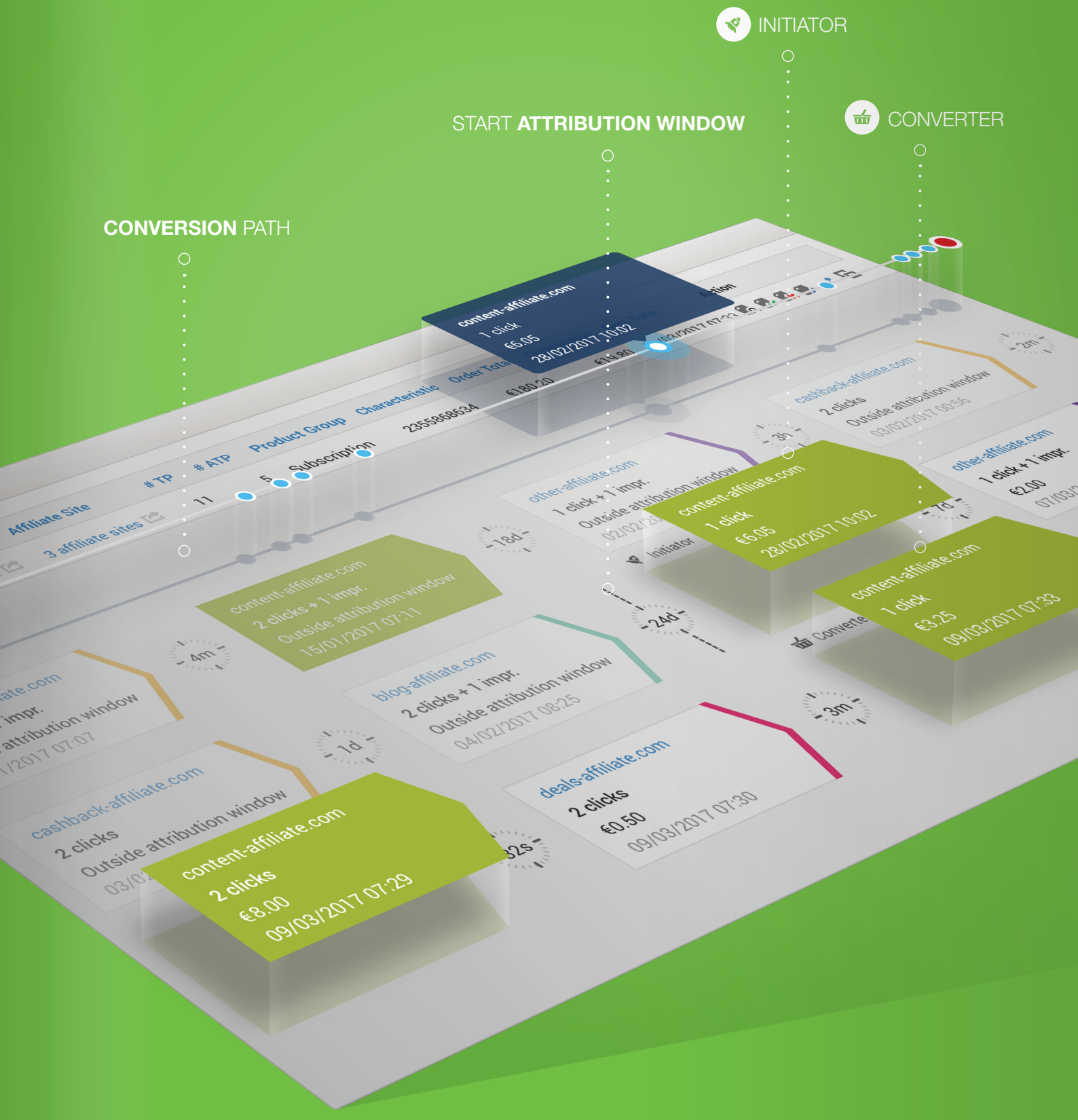
Real Attribution

TradeTracker's Real Attribution is a **Game-Changing** approach for the service industry.



