

# Causal Attribution Performance Suite

*Combine the best elements of fractional attribution  
and incrementality testing*

Refined to its core purpose, marketing serves as an instrument to deliver more sales than one would have ordinarily received from the marketplace. Up to this point in history, attainment of these incremental sales has been a largely inefficient process. In the words of marketing pioneer John Wanamaker, *“Half the money I spend on advertising is wasted; the trouble is, I don’t know which half.”*

Our patent pending *Causal Attribution Performance Suite* solves this age old problem. We can now measure which marketing dollars are responsible for driving sales, and which are being used less efficiently.

Media professionals have access to a vast array of marketplaces, platforms, channels, ad groups and customer data in their digital marketing toolbox. The ability for media teams to measure incrementality and fractionally attribute the impact of those incremental sales provides valuable insight for media teams to reduce waste and increase efficiency.

The objective of this document is to explain incrementality and fractional attribution, their impact, and the way in which they work together within in our *Causal Attribution Performance Suite* for your media buying teams to become more efficient stewards of marketing budgets and drive more sales.

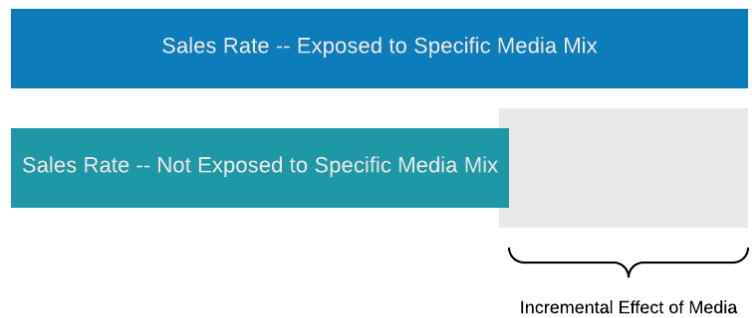
We then expound further on our causal attribution methodology, the additional tools available within the suite, and the potential impact of the results. Lastly, we compare the characteristics of alternative solutions in the marketplace and lay out the benefits of the *Causal Attribution Performance Suite* in a tangible, results oriented manner.

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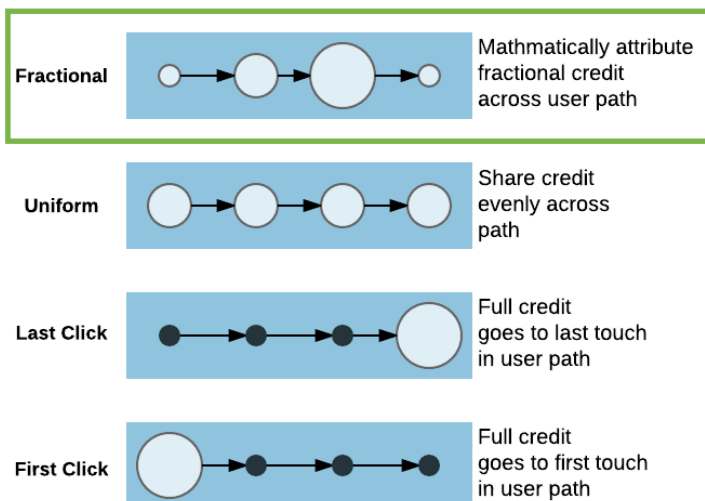
## Fundamental Concepts

**Incremental sales** occur directly because of your marketing contribution and are defined as a sale that would not have occurred otherwise. By definition, **incrementality** is the precise measurable amount of change caused by an incremental unit of input, in this case marketing spend. Most digital marketing platforms assume that all sales touched by their media are incremental. This approach is sub-optimal and failing to account for incrementality will result in an inflated return on advertising spend (ROAS). Optimization towards traditional digital marketing sales metrics is a less effective way of improving the bottom line than optimization towards incremental sales. Traditional attribution often makes certain ad groups appear more effective at driving sales than they truly are.



Driving online customers to take an action or buy a product is complicated, and often requires more than one unit of media to convince them to convert. **Attribution** modeling exists to determine which media touchpoints in a consumer’s journey matter most to a conversion.

