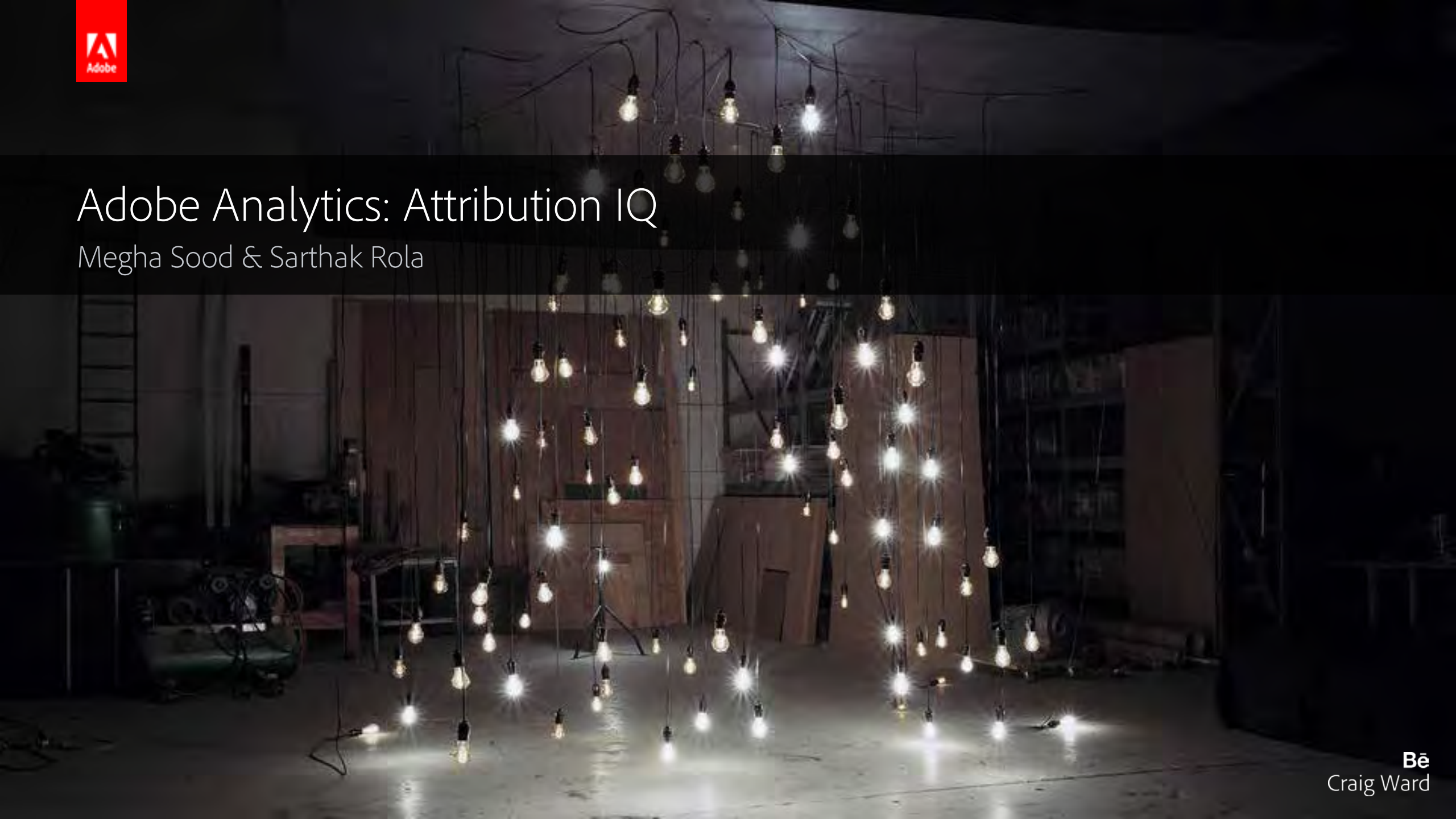




Adobe Analytics: Attribution IQ

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Agenda

- Understanding Attribution IQ
- Use cases for Attribution IQ
- Lookback Windows
- Attribution Models
- Using Attribution IQ in Analysis Workspace and in Calculated Metrics
- Supported and unsupported functionalities
- Expecting None in Attribution Models based Reports

Prior to Attribution IQ

Prior to Attribution IQ, this was achievable through following different methods:

- Using Cross Visit Participation (CVP) Plugin
- Using Data Workbench attribution Models
- Ingesting data feed into Data processing tools like Hadoop, DOMO etc.
- Using different eVars with different attribution for same data value

Attribution IQ eliminates the need of additional implementation, additional solutions and special contracts within Adobe Analytics and save additional costing.