Real Attribution

The performance marketing industry has been dominated by that illustrious last click, with rewards captured by the last touchpoint while the contribution of publishers to the conversion path is neglected. The disparity between activity, value and reward has been left unresolved. Until now.

TradeTracker's Real Attribution is a game-changing approach to affiliate marketing and it's motivating publishers with fair rewards, added value, transparency and results like no other. Real Attribution is the holy grail of affiliate marketing – and it's here now.

Attributable value

Real Attribution is designed to give advertisers full control in optimising campaigns which rewards all relevant publishers involved in the consumer journey. Whether they're initiating, assisting or converting. Five robust attribution models and a customisable solution give advertisers the power to weigh the elements that count, to multiply the results achieved in more inspired, more attractive campaigns and to reward publishers appropriately.

Why use TradeTracker's Real Attribution?

✔ Fair share

Give all publishers a fair reward for their promotions. They're working hard to generate transactions and Real Attribution ensures that they gain a healthy ROI on every promotion.

✔ Increase results

Thanks to attribution, publishers' ROI values will increase and lead to them directing more traffic and transactions to your campaigns.

✔ Value added

You have full control to assign your affiliate budgets between specific site types, categories and positions to meet your strategies by fine-tuning your model so publishers are inspired to add value where you want them to.

✔ Full transparency

Enhance your attribution model as much as you want by incorporating different elements without compromising transparency on either publisher or advertiser sides. There's no hidden information, additional charges or surprises.

Any Channel Paid On Performance

More revenue, new channels

Performance marketing is all about action based remuneration of publisher's involvement, but per market standard the last click earned commission per default. Until today.

In the affiliate channel, attributing commissions to multiple touchpoints creates revolutionary brand exposure opportunities whereas any involved publisher is eligible for commission.

Publishers are triggered to include significant promotions at all stages of the purchase funnel, which increases brand visibility greatly and proves to initiate new customer journeys and transactions. It allows advertisers to access a whole new consumer pool whilst optimising marketing spend.

Marketing budgets are often assigned to email, display, social, search and many more. However, their shared disadvantage is the inability to pay per conversion – actual performance. It's time to redefine budget allocation and invest in true performance based advertising.

Access more channels, decrease risk on budget spend and improve revenue significantly.

Any publisher at your fingertips

Getting a brand promoted by the world's largest publishers without payment of fixed fees or high CPM rates. It's every marketer's dream, now made possible through applying attribution.

Media houses strive for optimum results per visitor and attribution fulfils their need to generate income, always.

Impressions or post-view campaigns can be neatly integrated to commission models, which provides the solution to their eCPM being under constant pressure. It enables these publishers to dedicate media space and inventory for such attractive campaigns.

