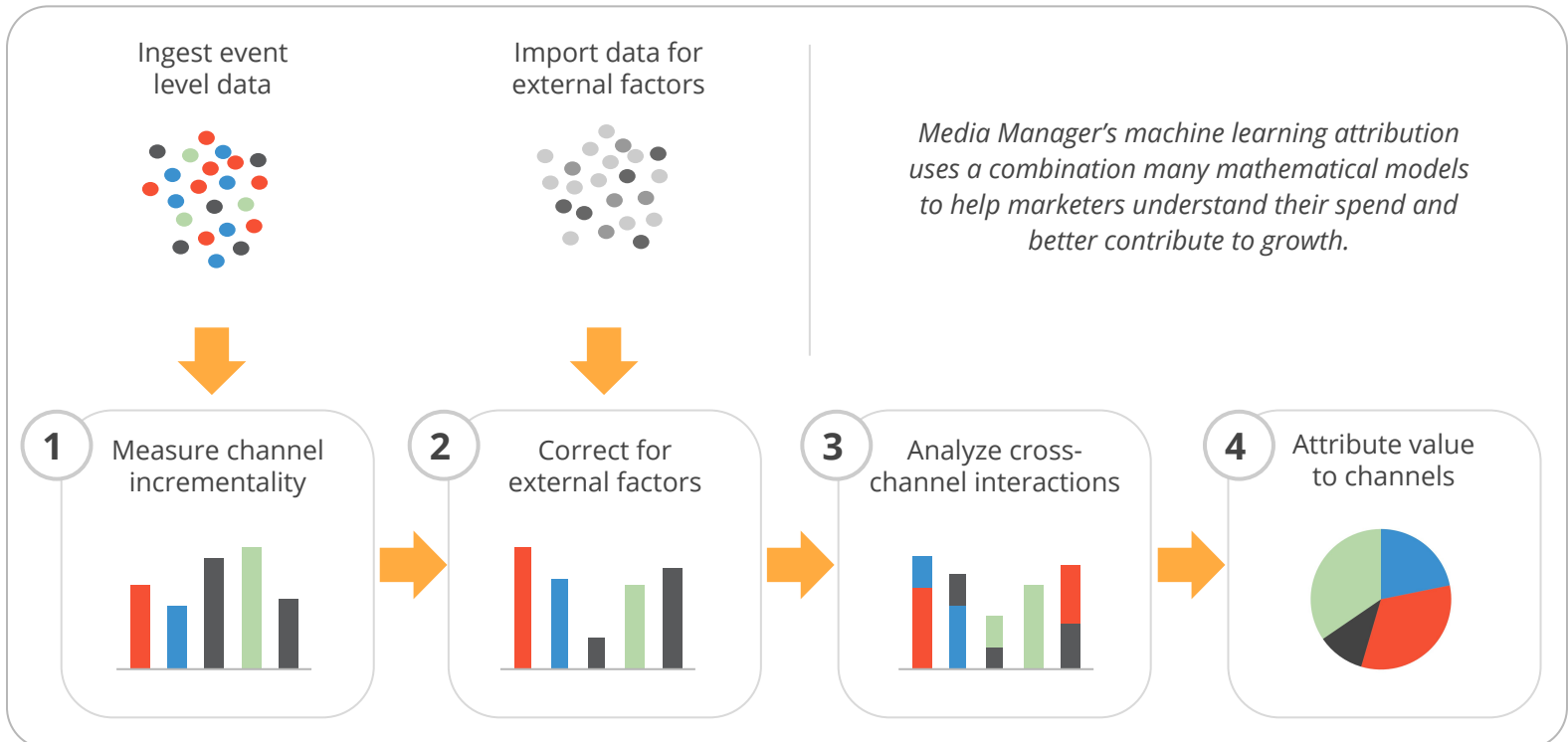## Attribution that's grounded in reality

The goal of attribution modeling is to help marketers optimize their marketing spend. The question it tries to answer is: "How do my marketing investments drive revenue?" Attribution modeling answers this by using two distinct approaches: one static, the other dynamic.

In static, or rules-based attribution, the marketer selects a simple static algorithm, or formula, to assign value to different touch points along the purchase path. The results are aggregated to see which source is contributing the most to revenue. Rules-based attribution can deliver a good "first view", however a static algorithm relies on assumptions and can't accurately reflect external factors such as seasonality or economic state.

On the other hand, the dynamic model, referred to as machine learning attribution, uses advanced mathematical modeling to derive the best answer to the same question. The challenges are somewhat similar to rules-based attribution in that the model needs to reflect reality. However, it differs from rules-based in its sophistication in pursuit of reality. Instead of relying on fallible human assumptions, it's grounded in hard, factual data. Because of that, the strength of any machine learning model is a function of the type and quality of the data used, as well as the type of algorithm at play.

In this brief article, we aim to show why Media Manager's machine learning attribution model is the most trusted solution in understanding the marketing mix.

