



CORVIDAE
By QueryClick



Marketing Attribution Use Cases

The need for attribution has never been more important: marketing budgets are being slashed left, right and centre but marketers are still being expected to produce results with far less resources at their disposal.

But how exactly does attribution solve the problems faced by marketers face day in, day out?

We've put together six use cases that highlight how our unique attribution tool, Corvidae, can help solve your specific marketing analytics challenges, from justifying your marketing budget to knowing where to find more customers for less.

Select your challenge to discover how we can help transform your marketing attribution:

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How to justify your marketing spend to the CFO

Spend in the right marketing channels, with the confidence to push back on internal stakeholders.

It's not news that marketers are under increased pressure to prove the value of every marketing activity and channel within their marketing mix. It's been the reality for a while now, and it doesn't look like it's going to change any time soon.

That means it's crucial to ensure you can make the right budget decisions that will yield results while having the data to back up your decisions to internal stakeholders that control the purse strings.

This can often feel much easier said than done. Especially when the most popular analytics tools still use outdated attribution models for marketing reporting, applying heavy weighting on touchpoints that happen towards the end of a customer journey. So, in the eyes of your analytics platform and company stakeholders, any upper funnel activity is contributing nothing to the business' bottom line.

So, how can you expect to get sign off on a longer-term marketing strategy when you can't directly tie results to it?

68% of Marketing Directors report that internal stakeholder pressure actively restricts the option to employ marketing activity with longer term payback.

Why accurate attribution matters

Accurate data gives marketers the power to push back and take more control over the marketing mix and allocation of budget. And, with **spending on marketing analytics expected to increase 71% in the next three years** getting buy-in and finding the right solution is crucial.

Let's look at an example...

We all know customer journeys are becoming longer and more complex – spanning multiple devices and touchpoints.

Because of this, how you frame your marketing spend to your CFO is crucial for justifying spend.

For example, participating in webinars might be a key part of your strategy because you know they bring prospects into your funnel that will convert later down the line once you've nurtured them with a mixture of marketing touchpoints - email marketing, remarketing campaigns, display ads etc.

But, CFOs want to see direct results from your marketing spend – fast.

Being able to show how many conversions are associated with a campaign in a given time frame is important, but it's just as, if not more, important to understand and explain how that number is still only a small part of a much bigger picture.

This is where a multi-touch attribution model comes in.

If you're relying on a single-touch model – such as First or Last-Click - that treats every touchpoint as an individual event in a silo, it's impossible to get a complete picture of the journey and how each marketing activity influenced that conversion. And even more difficult to clearly show the impact to your CFO.

Corvidae is the only attribution tool that rebuilds your data to give you a complete picture of the customer journey. Our patented session stitching technology pieces together every cross-device, cross-channel and cross-location touchpoint to provide a fully accurate view of a user's path to conversion so you can see what's working – and what's not working – to drive growth and ROI.

For example, we worked with UK clothes retailer, QUIZ, to rebuild their marketing data which led to the discovery that **34% of their ad spend was being wasted** within certain Facebook campaigns – and by reallocating this, they could drive an additional £1.6million of revenue from this activity.



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How to fix inaccurate website analytics

Ensure your marketing activity gets the true credit it deserves – right across your marketing mix.

If you can't trust your analytics data, how do you know that the marketing decisions you're making are the right ones? Without access to accurate attribution, it's impossible to truly understand which marketing channels are driving the most value for your brand.

The majority of ad spend for marketers will fall into two buckets – Facebook and Google. But they both want you to spend more in their platform. Meaning any AdTech report from will overreport the contribution their platform had to a conversion, essentially marking their own homework.

Outside of AdTech, analytics platforms in general can often have a hard time understanding every touchpoint that leads to a conversion. So, when they're unable to identify a source, it gets dumped into Direct. So, the campaigns you're running aren't getting the credit that they deserve. And neither are you!

Your core analytics data is 80% wrong.

But these are really only the tip of the iceberg when it comes to inaccurate analytics.

In most cases, it's the quality of the underlying data that's causing inaccurate reporting and skewing your decision making.