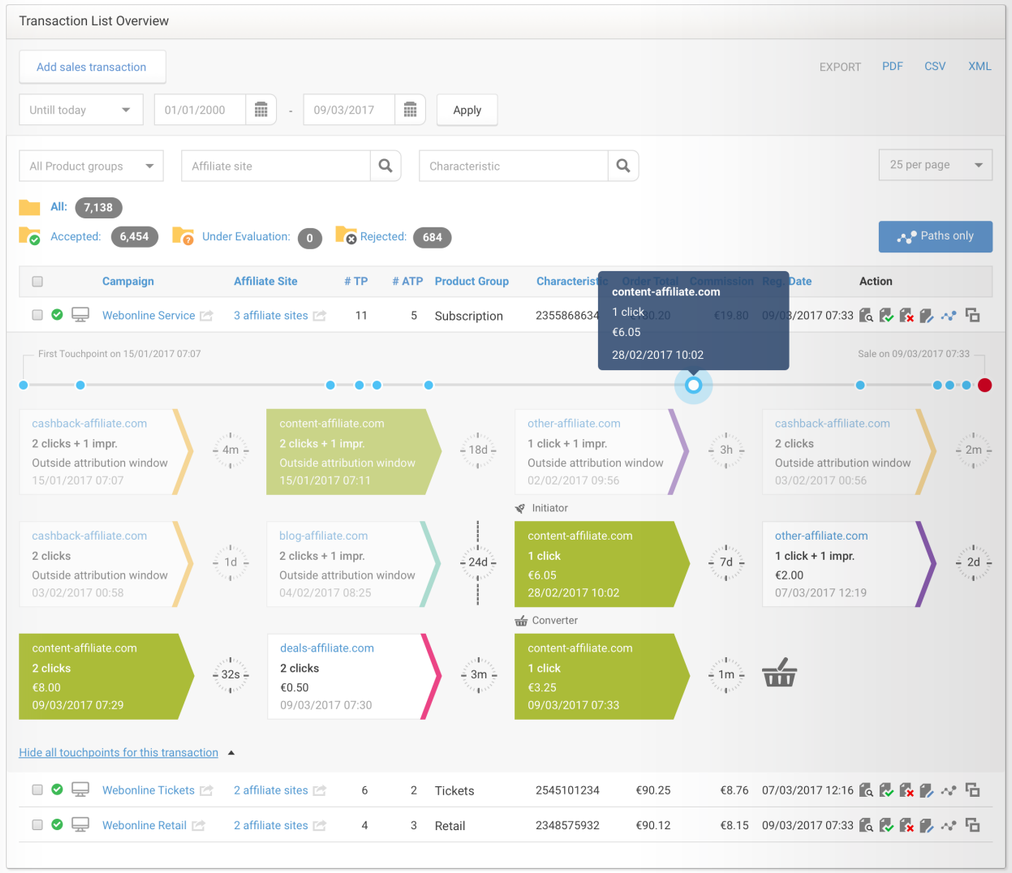
Publishers earn their commissions while advertisers remunerate based on performance – when transactions are completed. This opens-up doors for renewed cooperation with the largest publishers which, until today, have only worked on CPM, CPC or fixed fee commission models.

For every publisher, of any size, attribution is the answer to 'last-click competition' and creates new revenue streams for both the publisher and advertiser alike. This is the future of performance marketing.

Include a variety of channels

Simplify deduplication policies by adopting attribution. Each touchpoint in the customer journey has its value, therefore it should be possible to assign fractions of commission and remunerate no matter the channel or whether it's paid or owned.

Gain invaluable insights to how multiple channels interact in the customer journey. Include proprietary newsletters or paid search in the customer journey and value additional publisher' promotional efforts by including their touchpoints and attribute their fair share of total available commission.



Real Attribution with the most intuitive interface

This Is Savvy Services

Take a typical initial online dating journey: It's time to start dating, but where do you start? Which is the best dating site and will it offer a trial period? It's time to figure it all out…

Initiator

blog-affiliate.com
1 click
€10,50
04/01/17 11:21

3d

community-affiliate.com
1 click
€2,80
07/01/17 13:59

4d

1 A visit to ***blog-affiliate.com*** offers a few helpful dating tips.

2 A click on ***community-affiliate.com*** reveals dating site users' success stories – and a few not-so-good ones.

comparison-affiliate.com
1 click
€4,00
11/01/17 08:41

2d

review-affiliate.com
1 click
€7,20
13/01/17 13:59

1d

3 Clicking through to ***comparison-affiliate.com*** (via Linkreplacer) lists up the most popular dating sites. But which is the best one to try?

4 Visiting ***review-affiliate.com*** comes up with the dating sites with the most recommendations. Great.

Converter

deal-affiliate.com
1 click
€15,50
14/01/17 20:13

30s

5 Landing on ***deal-affiliate.com*** and there's a trial account coupon for the site. Things are really looking up.

It's time to reward publishers for defined goals

Stepping into the online dating world can be daunting, but blogging, review, comparison and voucher sites can all help to make the journey a more insightful and successful experience. It's only fair the efforts of these publishers are rewarded.

The last-click model used in traditional affiliate programs has long been geared towards the final, deciding click that yields the big gain for the advertiser – despite the early phases often being critical to the decision. The result: high value, active publishers are missing out and any incentive to provide the content type that advertisers look for to deliver better quality campaigns is diminishing exponentially.

TradeTracker's Real Attribution model is paving the way by reaching and inspiring publishers in the service industry who go further for the customer experience – right from the start.