What is Attribution IQ?

- It is a new solution that taps the power of data to fuel marketing strategy and creativity
- It allows brands to break from the reliance on first-touch, last-touch and linear attribution
- Delivers a comprehensive set of ten Attribution Models
- Helps in understanding how meaningful engagement takes place across the customer journey

Features of Attribution IQ

This functionality allows the users to use different Attributions for conversion metrics for various dimensions and breakdowns.

- Only available in Workspace
- Works with Calculated Metrics
- Works with breakdown Reports
- Each breakdown can have its own Attribution
- Has two different lookbacks

Advantages of Attribution IQ

Attribution IQ has various advantages as mentioned below:

- Allow users to choose how much credit to attribute to what channels
- It allows users to move beyond vanity metrics to make more informed decisions
- It gives the users complete freedom in getting insight in different way for the same data set
- Users can see different perspectives for the important data values for a variable

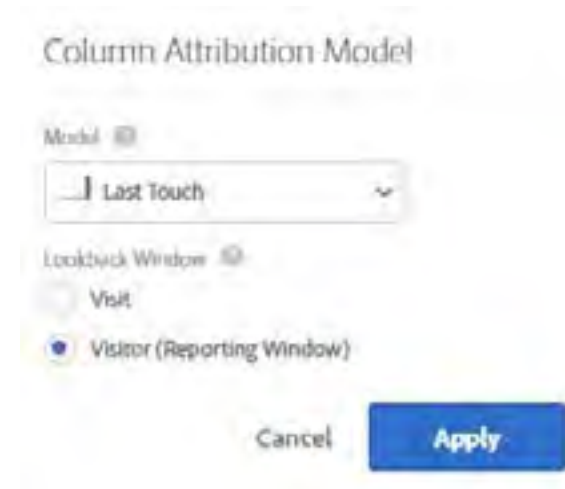
This feature is available for all customers on the Adobe Analytics Ultimate, Prime, Select, and Foundation SKUs.

Attribution Lookback Window

The attribution lookback window is a grouping of hits that an attribution model will be applied to. There are two attribution lookback window settings in Analysis Workspace.

This is the most important aspect of this functionality and note that the Lookback here is not equivalent of the True Visitor Attribution.

- Visit Lookback Window
- Visitor Lookback Window



Attribution Models

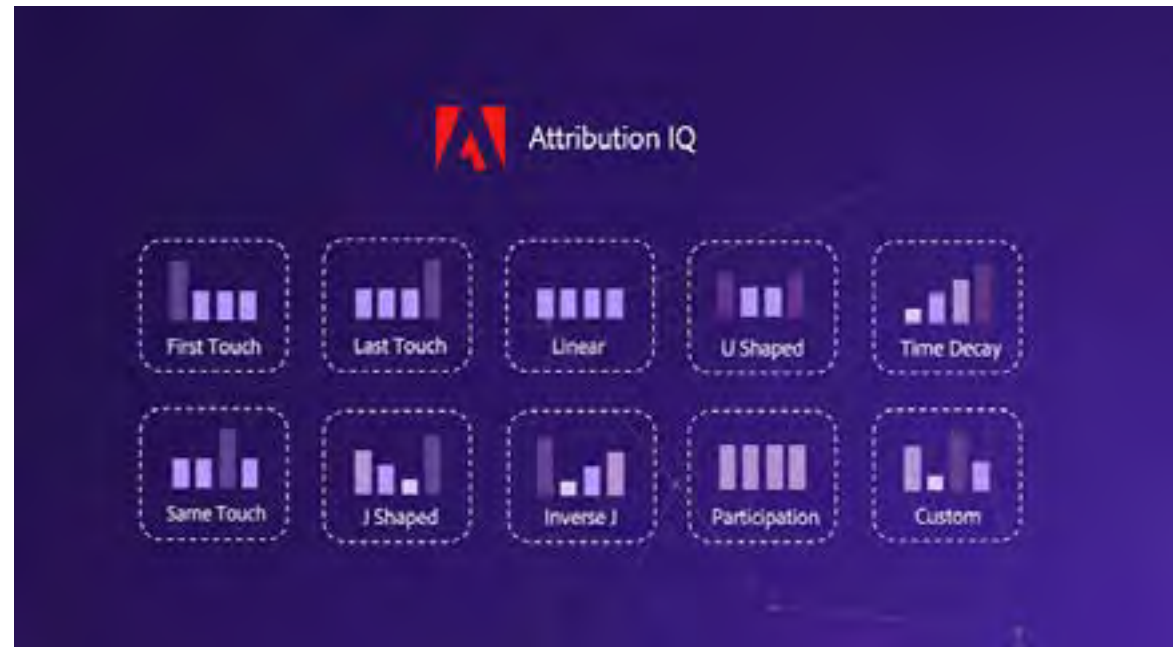
Attribution IQ allows you to choose from the following pre-built attribution models:

