Brand Attribution Model

Mastering the Complex Consumer Landscape to Enhance Branding for Ecommerce Marketers

INTRODUCTION

Ecommerce businesses are often reluctant to put huge spends in Marketing & Branding initiatives. Usually, they are afraid to go overboard in terms of marketing efforts without any long-term strategy or surety to extract the right ROI. If businesses aren't using attribution to make the marketing campaigns as efficient as possible, they are putting the budget at risk. Branding Attribution gives the strength to stand out, gain a competitive edge and create a strong sales pipeline for any business.

Brand Attribution is the practice of evaluating the marketing touchpoints a consumer encounters on their path to making a purchase. The goal of branding attribution is to determine which channels and messages have the greatest impact on the customer's buying decision or taking the desired next step.

The insights provided by the branding attribution model into how, where, and when a consumer interacts with brand messages allow marketing teams to alter and customize campaigns to meet the specific desires of individual consumers, thus improving marketing ROI.

75% of companies are using a multi-touch attribution model to measure marketing performance

Source: Ruler Analytics

Optimising the customer journey across multiple touch points is viewed "very important" by 71% of marketers.

Source: Adobe

How Brand Attribution Can Benefit Marketing?

Branding isn't just a medium to create awareness through focused display advertising. The reality is that branding is the primary activity needed at every stage of the customer lifecycle.

Brands aren't built by attracting one-off transactions. Brands are built by resonating with the market to attract happy customers who become passionate advocates. Marketers must guard against an over-fixation on ad spend that returns a positive ROI by month's end. Shallow, transactional brands only measure success based on immediate orders. Deep, value-driving brands measure success through customer relationships.

Brand Attribution Marketing approaches the marketing funnel with an appreciation of the chronology and psychology behind meaningful human relationships. We all have a deep human need for connection and belonging. We're attracted to those who seem like us and to those who represent who we aspire to be. Our identities are built and maintained through these connections to other people and communities.

Common Branding Attribution Challenges

Correlation-Based Bias

Brand Attribution models can be subject to correlation-based biases when analyzing the customer journey, causing it to look like one event cause another, when it may not have.

In-Market Bias

This refers to consumers who may have been in the market to buy the product and would have purchased it whether they had seen the ad or not. However, the ad gets the attribution for converting this user.

Cheap Inventory Bias

This gives an inaccurate view of how media is performing, making lower cost media appear to perform better due to the natural conversion rate for the targeted consumers, when the ads may not have played a role. Each of the biases threatens to have marketers make optimizations in favor the less effective messaging, causing immense damage to ROI.
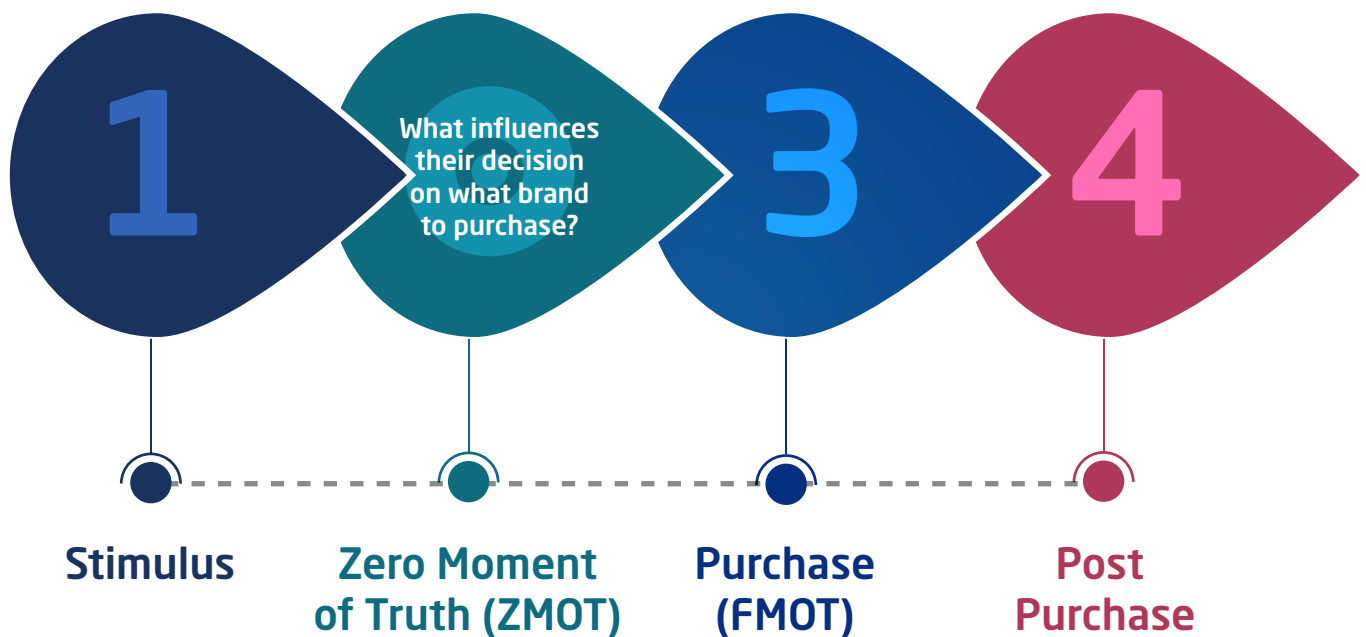
Digital Signal Bias

