



5 Must Haves for Omnichannel Tracking

To fix reporting discrepancies & facilitate optimal media buying decisions



Impact Radius

Does this sound familiar?

You log into Facebook to see how your ads are performing. Then you log into Google Analytics to see how the numbers match up. But they don't! Facebook is reporting much stronger results than Google Analytics would suggest.

Later, you log into your SEO tool to see if your optimization efforts have paid off. According to the reports, you've attracted nearly twice as many new customers as last quarter. Fantastic! But Google reporting is giving much of that credit to Paid Search. Huh??

Why is this happening? Why is it so hard to see which media drove which results? How can you let data drive your media buying decisions if you don't know which data to trust?



What's causing these reporting discrepancies?

There are a several reasons for these frustrating conflicts across your media reports. These are the five biggest drivers:

- ✦ Siloed data
- ✦ Inconsistent tracking methodologies
- ✦ Lack of cross-device functionality
- ✦ No visibility into the customer journey
- ✦ Obstructed view of media interactions

True omni-channel reporting requires sophisticated tracking technology and advanced analytics capabilities. Let's discuss the 5 key elements you need for accurate reporting that you can trust to help you make important media buying decisions.



1. Unified Data

Relying on multiple systems (or vendors) to track media across your marketing channels is horribly time consuming. Worse, this report wrangling impacts the accuracy of your data.

You need a single source of truth that allows you to analyze the true performance of your media buying efforts in a consistent way.

This requires an advanced tracking solution that independently tracks referrals and conversions and can also ingest cost data and certain metrics that tracking alone cannot capture.

This dual track /ingest capability lets all your data reside on a single, centralized platform for consistent, apples-to-apples reporting.



2. Multiple Tracking Methods

True omni-channel tracking is only possible if your tracking is reliable and complete.

In the past, marketers relied on cookies for their media tracking. Ad blockers, privacy settings and firewalls can undermine cookie tracking and erode the accuracy of your data. What's more, cookies are irrelevant in physical stores.

Sophisticated tracking vendors use a variety of tracking methods to combine activity from online and offline channels.

They combat cookie blocking by capturing identifying data to create a unique user “fingerprint”.

They also capture touchpoints from catalogs, promo codes, calls, in-app events and other activity for a complete customer profile.

Look for a vendor that can accurately combine all your customer and media activity into a holistic view of your customer's path to purchase.



3. Cross-Device Capabilities

If you can't tell that the consumer who clicked your Facebook ad on their phone is the same person who clicked your Google ad on their laptop, you may be making decisions from fractured data.

Customers research purchases across multiple devices, yet most marketing analytics platforms only report activity from a single device. You need a holistic view of your customer's journey.

A sophisticated tracking platform will use non-personal customer information, tracking information and advanced statistical analysis to identify customers who visit your site from any device.

Look for a vendor that lets you see how customers engage with your ads across laptops, tablets, phones and other devices. Only then can you fully optimize your marketing investments.



4. Full view of your customer journey

Some of your marketing channels do a better job of introducing or influencing a sale than closing one.

If you focus the majority of your efforts and budget on media that appear to be superstars (i.e. those that attract the last click), you are likely missing out on major revenue opportunities.

To fully optimize your marketing spend and maximize ROI, you need to recognize and reward the role each media plays in

a conversion and adjust your tactics to support their efforts.

Relying on a last click reward system puts marketers at risk of missed opportunities.

Your tracking and analytics platform should independently track each referral into your site and connect each referral to the conversion for clear visibility into the customer journey.



5. Conversion Path Analysis

It's not enough to know how marketing channels perform individually. You need to know how they work together to influence the consumer journey.

Your omni-channel solution should let you dive deep into the data, allowing you to analyze your conversion path from every angle.

You should have access to a variety of attribution models and the vendor should be willing to offer advice on choosing the

right model for your business.

The right model will help to identify over- and under-valued media across the conversion path, allowing you to wisely re-allocate your marketing spend.

Look for a vendor that lets you compare the performance of your media against different attribution models and lets you customize the models to suit your particular needs.



Omni-Channel Tracking Matters

You need reliable data to justify your marketing strategy and media spend. And you need deep, actionable insights to guide your marketing tactics.

With proper omni-channel tracking you will gain a single, reliable source of truth that will empower you to optimize your ad spend with confidence.

Omni-channel tracking provides true visibility into the conversion path so

marketers can quantify the value of each marketing tactic.

It allows them to move beyond last click attribution and take a more holistic approach to media buying decisions.

Armed with sophisticated tracking and a robust attribution solution, you can make informed, data-driven decisions that deliver proven results.



Impact Radius' powerful marketing platform enables significant improvement in the return on global ad spend for brands and agencies.

Our natively integrated suite of products includes media attribution, performance marketing, ad fraud prevention & tag management.

Impact Radius provides a singular view into the consumer journey, tracks cross-channel marketing efforts and delivers tangible, data-driven insights that drive revenue growth.

Schedule a free demo



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