In fact, we've found that **80% of a marketer's core analytics data is wrong**. To put it simply, if you're putting rubbish in... you're going to get rubbish out.

So, where do you start with fixing such a big issue for marketing reporting?

Why accurate attribution matters

Accurate data gives marketers the power to make informed data-driven decisions about the channels in their marketing mix and how budget is best spent to increase ROI and drive growth for their business.

Let's look at an example...

- A user first discovers your product through a paid ad on Instagram.
- Rather than immediately making a purchase, they spend a few days considering your product and conducting more research online, which includes arriving at your site from an organic search engine listing.
- Feeling compelled by your web content, they decide to make a conversion and type your product into Google to find the right page.
- They click on the paid ad that appears at the top of the search results and go on to make a purchase.



According to Google Analytics, all the credit for this journey lies with PPC with none for Paid Social. The initial Instagram post and the content the user came across in their research stage **are not credited at all.**

Corvidae uses machine learning and our unique attribution model to assign a value to every touchpoint in the customer journey.

This information can then be used to move budget from channels that aren't contributing to conversions and start driving growth and ROI by focusing time, money and effort into the activities in your marketing mix that will produce more sales and acquire new customers for your business.

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How to combat over-saturation in Paid search

Combat rising CPCs with accurate attribution.

PPC was once the backbone of most marketing strategies but as years have gone by, the paid search arena has become saturated, resulting in inflated CPCs which make it increasingly difficult to get noticed – unless you have the budget to compete with big brands.

Because of this, marketers must adapt their strategies and add new channels, where there's more space to play, into their marketing mix but doing this can be costly when your analytics platform isn't accurately attributing revenue to the correct channels.

If you can identify your potential customers earlier in the buying journey and provide them with pre-transactional content that solves their challenge, you begin to effectively funnel them through their conversion process at a much lower cost.

By using an attributed view, we were able to release budget from lossmaking paid search campaigns for an online mattress retailer - resulting in an identified £1.3 million p/a revenue.

Why accurate attribution matters

Accurate data gives marketers the power to make informed data-driven decisions about the channels in their marketing mix and how budget is best spent to increase ROI and drive growth for their business.

Let's look at an example...

Let's say you're using GA360's Last-Click model to see the impact of your marketing mix on revenue.

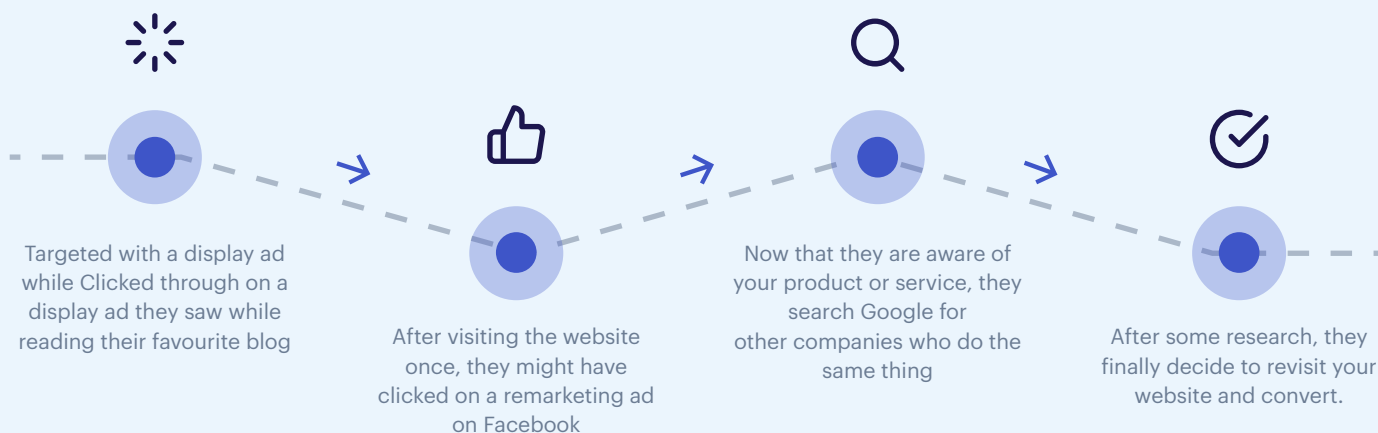
When you check your latest report, you can see that the channels bringing in revenue rank as follows:



Based this data, you realise that the **ROI of Paid Social and Display is significantly behind your target**, resulting in a decision to limit the amount of media spend assigned to them from the overall marketing budget.