This occurs when attribution models do not factor in the relationship of online activity and offline sales. For marketers who make sales both online and offline, they must make optimization decisions based on both online and offline data, not only what they can trace digitally.

Customer Decision Journey

The consumer decision making process has permanently shifted. Consumers have taken control of the market place. Key moments of truth in the consumer decision-making journey are:

1 **What influences their decision on what brand to purchase?** **3** **4**

Stimulus   **Zero Moment of Truth (ZMOT)**   **Purchase (FMOT)**   **Post Purchase**

Consumers no longer want to just hear what a company have to say about its brand, they want to know that the company's brand is as good as they say it is. With the amazing ease of access consumers have, they can find incredible details online about all possible brands in a matter of minutes. And when they are ready to buy, they now buy with confidence.

Primordial Three

NEC has built a Brand Attribution Model that is highly efficient in fetching the data from required e-commerce platforms with the following capabilities.

Visibility to Complete Customer Journey

Ability to Infer Patterns from Data

Agility to Drive Decisions via Insights Consumption

Benefits of Brand Attribution

Optimized Marketing Spend

Brand Attribution models give marketers insights into how marketing dollars are best spent by showing touchpoints that earn the most engagements. This allows marketing teams to adjust the budget and media spend accordingly.

Optimized Creative

Brand Attribution models that can evaluate the creative elements of a campaign allow marketers to hone messaging and visual elements in addition to better understanding how and when to communicate with users.

Improved Personalization

Marketers can use brand attribution data to understand the messaging and channels preferred by individual customers for more effective targeting throughout the customer journey.

Improve Product Development

Person-level attribution allows marketers to better understand the needs of their consumers. These insights can then be referenced when making updates to the product to target the functionality consumers want.

Increased ROI

Effective brand attribution enables marketers to reach the right consumer, at the right time, with the right message leading to increased brand awareness, conversions and higher marketing ROI.

Journey-based Attribution - Unleashing Customer Journey

A Journey-based Attribution Model helps you analyze which Marketing Channels lead to customer conversion. We provide a High-Level Tracking Plan helps keep track of all transactions your customers make, throughout their journey. By having these models and plans in place, we establish a systematic and personalized Customer Journey for each of your customers.

• Building a Customer Map with Unified Data - Another technique that we use through the Journey-Based Attribution model is to build a Customer Map by using Unified Data. This map provides a bird's-eye view of your Customer's Journey and experiences when they use your products/services. The Unified Data helps showcase and incorporate all touchpoints/events in the strategy to build an effective Customer Map & convert customer into leads seamlessly.

• Creating a Tracking Plan - A Tracking Plan is created in the form of a document or spreadsheet that helps in the standardization of the data. This plan keeps a track of customer needs and behaviours. By creating a Tracking Plan aligned with the organization's goals and Customer Journey, we provide a holistic understanding of the customers that further leads to better-informed decisions.

Market Mix Modelling

The key purpose of a Marketing Mix Model is to understand how various marketing activities are driving the business metric of a product. It is used as a decision-making tool by brands to estimate the effectiveness of various marketing initiatives in increasing Return on Investment (ROI).