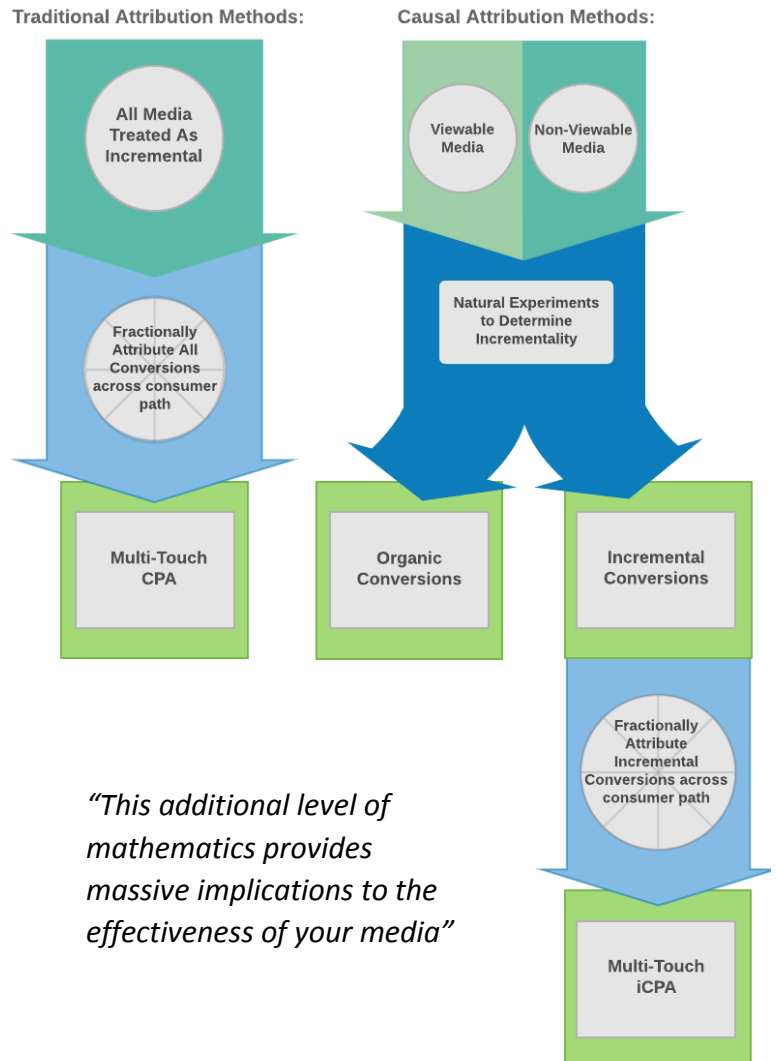
### Attribution Methods:



Traditional digital marketing platforms typically give credit to the first or last touchpoint, which may be misleading to media buying teams. **Fractional attribution** partially solves this problem by allocating credit to touchpoints in a customer’s journey. Fractional methodologies alone, may also be misleading to media buying teams because they fail to account for incrementality.

## Causal Attribution

**Causal attribution** harnesses the best of both incrementality and fractional attribution to optimize your media performance. Incrementality is measured by comparing the purchasing actions of people not exposed to advertising (non-viewable media) against those who are exposed (viewable media), forming the test and control groups of a natural experiment. By ensuring the control and test groups are highly matched, we can then measure the precise incremental effect of media. These experiments are performed thousands of times algorithmically across your entire digital media campaign. Media lines not possessing sufficient data will then go through statistical inference via Rubin Causal Modeling to determine the likelihood a conversion may be incremental given what we do know.



**The output results in two buckets, sales influenced by media (incremental) and sales that would have occurred anyway (organic). All media touches to every incremental conversion are then fractionally attributed across the consumer’s path.** This additional level of mathematics provides massive implications to the effectiveness of your media dollar. Spend from lines where sales were non-incremental can then be pulled and reallocated to the most effective media touchpoints for driving incremental conversions. When acted upon, this could result in increased efficiency, improved return on advertising spend, and a deeper understanding of media effectiveness.

## Performance Suite Capabilities

Causal attribution has significant utility to media buying, media planning, and marketing fund allocation decisions. However, it is necessary for this information to be easily consumed, researched and acted upon by media buying professionals in order to fully harness its value. Consequently, we developed an all-encompassing reporting suite allowing media professionals to receive readily available media optimization suggestions, along with the ability to drill down, group, and parse for advanced media insight.



**Incremental Summary** provides high level charts, trends, grouping and filtering to gain a quick pulse of your media's incremental performance



**Incremental Detail** delivers comparison visualizations of incremental and organic sales and the ability to view iCPA by iConversions through time



**Incremental Optimization** displays the top and bottom incremental sales performers with the capacity to drill down into and group by various metrics



**Dayparting** portrays the lag to incremental conversion, giving you power to visualize optimal media buying times



**Geo Optimization** demonstrates through maps and ranked bar charts the incremental conversions by region, state, and city



