CORVIDAE



Agnostic Attribution

Beating marketing attribution bias with a radical new AI-powered approach

What is marketing attribution bias?

Marketing attribution is the process of identifying the extent to which individual touchpoints along the customer journey influence a decision to convert, or not convert.

Being able to quantify the true impact of marketing channels, campaigns and media creatives is foundational for digital marketers, as they look to develop their strategy and optimise spend.

One issue that has historically flown under the radar, but is increasingly a concern for marketers, is the issue of attribution bias. The term attribution bias refers to the process of inaccurately assigning value to specific touchpoints in the customer journey when determining the impact they are having on conversion.

With marketers' budgets, creative decisions and campaign planning all depending on the data provided by attribution, the stakes are high, and the cost to businesses because of marketing attribution bias hard to overstate.

4 REASONS WHY YOU SHOULD CARE ABOUT ATTRIBUTION BIAS

It's bias and it is wrong, plain and simple

At the most fundamental level bias in any shape or form is wrong. When it is being displayed by some of the digital ad and analytics solution providers you are placing your trust in, it something you need to root out.

Attribution bias leads to sub-optimal spend allocation decisions

Partial and selective views of the customer journey and black box style approaches to measurement are skewing performance metrics and pushing higher levels of spend into audience targeting and campaigns that are unlikely to convert.

There is a knock-on impact on ROI and revenue

Failure to properly connect spend to revenue accurately due to marketing data bias leads to a lack of control over ROI and can mean making the case for marketing investment becomes infinitely harder.

It encourages an unhealthy focus on lower funnel media

This is something we will return to later, but much of the bias being showing by the big AdTech players is significantly overvaluing costly touchpoints closer to conversion and driving up CPAs in the process.



Understanding the causes of *attribution bias*

Marketing bias happens for a wide range of different reasons. Here are 3 key reasons marketing attribution bias exists:

1. Subjective bias

Everyone from Performance Marketing Directors to Heads of Analytics are human, and the reality is that bias can creep into all aspects of your attribution and measurement approach without you even necessarily being aware of it.

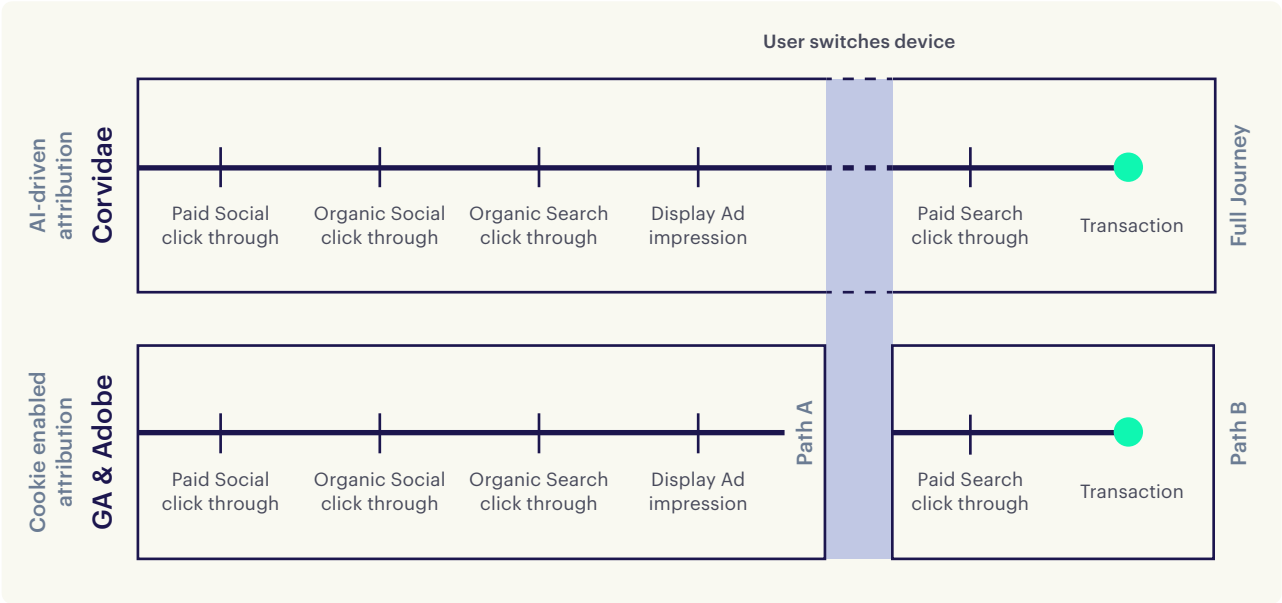
From which AdTech solution you choose through to which attribution models you apply and even how you, and your AdTech, choose to weight and rank the impact of specific channels.

