



Category number: 10

Category name: Best Use of Consumer Insight

Programme/initiative name: Digital Attribution Analysis

Agency [if appropriate]: N/A

Brand or client: SAP

URL or microsite [if appropriate]: N/A

Word count for main submission: 992

Summary

Companies know that digital attribution is important, but many are not practicing it. Digital attribution is a hot topic in marketing today because it uncovers the journey that consumers take as they engage with their favorite brands online. Digital attribution measures how different digital channels, such as social media, contribute to conversions. Tracking consumers' paths online is a complex process that takes patience to execute.

From a technical perspective, it requires a data partner that has the capacity and infrastructure to collect and store large amounts of digital data. After a data partner is selected, marketing teams that often act in silos need to collaborate with each other. That means teams in display, search, social, CRM, website, micro sites, and analytics need to understand each other's campaign details in order to successfully tag and categorize digital media. Finally, the actual analysis of millions or, in many cases, billions of records requires robust analytics capabilities. It takes making sense of "big data" to uncover actionable insights and drive optimizations.

Word count: 168

About the client company

SAP helps large enterprises, small businesses and midsize companies run better. From back office to boardroom, warehouse to storefront, desktop to mobile device, SAP empowers people and organizations to work together more efficiently. And our business analytic solutions give businesses the insights they need to make informed decisions and stay ahead of the competition. We deliver our software solutions the way that businesses need them, from on-premise installations and on-demand deployments to mobile devices.

We believe that the power of our people, products, and partners stimulates business growth and creates significant new value for our customers, SAP, and ultimately entire industries and the economy at large.

Our mission is to help companies of all sizes and industries to run like never before.

SAP, headquartered in Walldorf, Germany, leads the market in enterprise application software. Founded in 1972, SAP (which stands for "Systems, Applications, and Products in Data Processing") has a rich history of innovation and growth as an industry leader. SAP applications and services enable more than 183,000 customers worldwide to operate profitably, adapt continuously, and grow sustainably. With revenue (IFRS) of €12.5 billion for the year 2010, SAP has more than 55,000 employees and sales and development locations in more than 50 countries worldwide.

Strategy

John Wanamaker famously said, "Half the money I spend on advertising is wasted; the trouble is I don't know which half." Although we face the same challenges today, the arrival of digital marketing takes us one step closer to understanding marketing-spend ROI. We track how many conversions resulted from a banner exposure by looking at ad server reports. We look at our paid search tools and know how many conversions a specific keyword drove on the website. As long as a message is digital, we can track how many conversions that touch point drove for us, report it to management, and receive recognition for a job well done. This is fantastic, but obviously consumers do not interact with digital channels in a linear, single-touch fashion, which is how digital marketing tools are set up today. The conversion that arrived from the paid search campaign might have had five banner exposures, which triggered a consumer to click on the paid search keyword in the first place. Yet paid search gets 100 percent of the credit for the conversion because it was the last touch before conversion. Even worse, most systems work in silos and will each report the same conversion separately, essentially double counting. Although digital can be tracked, the channel mix is complex and cluttered. Which channels, campaigns, keyword, e-mail communication, social media, micro site, or action is contributing to conversions? How do I decide which channels to optimize? Digital attribution has the power to answer these types of questions.

Of course, even with digital attribution, John Wanamaker is still correct. The elusive connection between offline and digital is still a daunting challenge that traditional media mix models attempt to solve. However, media mix modeling is not nimble and actionable because it requires months or years to build

while campaigns, products, competitors, or the business environment continue to change. Digital attribution, while it only solves for digital, is nimble and actionable.

Objectives of the campaign

The goal of digital attribution analysis was to understand the relationship between our digital marketing efforts and reallocate conversion credit across all touches that led to a conversion. In other words, we uncovered the complex interactions between digital channels and campaigns that would allow SAP to optimize and reallocate resources to channels that are driving the highest marketing ROI across paid, owned, and earned touch points. Beyond the statistical analysis of attribution, we also wanted to capture descriptive statistics of our digital marketing. For example:

- What is the true reach of our digital channels?
- At what frequency are we reaching consumers?
- What is the optimal frequency to drive a consumer to convert?
- What channels have the most overlap?
- What are the most common paths to conversion?
- How many unique paths are there to a conversion?
- After exposure, how quickly do consumers convert? (Thirty minutes, an hour, 45 days?)

The target audience

Our target audience included all consumers reached via an SAP digital communication across paid, owned, and earned channels.

Media, channels or techniques used

Since digital attribution requires analysis of all digital channels, the media channels were all digital touch points that allowed a third-party tag to be applied.

Timescales of the campaign

Setup: August 2011- September 2011

Data collection: September 2011-April 2012

Weekly status across stakeholders (agencies and SAP digital marketing)

Analysis: April 2012-May 2012

Follow-up analysis: Ongoing

Budgets

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Results

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Client Testimonial

“This analysis will help us to better understand the journey of our prospects and allow us to focus on where and how they are navigating within our digital ecosystem to find information about SAP. It gives us the insight that we need to move from the last-click attribution model to a model that better understands the reality of the multi-touch approach and the value that each of these tactics provide.”

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Supporting Material

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.