CORVIDAE
By QueryClick

How to Choose an Attribution Solution: 6-Point Checklist



The pressure to prove the value of your marketing efforts has never been as strong as it right now.

From the impending death of third-party cookies, the impact of iOS14 to AdTech bias concerns around bias, many marketers are asking where they go next with attribution – and looking at alternative solutions.

Our 6-point checklist will guide you through the maze of selecting an attribution solution to futureproof your approach.

Choose a solution that enables you to rebuild your broken analytics data

- [ ] Much of the focus of the discussion around attribution is on selecting the right attribution model for your needs. And, while that is a key consideration, if the underlying data you are feeding into your model is poor - for example due to limitations in the type of cookie/pixel tracking that is inherent in solutions like GA and Adobe – then it stands to reason that the quality of your attribution will be poor.

  Look for solutions that leverage the power of AI and Machine Learning to help you rebuild your broken data and provide the attribution view you need.

Explore non-cookie based attribution solutions

- [ ] The impending death of third-party cookies has triggered an industry wide discussion about cookies themselves. But the reality is that cookie-based measurement is far from the only game in town. So, make sure that you cast your net far and wide as you evaluate your options. And consider futureproofing your attribution strategy by switching to a non-cookie based solution.

Choose a solution that lets you see right across the customer journey

- [ ] To be effective, attribution needs to take into account the impact of touchpoints right along the customer journey and that includes the impact of higher funnel activity like Display and Paid Social. So, solutions that rely on oversimplistic attribution models like Last-Click are not going to be adequate for analysing complex, multi-touch buying journeys.

  And analytics reporting from the big platform providers like Facebook is only going to provide an assessment based on the limited data sets they have post iOS 14. So, make sure you choose a solution that provides a view right across the customer journey.

Check out what Google has to offer

- [ ] It would pay dividends to keep one eye on the developments at the Google Privacy Sandbox. Google currently has a number of proposals out for consultation with the industry including Google Topics and the FLEDGE API which are aiming to provide replacement cookie solutions for targeted advertising, in a more privacy-safe way.

  Early indications are that the industry have given them a cool reception with concerns being raised around the lack of targeting granularity and likely take-up of the solutions. However, things are fluid and you should check in periodically on this.

Make sure you are able to connect spend with revenue

- [ ] The ability to draw a direct line from marketing investment through to revenue is non-negotiable now. So, the onus is on you to seek out a solution that enables you to establish marketing ROI at:
  - channel level
  - campaign level
  - individual creative level

Don't settle for 'shelfware' style attribution reporting

- [ ] The challenge with much attribution reporting it is good at telling you where you have been, providing a historical focus. However, the reality is that it is what you do with the analysis to change the game on channel and media selection that really turns the dial on revenue and ROI.

  So, look for an attribution solution that provides highly actionable, 'what if' style analysis. For example, one that helps you identify campaigns that are costing as much to run as they are generating in revenue but crucially tells you where to place the wasted spend.

Swap broken cookies for AI-driven attribution

Looking for an alternative attribution solution that will futureproof your approach?

Then look no further than Corvidae, our AI powered attribution platform that Remove ineffective marketing spend and convert new customers for the lowest possible price.

Visit our website to book a demo, and let us show you how Corvidae can transform your wasted media spend.

Get in touch