Being mindful of your conscious, or even unconscious, bias is key as you set your measurement model up.

2. The impact of outdated and obsolete technology

The limitations of tools and technologies we use for marketing measurement that are simply not built to be able to cope with the intricacies of today's multi-channel and multi-device customer journeys, are showing a heavily biased view of the impact of your marketing.

Take the humble cookie, deployed by major attribution and analytics platforms like Google Analytics and Adobe. Cookies do a terrible job at tracking the full customer journey, completely breaking as soon as a potential customer switches device or uses multiple channels on their path to conversion.



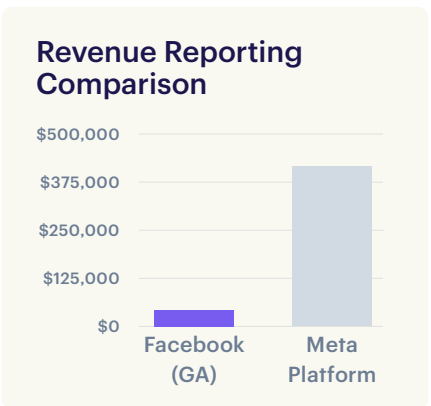
This has huge implications for the attribution story these platforms are telling their users. Routinely cookie-reliant platforms over emphasise the impact of lower funnel activity (the only part of the journey it can see and connect to conversion) like PPC, whilst completely ignoring higher value touchpoints earlier in the journey.

The result? **Attribution bias on a grand scale.**

3. More cynical manipulation of marketing measurement

Two recent developments have left Google wide open to accusations of wilfully enabling bias in its attribution and analytics offerings:

- Firstly, and somewhat eye-openingly, Google changed the weighting on its data-driven attribution model to give more credit to Paid Search in Google Ads.
- Secondly, they also removed all other attribution models from their platform – with the exception of Last-Click – which means that if you are using GA to assess the effectiveness of your marketing performance you are extremely unlikely to find any result other than that Google's own adverts are performing best for you.



These recent issues with Google are only the tip of the iceberg for marketers. Consider the customer example here where they found that Facebook was reporting just under £450k of revenue for a campaign - whilst GA was indicating just £24k for the same level of activity!

The discrepancy comes down purely and simply to the respective platforms effectively marking their own homework and creating versions of the truth that best fit their need to drive revenue out of their own platforms!



Introducing agnostic attribution

For companies that sell attribution AND AdTech or ads, the motivations are clear. If they tell you that spending more money on their platforms is working well and driving revenue for you, the likelihood is you will spend more with them. Why would you ever need to go anywhere else?

But with large independent attribution providers increasingly partnering with companies that are selling ad space the situation gets even more messy. How much can you really trust attribution and reporting paid for in part by companies that simply want you to spend more on their platform?

What marketers really need, is an attribution solution that isn't trying to funnel your marketing budgets into its own paid AdTech offerings. And this is why our Corvidae attribution platform is proudly agnostic.

We aren't under any pressure to try and funnel your ad spend into certain channels - and our only 'skin in the game' is to provide you with a single, independent source of marketing truth.