Existing:

- First Touch
- Last Touch
- Linear
- Participation

Newly introduced:

- Same Touch
- U Shaped
- J Curve
- Inverse J
- Time Decay
- Custom





DEMO

Understanding Attribution IQ with a Use Case

Use Case

Visit 1



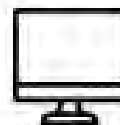
\$100

Visit 2



\$50

Visit 3



\$10

Visit Lookback Window

Visit 1

Visit 1

	Revenue Linear / Visit	Revenue Participation / Visit	Revenue Same Touch	Revenue U-Shaped / Visit	Revenue J-Curve / Visit	Revenue Reverse / Visit	Revenue Time Decay (1 Week) / Visit
Marketing Channel Page: 1 / 1 Rows: 50 1 of 1	\$300	\$100	\$100	\$300	\$300	\$300	\$300
1. Email	\$25 25.0%	\$100 100.0%	\$100 100.0%	\$40 40.0%	\$60 60.0%	\$20 20.0%	\$25 25.0%
2. Paid Search	\$25 25.0%	\$100 100.0%	\$0 0.0%	\$40 40.0%	\$20 20.0%	\$60 60.0%	\$25 25.0%
3. Social	\$25 25.0%	\$100 100.0%	\$0 0.0%	\$10 10.0%	\$10 10.0%	\$10 10.0%	\$25 25.0%
4. Display	\$25 25.0%	\$100 100.0%	\$0 0.0%	\$10 10.0%	\$10 10.0%	\$10 10.0%	\$25 25.0%

Visit 2

Visit 2

	Revenue Linear / Visit	Revenue Participation / Visit	Revenue Same Touch	Revenue U-Shaped / Visit	Revenue J-Curve / Visit	Revenue Reverse / Visit	Revenue Time Decay (1 Week) / Visit
Marketing Channel Page: 1 / 1 Rows: 50 1 of 1	\$50	\$50	\$50	\$50	\$50	\$50	\$50
1. Paid Search	\$17 33.3%	\$50 100.0%	\$50 100.0%	\$20 40.0%	\$30 60.0%	\$10 20.0%	\$17 33.3%
2. Natural Search	\$17 33.3%	\$50 100.0%	\$0 0.0%	\$20 40.0%	\$10 20.0%	\$30 60.0%	\$17 33.3%
3. Email	\$17 33.3%	\$50 100.0%	\$0 0.0%	\$10 20.0%	\$10 20.0%	\$10 20.0%	\$17 33.3%

Visit 3

Visit 3

	Revenue Linear / Visit	Revenue Participation / Visit	Revenue Same Touch	Revenue U-Shaped / Visit	Revenue J-Curve / Visit	Revenue Reverse / Visit	Revenue Time Decay (1 Week) / Visit
Marketing Channel Page: 1 / 1 Rows: 400 1 of 1	\$10	\$10	\$10	\$10	\$10	\$10	\$10
1. Display	\$5 50.0%	\$10 100.0%	\$0 0.0%	\$5 50.0%	\$3 25.0%	\$8 75.0%	\$5 50.0%
2. Social	\$5 50.0%	\$10 100.0%	\$10 100.0%	\$5 50.0%	\$8 75.0%	\$3 25.0%	\$5 50.0%

