



## Chief Media Creates Custom Attribution Model to Account All Call to Actions

### CHALLENGE

#### RECONSTRUCT ATTRIBUTION SYSTEM

Chief Media was tasked with creating a media plan for an ecommerce brand to attribute customer acquisition with various call to actions.

### ATTRIBUTION

Adapted Continuum, Chief Media's reporting "engine", to include specific filters for brand's call to action - email.

#### THE SYSTEM

- ✓ To track traffic, we combined email files provided by the client with our TruStat data to create a unique algorithm
- ✓ The algorithm detected session IDs in the web URLs from our data, then linked the session IDs to the data the brand was giving us
- ✓ We created a custom version of Continuum to handle emails
- ✓ The custom version allowed us to conduct attribution on web traffic and email data without disrupting our software
- ✓ Chief was able to isolate the most effective lift window and identify baseline traffic and media lift
- ✓ Based on what the data told us, we were able to discuss strategy changes to improve on results

#### METRICS



The custom model allowed us to analyze what call to action resonated best with consumers

#### OUTCOME

TV data showed a 45%/55% split response of email and website visits, respectively. In the **digital** environment, the email call to action did not resonate with users, therefore we adjusted all digital efforts to click call to action

### STRATEGY

EXECUTE A CROSS PLATFORM MARKETING CAMPAIGN UTILIZING A REMNANT MEDIA BUYING STRATEGY



TV



FACEBOOK



SEM



EMAIL MARKETING



BANNER DISPLAY