How Corvidae helps you break through attribution bias

Here are 2 keys ways that Corvidae helps you strip away the biased and siloed view you are getting from many AdTech providers.

1. Rebuilding your broken marketing data to give one single source of the truth

Your marketing data is foundational in terms of effective attribution, but the siloed nature of this data across the various advertising and analytics platforms you use is holding your attribution back.

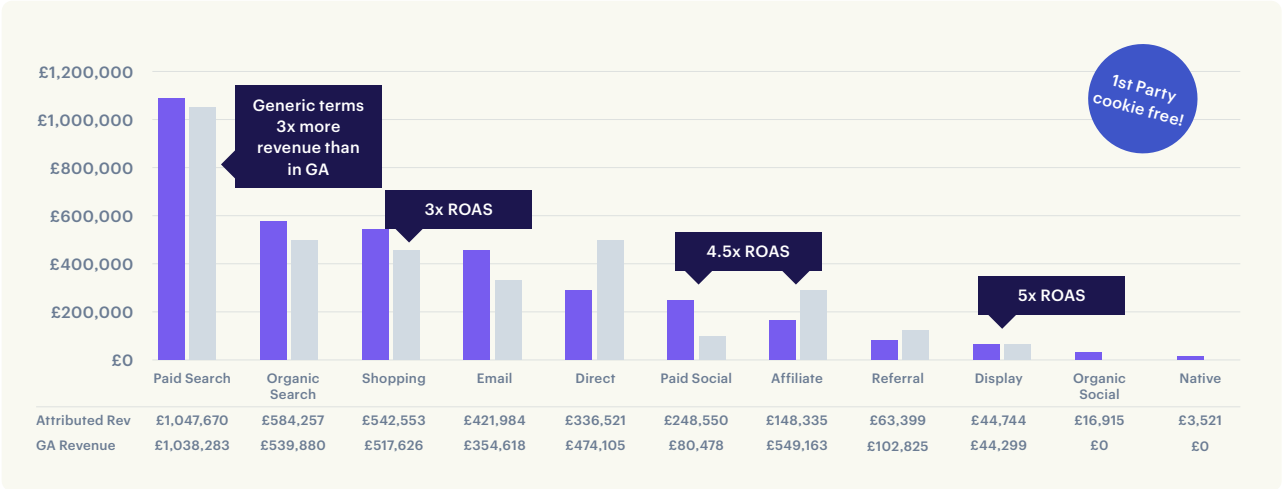
Our AI-enabled attribution can collect data from your AdTech platforms, and deploy probabilistic modelling, deep Machine Learning and our patented stitching technology to effectively rebuild and unify this broken data. Once rebuilt, this data serves to deliver one single source of the truth that accurately depicts the paths your customers take to convert.

This helps to strip away the bias inherent in platform specific reporting.

2. Struggling to reconcile paid spend on social? No problem!

Corvidae's approach to attribution enables you to hold your siloed AdTech data firmly to account.

By deploying Corvidae's ability to stitch together touchpoints, in the example below we were able to show that Meta was effectively over-reporting on campaigns by an incredible 300%.



	Paid Search	Organic Search	Shopping	Email	Direct	Paid Social	Affiliate	Referral	Display	Organic Social	Native
Attributed Rev	£1,047,670	£584,257	£542,553	£421,984	£336,521	£248,550	£148,335	£63,399	£44,744	£16,915	£3,521
GA Revenue	£1,038,283	£539,880	£517,626	£354,618	£474,105	£80,478	£549,163	£102,825	£44,299	£0	£0

By effectively pulling Meta's data into Corvidae using their API and showing it alongside with the genuinely attributed data, it's possible to compare what AdTech are reporting alongside what is truly happening, in one single view.

Chat with us to explore what agnostic attribution can do for your organisation.

Our attribution experts are on hand to walk you through the platform, talk about deployment, and answer any questions you might have about Corvidae!

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