However, **what your analytics is failing to tell you**, is the conversions attributed to Direct or Paid and Organic Search through GA's Last-Click model are **a result of journeys with varying length and number of touchpoints**.

So, even though your analytics is telling you that a user came to the website directly and converted, realistically their journey might have looked something like this:



Without this knowledge, you're left spending more of your budget on the channels the lower in the funnel, where the market is overcrowded, competitive and expensive severely reducing your visibility and chances of conversion.

The power lies in **rebuilding your marketing analytics data** so you can accurately attribute value of the channels towards conversions correctly across early and late funnel interaction.

This allows you to make data-driven decisions on where to spend your media budget as well as justify channel diversification.

With the right attribution, you can confidently invest in top of funnel activity and content, thus ensuring a constant inflow of relevant new users into the business that can be led through the funnel to conversion via multiple touchpoints.

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How to ensure you have the most effective marketing mix

Focus your budget on the best performing channels with accurate attribution.

As marketers, we all know that the key to growth is being able to place the right product in the right place, at the right price and at the right time. But that isn't always as simple as it sounds.

Without an attribution solution that clearly shows you how each of the channels in your marketing mix, and the varying campaigns within those channels, is working to acquire customers, it's likely you'll be left spreading your budget across multiple channels and individual campaigns without really understanding the key areas for growth – resulting in hemorrhaged marketing spend and a confused marketing strategy.

The real goal is being able to create a marketing mix that allows the channels to complement each other instead of competing.

93% of all media spend exists in Facebook and Google – but marketers are struggling to understand the value their campaigns within these channels bring to the bottom line.

Why accurate attribution matters

Having an accurate and effective attribution solutions allows you to see which channels in your marketing mix are working to provide growth and, more importantly, which ones aren't. This means you can then make informed decisions based on your data and move marketing budget to more effective channels and campaigns.

Let's look at an example...

If you're focusing the majority of your digital marketing spend on channels like Google and Facebook, it's likely you're struggling to really understand where the value lies in these campaigns.

Let's say you're looking at your campaign performance in Facebook's reporting platform: one of your campaigns shows £450,000 attributed revenue but when you look at that same campaign in Google Analytics, only £20,000 has been attributed. How can that be?

Walled gardens, siloed data and a case of "marking their own homework" means these two ad-tech platforms are battling to prove that they're the one providing value to your campaigns. This leaves marketers guessing where to spend budget - resulting in wasted spend and cannibalisation.



Marketers need an attribution solution that can **unbundle the data provided by Google and Facebook**, to allow you to get a true picture of the ROAS generated and the ROI at a much more specific level. This approach allows you to eliminate spend on adverts that are not effective and use that budget in other channels to create a more effective marketing mix.

By using Corvidae, a UK-based mattress retailer identify wasted spend and reallocate budget to the campaigns that were driving ROI. By **reallocating the 22% of budget** that was going into poor performing campaigns, and putting it in to the more effective ones, they were able to generate an **additional £1.4 million p.a. from Google Ads**.

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A woman with her hair in a bun is looking at a garment on a hanger in a clothing store. The scene is overlaid with a blue tint.

How to get more customers for less

Identify where to spend budget to acquire customers for lowest CPAs with accurate attribution.

Marketers are under increasing pressure to do more with less and prove that their marketing mix is effectively acquiring customers at the lowest costs possible.

To achieve this, marketers need to get savvier about where and when they invest their media budgets and the channels they include within their channel mix. Additionally, it's never been more important to understand the true value of the money they spend – which means accurate attribution has never been more important.

On average, the modern consumer consults 12 sources before making a purchasing decision.

Why accurate attribution matters

Accurate attributed data gives marketers the power to make informed data-driven decisions about the channels in their marketing mix and how budget is best spent to increase ROI and drive growth for their business.