How Media Manager's machine learning model works

Ingest event level data

Import data for external factors

Media Manager's machine learning attribution uses a combination many mathematical models to help marketers understand their spend and better contribute to growth.

1 Measure channel incrementality

2 Correct for external factors

3 Analyze cross-channel interactions

4 Attribute value to channels

Achieve a single view of the customer

Media Manager offers cross-device capabilities with both web and in-app tracking and identity management to ensure that the models have a single view of the customer not only along their conversion paths, but also on their non-converting journeys. The model's access to this complete and granular view enables marketers to accurately assess the influence of each channel on revenue.

Tie in non-addressable media

Digital channels don't exist in a vacuum. So why should your multi-touch attribution model? For non-addressable media sources, like TV and radio, Media Manager considers value in two complementary ways. It first accounts for the contribution of non-addressable media sources on the addressable sources. Additionally, Media Manager's Media Mix Model assigns values to non-addressable channels alongside their digital counterparts to offer a holistic view of contribution.

Consider the influence of external factors

There are factors outside of the marketing mix that influence revenue. Media Manager includes them in the machine learning algorithm as it assigns values to different touch points. Some of the factors Media Manager takes into account are macroeconomics, seasonality, changes to pricing, cookie loss, and saturation effect. The result is a clean and incremental view of media's contribution to revenue.

Drill down to the product level

With product-level attribution, marketers can see the true impact of their efforts not only in aggregate, but also for each product. Marketers can drill up or down their product hierarchy to analyze their corresponding attribution results per channel, placement, or keyword, to truly understand what's driving the sales of their most profitable SKUs and categories.

Future proof the model

Yesterday it was social. Today, it's mobile in-app tracking. Media Manager is built using a proprietary patent-pending programming language that's designed to offer flexibility and scale from the ground up. So marketers shouldn't worry whether the next fad becomes a trend or not. Their model is all set to benefit from the future.
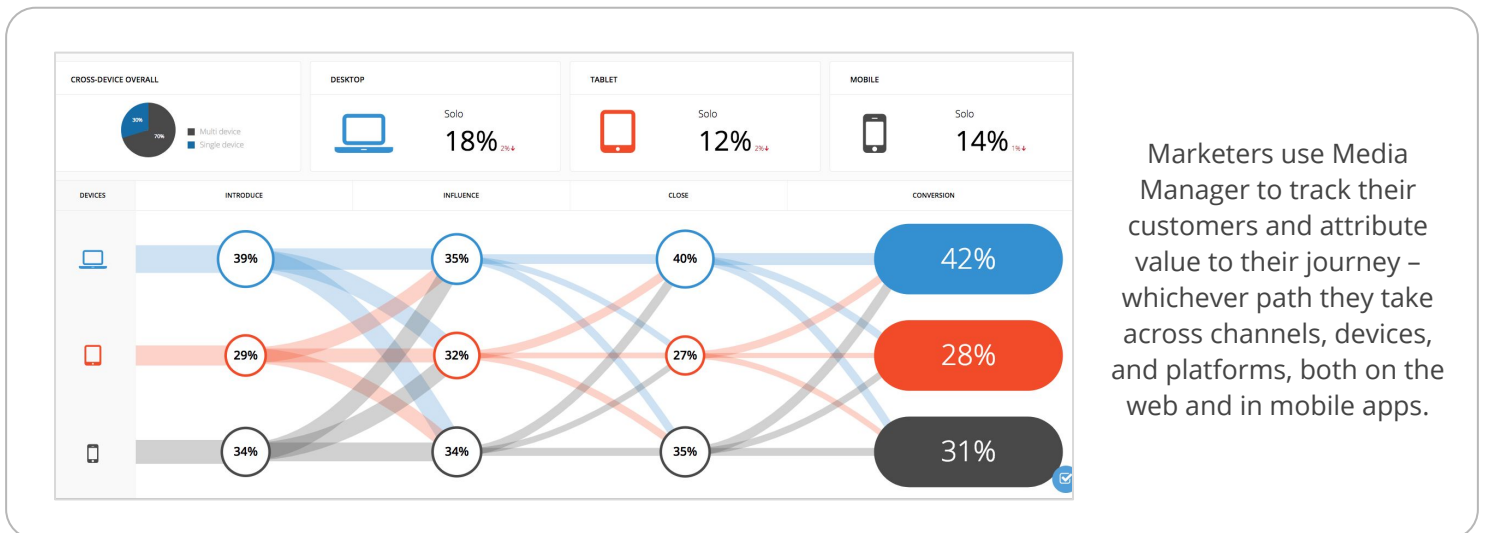
Marketers use Media Manager to track their customers and attribute value to their journey – whichever path they take across channels, devices, and platforms, both on the web and in mobile apps.

Contact us to know how Media Manager's attribution solution can help your marketing team optimize their spend in pursuit of growth.

Email sales@impactradius.com for additional information about Media Manager.