Marketing Mix modeling offers several important benefits for marketers:

Better allocation of marketing budgets

This solution can be used to identify the most suitable marketing channel (Eg. TV, online, print, radio, etc.) to achieve the marketing objectives and get maximum returns.

Better execution of ad campaigns

Through MMM, markets can suggest optimal spend levels in highly effective marketing channels to avoid saturation.

Business scenario testing

MMM can be used to forecast business metrics based on planned branding & marketing activities and then simulate various business scenarios.

Sales in Market Mix Modelling

Base Sales

Base Sales is what marketers get if they do not do any advertisement. It is sales due to brand equity built over the years. Base Sales are usually fixed unless there is some change in economic or environmental factors.

Incremental Sales

Sales generated by marketing activities like TV advertisement, print advertisement, and digital spends, promotions etc. Total incremental sales is split into sales from each input to calculate contribution to total sales.

Why NEC?

NEC is a leader in the integration of IT and network technologies and brings more than 120 years of expertise in technological innovation to provide solutions for empowering people, businesses, and society. We possess deep expertise in the design and implementation of Branding Attribution Solutions for eCommerce that leverage the most innovative AI and Big Data techniques including predictive modeling and machine learning (ML) to fuel your growth strategy with eCommerce insights.

Utilizing advanced AI, our Brand Attribution Model constantly evolve to provide you with the most accurate channel attribution and ROI evaluations. Our system goes a step further, using brand attribution to analyze your results and provide actionable intelligence and recommendations to ensure you only invest in the best-performing channels to hit your KPIs.

Capabilities on Technology Stack

Core business experience combined with domain and technical expertise with evolving tools and technologies.

Skilled Workforce

In-house business & domain experts

- Data Stewards
- Data Scientist
- Big Data Engineers
- Architects
- Consultants & Data Analysts

Domain Expertise

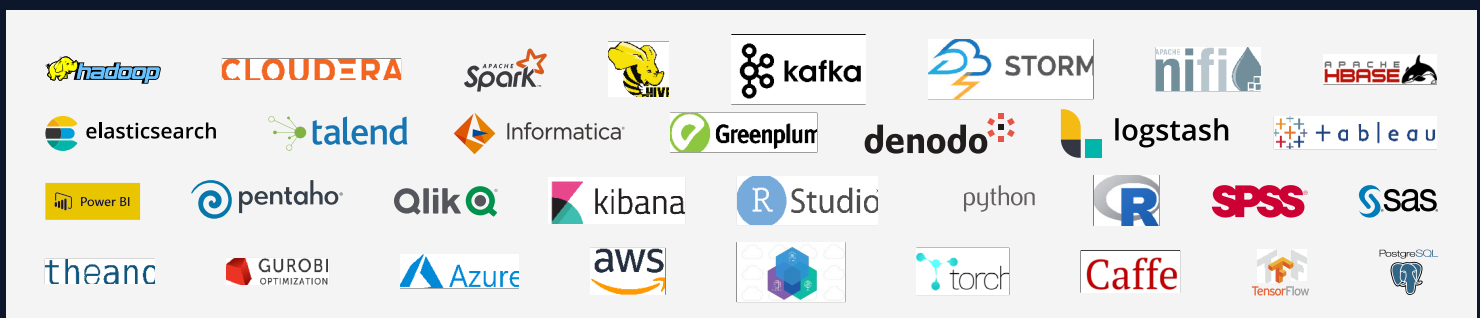Solving Complex Data Challenges
Myriad of Successful Analytics Projects

Dedicated Analytics Research Labs
Work for Solutions for Societies

Robust Partner Ecosystem

Strong Partnership & Alliance Across Data Platforms & Analytics Solutions

Technology Partners

hadoop · CLOUDERA · Spark · HIVE · kafka · STORM · nifi · HBASE

elasticsearch · talend · Informatica · Greenplum · denodo · logstash · tableau

Power BI · pentaho · Qlik Q · kibana · R Studio · python · R · SPSS · SAS

theano · GUROBI OPTIMIZATION · Azure · aws · torch · Caffe · TensorFlow · PostgreSQL

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