Visitor Lookback Window

Visitor

	Revenue Direct (Visits)	Revenue First-Party (Visits)	Revenue Cross-Site	Revenue 1st-Party (Visits)	Revenue 1st-Party (Visits)	Revenue 1st-Party (Visits)	Revenue 1st-Party (Visits)
Marketing Channel							
Page: 1 / 1 Rows: 50	\$160	\$160	\$160	\$160	\$160	\$160	\$160
1. Email	\$37 23.0%	\$160 100.0%	\$100 62.5%	\$46 29.0%	\$68 41.5%	\$26 16.3%	\$37 23.2%
2. Paid Search	\$37 23.0%	\$160 100.0%	\$20 12.5%	\$28 17.5%	\$38 23.9%	\$18 11.4%	\$37 23.2%
3. Social	\$33 20.4%	\$160 100.0%	\$30 18.7%	\$12 7.5%	\$14 8.8%	\$10 6.3%	\$33 20.6%
4. Natural Search	\$29 18.0%	\$160 100.0%	\$0 0.0%	\$5 3.2%	\$5 3.2%	\$5 3.2%	\$29 18.1%
5. Display	\$17 10.4%	\$160 100.0%	\$0 0.0%	\$4 2.6%	\$4 2.6%	\$4 2.6%	\$17 10.6%
6. Direct	\$16 10.0%	\$160 100.0%	\$0 0.0%	\$64 40.0%	\$32 20.0%	\$16 10.0%	\$16 10.0%



DEMO

Leveraging Attribution IQ within Analytics

What works?

- Calculated Metrics
- Segmentation
- Classifications
- Virtual Report Suite(Report Time Processing)
- Merchandising eVars
- Data Sources
- Anomaly Detection/Contribution Analysis
- Customer Attributes
- Data Connectors
- Data Insertion API
- AAM Integration Data
- AMO Click through
- Campaign Integration Post-Click
- Context Aware Sessions
- Intelligent Alerts
- Map Visualization
- Mobile SDK
- Video Analytics
- Voice Analytics
- Audio

What doesn't work?

Dimensions:

- ListVars
- Hierarchy Variable
- A4T Dimensions
- Product Variable

Metrics:

- Visits/ Unique Visitors
- Page Views
- Bounces/Bounce rates
- Time Spent Metrics
- Single Page Visits

Caveats

- Difference between Last Touch Default Attribution and Last Touch Attribution IQ Model (both visit and visitor lookback) is expected
- None in Reports
- Data appearing outside reporting window

None in Attribution IQ

- Should be expected in Attribution Model based Reports
- Gets reported based on the Lookback window selected
- A side effect to the difference between Default Last Touch Attribution and Attribution IQ Last Touch Models

None Validation

	Revenue	Revenue Last Touch (Visit)	Revenue Last Touch (Visitor)
test-IQ Page: 1 / 1 Rows: 50 1-2 (1/2)	 \$160	 \$160	 \$160
1. testnone	\$160 100.0%	\$0 0.0%	\$160 100.0%
2. Unspecified	\$0 0.0%	\$160 100.0%	\$0 0.0%

Data Appearing Outside Reporting Window

Under certain circumstances, data appears for days that are outside the reporting window.

- Depends entirely on the lookback window
- Hit-based metrics like page views and custom events, the lookback window is not used.
- Visit-based or reporting window participation metrics, the lookback window heavily affects reports.
- Visit-based metrics, like Entries and Bounce Rate, can attribute data to a day before the reporting window start date range

Recommended to use full months as reporting date ranges and extra rows with attributed data outside the reporting date range can be hidden in Workspace

Additional Resources

Helpx Article	<ul style="list-style-type: none">• https://marketing.adobe.com/resources/help/en_US/analytics/analysis-workspace/attribution.html
Videos	<ul style="list-style-type: none">• https://helpx.adobe.com/analytics/kt/using/attribution-iq-freeform-tables-feature-video-use.html• https://helpx.adobe.com/analytics/kt/using/attribution-iq-panel-feature-video-understand.html• https://helpx.adobe.com/analytics/kt/using/attribution-iq-calculated-metrics-feature-video-use.html
Blog	<ul style="list-style-type: none">• https://theblog.adobe.com/adobe-analytics-introduces-attribution-iq/
Forum	<ul style="list-style-type: none">• https://adobe.ly/AttributionIQOfficeHours

Q&A



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