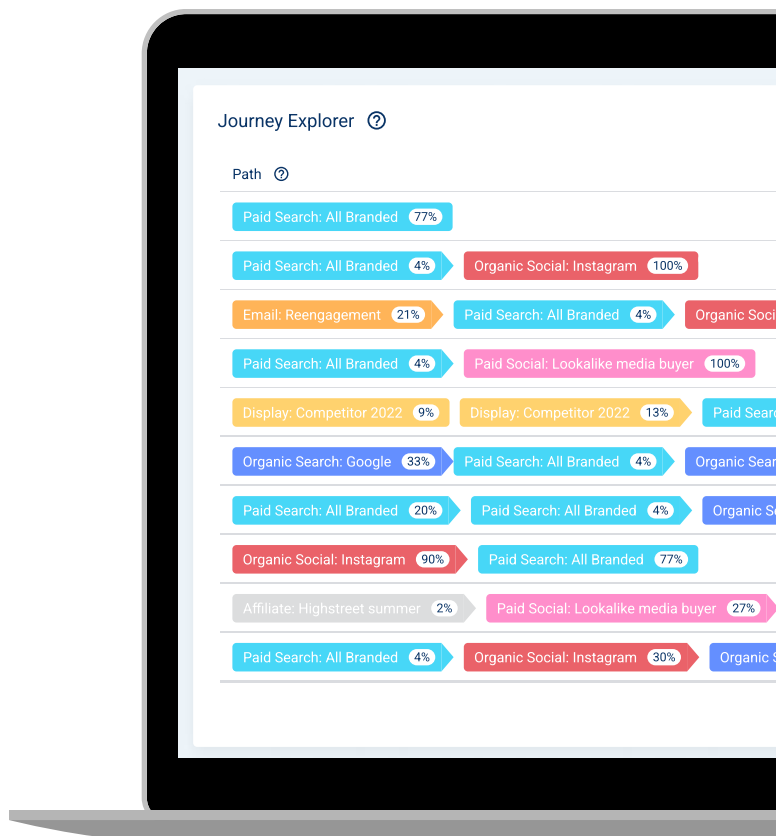
Let's look at an example...

PPC is your core source of leads. But increased competition has led to increased CPCs, which in turn leads to increased CPAs.

But there's a better way.

Using paid search to promote pre-transactional content not only costs less than a bottom of the funnel generic click but by engaging with users earlier, you can gain more intelligence around how to re-engage with them further down the funnel.

By using re-targeting to engage with lower funnel search terms we remove the need to blanket prospect at this stage – which will help reduce wasted spend on expensive end of journey searches and instead focus on customers we've already pre-qualified earlier in their buying cycle.



For instance, by reallocating saturated paid search spend into attributed programmatic display campaigns targeting top of funnel growth, we saw **a reduction in CPA of 87.5% compared to that same media spend for non-brand Paid Search terms**. The confidence and measurement required to perform this type of reallocation comes from Corvidae's unique capabilities.

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How to ensure you have the right attribution solution

Understand why “off-the-shelf” solutions are no longer fit for purpose.

Marketers are under increasing pressure to do more with less and prove that their marketing mix is effectively acquiring customers at the lowest costs possible.

But, having an attribution that’s holding you back rather than lighting the way to improved CPAs and ROI only makes this more difficult than it needs to be.

If you don’t have effective attribution in place, then it’s a fairly safe bet that you also don’t know what is – and just as importantly isn’t – working across your marketing mix. So, assessing and improving “true” marketing performance isn’t really possible for you.

35% of marketers say flawed Last Click reports are their primary marketing challenge.