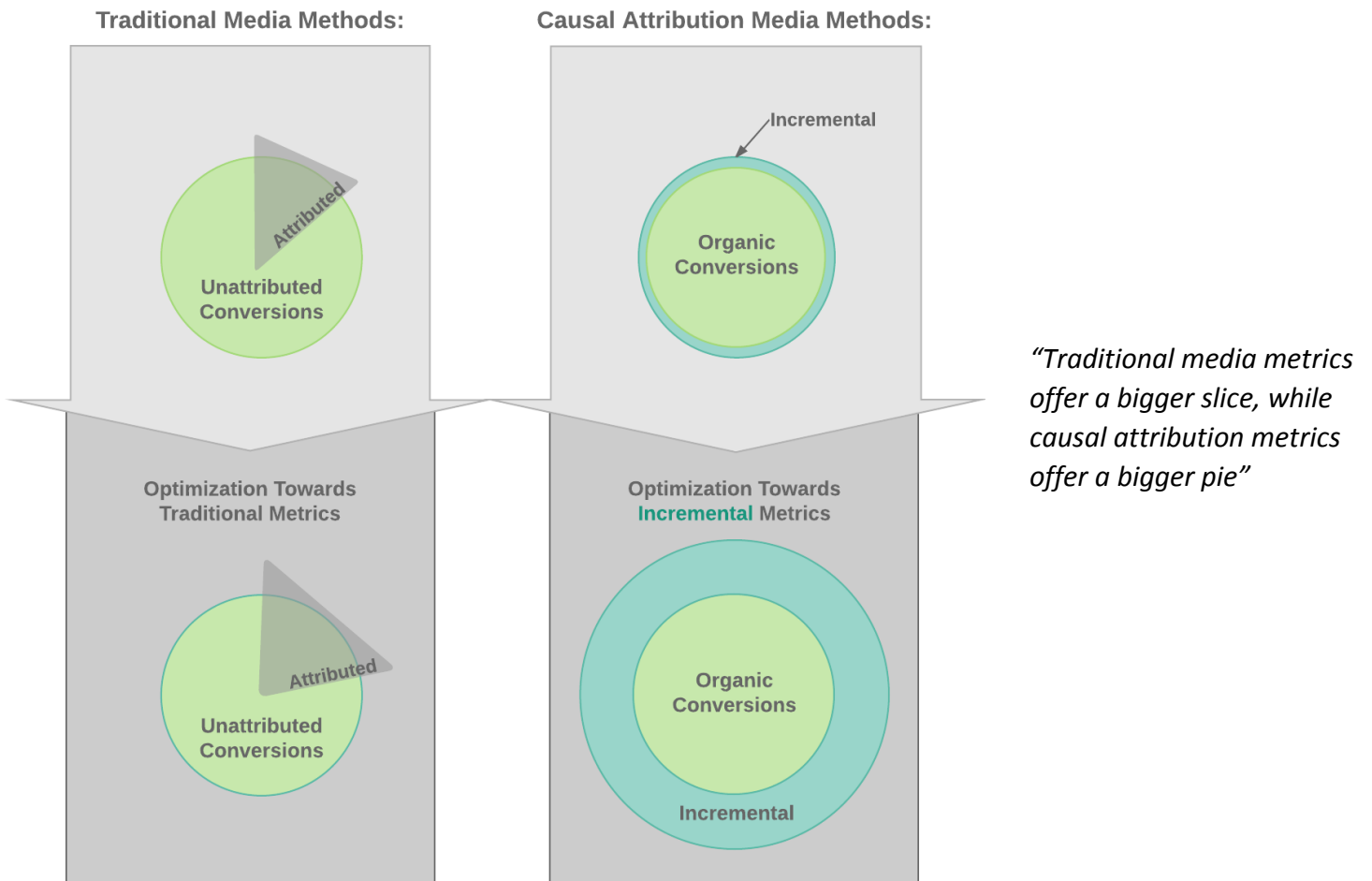
**Audience and Vendor Overlap** exhibit visual interpretations of users that may end up in multiple auctions or platforms at the same time

To gain a full understanding of the capabilities and applications available with the *Causal Attribution Performance Suite*, or have questions about the science behind causal attribution, [reach out to our team](#), or [request a demo](#).

## Benefits and Implications

Optimization fueled growth is the essence of causal attribution. Moving your media dollars towards incremental sales creates wide-reaching, positive externalities across your entire digital media landscape. Placing money in better incrementally performing ad groups and platforms decreases your overall CPA, increases your ROAS, and allows media professionals to eye their bottom line with increased budget efficiencies.

Causal attribution offers, more than anything, a toolset to capitalize on a paradigm shift in marketing strategy. Traditional methodologies do not offer visibility into what is actually growing sales, therefore traditional optimization often leads to maximizing media attributed sales rather than maximizing overall sales for the benefit of the company. Causal attribution methodologies on the other hand, offer clarity into customers that help grow the company, grow sales, and save money on customers who would have purchased anyway.



## Next Steps

Our streamlined process involves a requirements gathering session for our team gain an understanding of media practices, technology capabilities and data resources. We then create the necessary data connections, and deliver our automated reporting suite. Audits of historical incrementality performance may also be available after the data connections have been made.

## Contact Us

Schedule Requirements Session :

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Contact Us to Learn More:

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## About Us

We are a team of data science professionals focused on superlative computational mathematics and advanced data product solutions. The sole intention of our work is to serve our clients with actionable insight and honest transparency using genuine scientific practices.