CACI'S CHANNEL ATTRIBUTION ANALYTICS

With marketers under constant pressure to maximise revenue on tight budgets, it is more important than ever to know which channels are working hardest. In addition, the proliferation of marketing channels which can influence consumer behaviour has made it harder for marketers to attribute what has influenced a purchasing decision. In this more complex world marketers require something more sophisticated than last touch or single channel attribution.

> "Half the money I spend on advertising is wasted; the trouble is I don't know which half."
>
> - John Wanamaker

CACI have created a statistically robust methodology which not only helps evaluate and plan marketing activity across the various channels but can also reliably forecast the potential impact of any future campaigns, whether budget is spent on email, DM, TV, Radio or digital advertising.

Channel attribution models can be developed at different levels depending on data availability and business requirements:

CHANNEL ATTRIBUTION MODELLING

Bottom up models are typically used to analyse digital channels and are run at customer level, leveraging purchase and click-stream data. By analysing the exact sequence of touch points leading up to conversion, our models derive the fractional credit for each channel in the conversion sequence and more accurately reflect cross-channel interactions.

MARKETING MIX MODELLING

At the other end of the scale, top down models are built on historic daily or weekly aggregated data when digital and offline media need to be analysed together. Marketing activity, competitor activity and economic data are key inputs into these models which aim to measure the impact of the different media channels over and above the base level of sales.
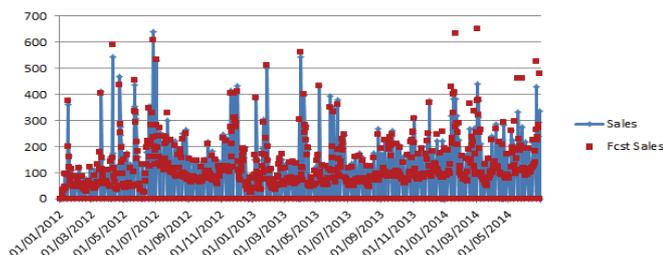
CHANNEL PLANNING & OPTIMISATION

In addition, CACI have developed tools which allow potential campaign budgeting scenarios to be easily specified and their performance evaluated to ensure the optimal allocation of marketing budget across channels.

CACI's attribution models are designed to be used to evaluate and compare potential marketing scenarios. In the same way that historical inputs were used to build the attribution models, any planned marketing scenario can be passed through, and its potential effects understood and visualised.

Furthermore, the most powerful application of attribution models is to use them as the basis for producing an optimised marketing schedule. By combining the attribution models with business constraints, the tool allows users to evaluate the optimal spend across each channel and campaign for the best ROI. Marketers can optimise budgets on-the-fly and the insights derived from the models will allow spend to be changed with confidence, by understanding the impact on overall revenue.

Specify total spend per channel

Specify business constraints

Optimal marketing plan

For more information on CACI's marketing attribution solutions, please call Kandyce Tester on 020 7605 6081 or email ktester@caci.co.uk

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