Why accurate attribution matters

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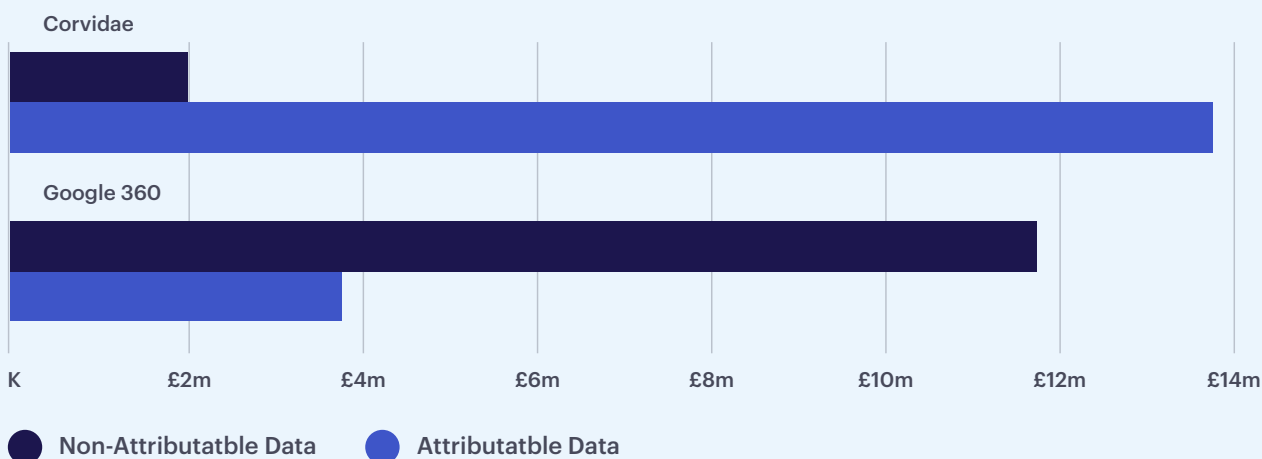
Let's look at an example...

If you're relying on "off-the-shelf" solutions like GA360 or Adobe Analytics – do you know how accurate your data really is?

Without getting overly technical, the majority of digital marketing data is "deterministic" and collected using a pixel working in tandem with a cookie. A variety of data including dwell time, previous site visited, repeat visits is captured in this way.

The chart shows that using deterministic analytics data only (i.e. pixel and cookie data) to create a picture of an individual's behaviour behind their multiple devices generates data that is around 80% incorrect. Even where advanced session joining algorithms are employed (a feature of GA360).

Daily attributable data (i.e. Repaired broken sessions & enhanced cross device)



And this is the point at which the world's most commonly used analytics packages – like the ones provided by Google and Adobe - start to break down and generate incorrect or incomplete data.

The cause? What is being measured is a device accessing a web property. Not the actual person – a person who will typically use multiple devices in the course of even simple transactions. Cookies are supposed to enable 'joining' of multiple sessions generated by devices interacting with a web property. Unfortunately, in reality they do a pretty poor job.

In this instance, Corvidae used a combination of advanced econometrics techniques and Machine Learning to effectively "rebuild" the core clickstream data from Google Analytics which was then shown to be 80% incorrectly attributed.

It's only by fixing this broken data that we have then been able to unbundle the data held within Google and Facebook's walled gardens and join these data silos together to discover **differences in revenue source reporting of greater than 50%**

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Introducing Corvidae

Corvidae is the only cookieless attribution solution on the market.

Our patented AI technology completely replaces the need for third- and first-party cookies, working to a +95% predictive accuracy and allows marketers to:



Transform analytics data

Corvidae rebuilds your data from the ground up for accurate attribution.