Recognise touchpoints and publishers that add most value

Real Attribution gives service industry advertisers the tools to assign an attribution model or define a customised model, which recognises the touchpoints in the campaign conversion path that add most value. Then it helps them remunerate the publishers who make the difference, appropriately and fairly.

In fact, everyone involved in the decision-making process gets a shot. Publishers working on tenancies, CPC or CPM, so used to protecting their financial interests from competing affiliates, can now be part of the attributable commission pool with renewed vigour as, this time, their promotions will reward their performance.

Value-Focused Attribution Models

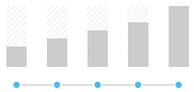
Breathing new life into service industry performance campaigns

Our insights show that utilities advertisers will profit most from our linear model because upper-funnel publishers can promote their campaigns without losing out on commission to those set at the end of a customer journey, while the time-decay model is more successful for the lead-generation verticals. These insights are helping advertisers handpick the best affiliates for their campaigns and implement models that will grow traffic and conversions exponentially.

Linear

This works best when promoting static products where voucher discounts, etc. aren't as effective and result in a longer orientation process. Customers looking for utility providers, for example, tend to search for information and compare providers before converting via an affiliate that focuses on the last click. Publishers can now open a new pool of possibilities to monetise their traffic.

Time Decay



Great for impulse-related advertisers within the services industry. Although the consideration traffic is usually quite short, we recorded multiple touchpoints in 89% of transactions. Rewarding last clicks boosted additional traffic by up to 198% while deal-closing affiliates saw transactions surge thank to the assisting clicks that directed customers their way.

Custom

Beside the deal-closers, many niche publishers are active across market segments. Customisation, such as weighting publishers, allows advertisers to tweak models to target niche affiliates while still giving the publisher with a broader reach real value, increasing income and goodwill.

Other useful models

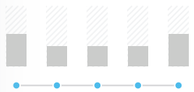
Last Touchpoint

The traditional, last touchpoint gets all model. Totally customisable by using exceptions for specific site types.

First Touchpoint

Vice versa: first touchpoint gets all. Super useful when you want to focus on getting more traffic and branding from publishers with a vast reach. A great strategy for brands with emerging brand value.

Position Based



Useful if you value the publishers who introduce your consumers to the brand and those who gave the final push. There's 40% commission for the initiator, 40% for the converter and 20% split among the assists. Well suited for campaigns with a longer decision-making process.

Exceptions to the rule

Every attribution model has the option to add exceptions to the rule. Still want to grant specific publishers or site types a fixed share of the commission? Simply add an exception for these publishers without losing any transparency.

Getting Started

1 **Set your goals** and define your model

The first step when launching your attribution model is to define your goals. Is branding a primary aspect of your affiliate strategy? Then add weight to the initiating touchpoints of your conversion. Is your focus on getting more traffic from specific site types? Then just increase the relative importance of the publishers that fall into this site type category by increasing their weighting within the attribution model. Working with your account manager, you can define the attribution model that perfectly matches your goals and objectives.

2 **Communicate and reach** your publisher base

When your model is defined and ready to launch, make sure that your publishers know about it. Those you deem important will see an increasing ROI fast – so ensure they're ready to give your campaign the best chance of success. Using TradeTracker's conversion path reports, you can project the impact your new model will have; your projections can then be used to target specific affiliates by demonstrating the increased revenue your attribution model will bring them.

3 **Monitor** and optimise

TradeTracker's interface and reports will show you exactly how the new attribution model is transforming the roles of your different publishers and, crucially, how their additional earnings are elevating campaign results. TradeTracker lets you enhance your attribution model with exciting new elements, such as the facility to add a CPC or CPM component for selected publishers so you can really maximise the performance of your campaign.

Ready to join the revolution?

Do you need to take control of your performance marketing insights? Want to optimise the results from the affiliates in the purchasing process that count and use them to measure and evaluate touchpoint value? Want crystal-clear affiliate rewarding from the first contact to the final click? The wait is over.

Visit **www.real-attribution.com** today.

Real Attribution from TradeTracker.
It's time. Rewarding is finally here.

Contact us today

TradeTracker Finland
Kasarmikatu 44
FI-00130 Helsinki
Finland

+358 94 245 2197
attribution@tradetracker.com

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