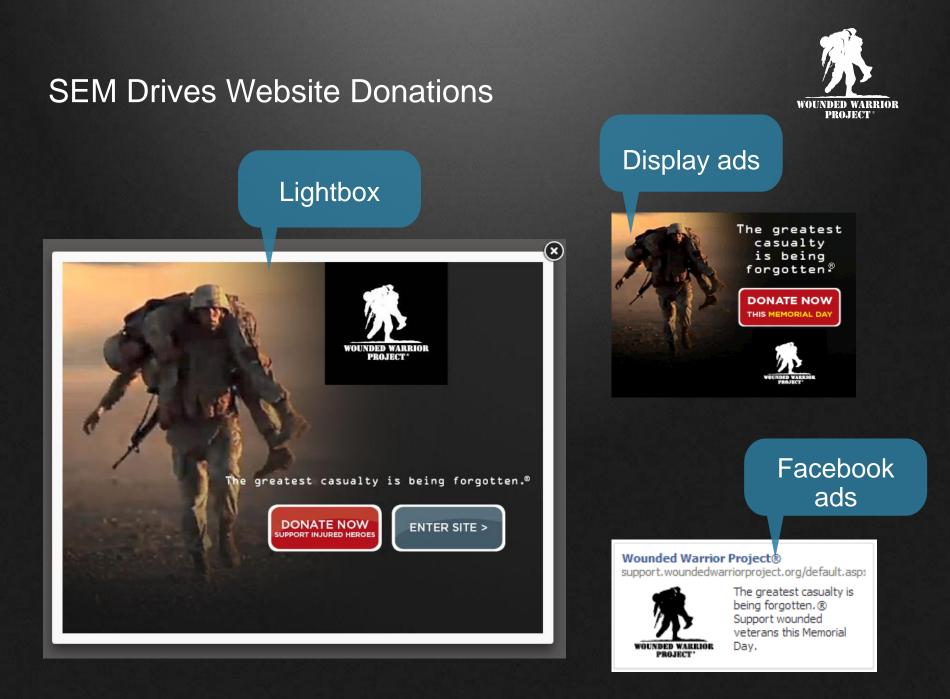
monthly giving program. Please join us

through the WWP Advance Guard

with your monthly pledge today

WWP VIDEO

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Christian Appalachian Project

Christian Appalachian Project

\$[XX1] Helps feed a child in need for [XX1] weeks!

Nonprofit Organization U.S. Postage

PAID Christian Appalachia Project

11607-1

FXX4 Helps feed a child in need for a week!

JUST CHOOSE the amount that's right for you and return it with this contribution form and your

most generous gif

Christian Appelochian Project 6550 South KY Ro 321 • P.O. Box 459 • Hagerhil, KY 41222 • 1-866-270-4CAP (4227) • w

> YES! Every child deserves to be fed and cared

for. Enclosed is my gift to help CAP deliver food and other help to families in Appalachia.

Please charge my credit ca

3234567690 3234567690323456 00

Christian Appelachia Project, is end

with food as possible

Please charge my credit card

1234567690 1234567690123456 00

_____to help provide as

My check for (\$00⁴), made

Isse reversel

I 1 as much food as possible. Please charge my credit card

payable to Christian Appalach Project, is enclosed.

_____ to help provide

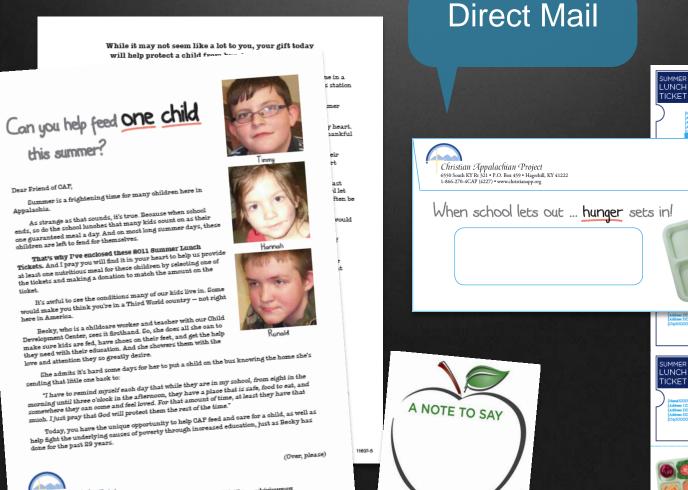
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> YES! Every child deserves to be fed and cared for.

help to families in Appalachia.

Enclosed is my gift to help CAP deliver food and other



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sending that little one back to:

done for the past 29 years.

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Dear Friend of CAP.

Appalaohia

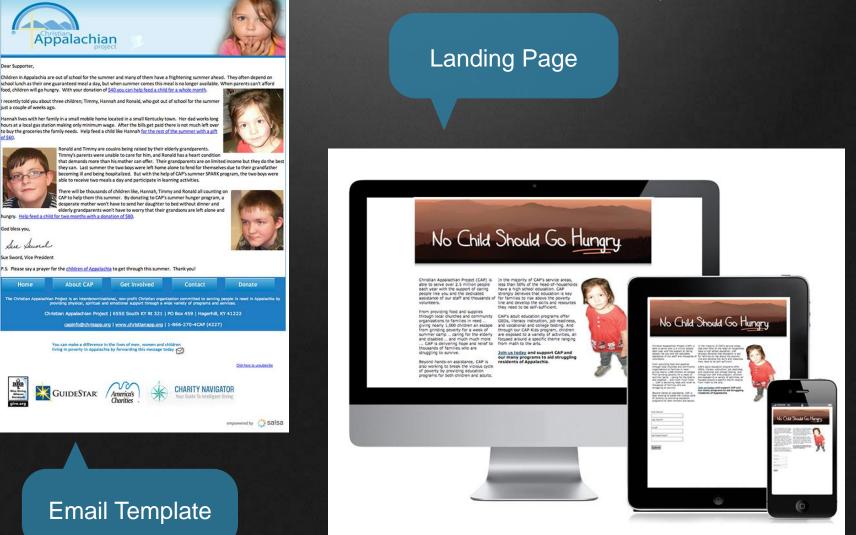
ticket.

here in America.

6550 South KY Rt 321 + 20. Box 459 + Hagerhill, KY 41222 + 1-866-270-4CAP (4227) + www.christianapp.org

Christian Appalachian Project





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astruebing@cdrfg.com

Dear Supporter

of \$60.

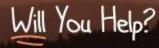
God bless you



Christian Appalachian Project



game for me.





End Summer Hunger



For too many kids, when school lets out -hunger sets in. Will you help?

> Summer Hunger www.christianapp.org For some kids, when school lets out, hunger sets in. Can you help?



Christian Appalachian Project

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Considerations

- Withholding prospects during testing tougher
- Some organic donations will be made no matter what
- Still need to look at campaign results
 Additional channels complicate the "the old fashioned way"
- Will need to update model yearly as communication preferences change
- Ability to act on the information
- SPAM and digital privacy issues will make online communications

- Don't know which people are particularly channel responsive
- equation
- Need a sophisticated data warehouse and tracking system in place

Best Practices for Multi-Channel Campaigns

- Creative should match across channels
- Offer should match
- Fewer clicks the better
- Contact people as many times as possible until diminishing returns (or opt-outs)
- Analytics as part of planning process (not an afterthought)
- Coding is Queen

Thank you! Questions and/or comments?