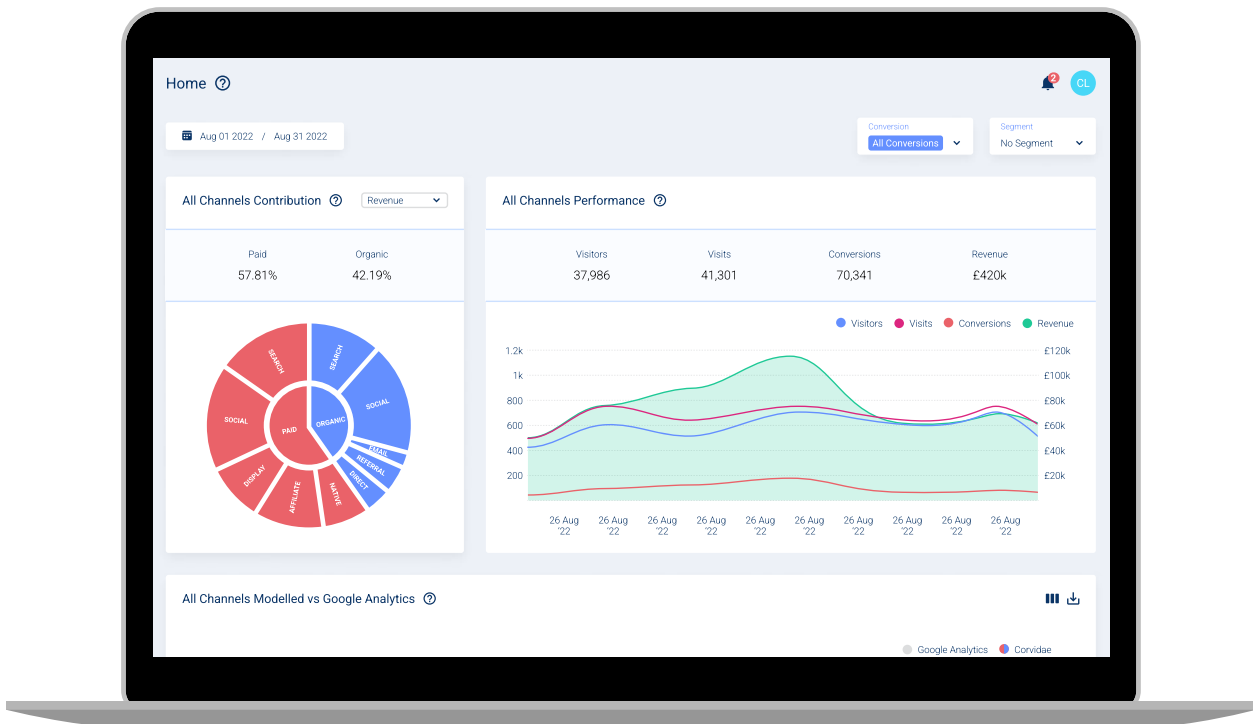
Understand the entire customer journey

Our attribution model stitches multiple vcross-channel, cross-device touchpoints to help you understand what is (and isn't) working.



Maximise ROI

Re-allocate budget for increased ROI and maximise reach at the lowest CPA.



Corvidae's innovative three-step process takes your broken analytics data and rebuilds it to allow you to see the full user journey. You can then begin feeding your newly rebuilt attributed data back into your AdTech platforms to get a true picture of performance.

Data Ingestion



We ingest up to 2 year's raw analytics clickstream from your existing analytics tag (Adobe or GA360)

Data Rebuild & Join



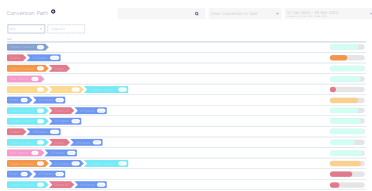
We rebuild the data using ML to 'see' the individuals behind the clickstream data and their full conversion journey. Each journey is then stitched into data silos where ad exposure overlaps with a customer and improved conversion.

Automate & Report



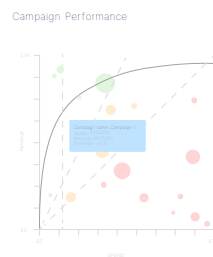
Dynamic API endpoints and hourly model refresh means customer data can be bedded into any tech stack. Also gain access to our multichannel performance marketing suite.

Corvidae Features to Empower Digital Marketers



Path Visualisation

Understand the complete customer journey, across every channel and device, and the impact each and every interaction has on final conversion.



Predictive analytics

Discover the optimal spend for each campaign, so you don't spend budget where you won't see results.



Keyword level view

See the impact of your campaigns, right down to keyword level.

Ready to get started?

If you like what you've read and are ready to get started on your journey to accurate cookie-free attribution, get in touch with us today.

Our team are on-hand to make the move to a new attribution tool as easy as possible - and with their expert support, you'll be on the road to seeing results like these:

20:1 ROAS
for Google Ads

35:1 ROAS
for Facebook

[Get in touch](#)