

Data Restrictions and Workarounds for Multi-Touch Attribution (MTA)

MATT Unplugged 2019

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MARKETING ATTRIBUTION THINK TANK

MMA

Why is user level data sharing so important for the success of MTA?

Multi-Touch Attribution (MTA) is "the science of using **advanced analytics** on **user-level data** to allocate **proportional credit** across a **granular** list of marketing touchpoints across many, and hopefully all, **online and offline channels**, leading to a desired customer outcome.



- Linking ad serving with conversions at a user level is a necessary factor for MTA
- Otherwise, limits completeness and accuracy.

Restrictions to the left of me, restrictions to the right of me…walled garden practices

- **Some publishers share almost no user level data**
  - Marketer cannot use their own DSPs or ad servers
  - Not allowing pixels
- **Partial sharing (e.g. Amazon)**
  - No sharing for specialized ad products
  - Some share conversions/click data but not ad impressions
- **Online retailers typically do not share sales data at a user level**…so you might not know the outcome of advertising



Comprehensive: Data Sharing Practices of Top Media Companies* for Independent Attribution Analysis**

https://www.mmaglobal.com/documents/publisher-data-sharing-practices

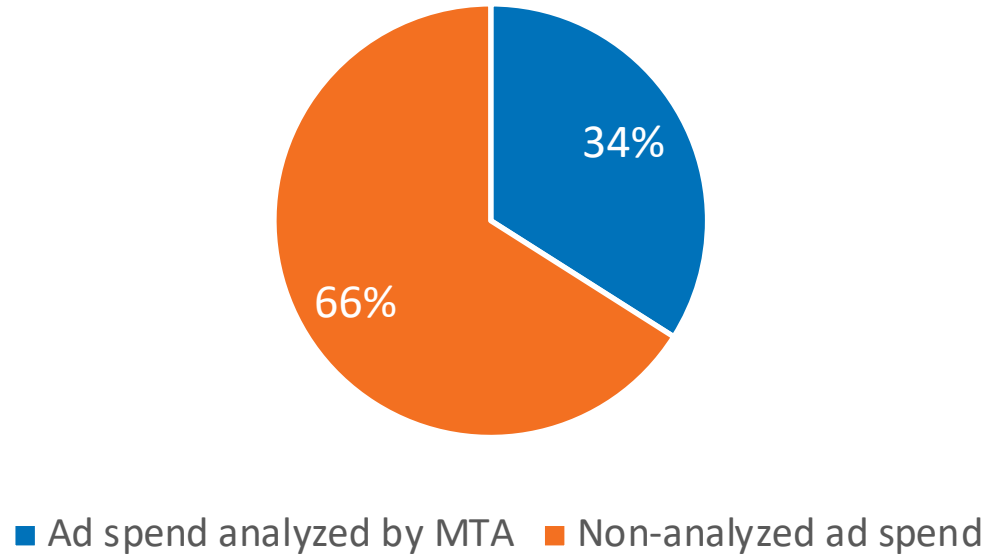
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Compare: ☑ Amazon ☑ Facebook ☑ Google ☑ Microsoft ☑ NBCUniversal ☑ Oath ☑ Pandora ☑ Snapchat ☑ Twitter

	amazon	facebook	Google	Microsoft	NBCUniversal	Oath:	pandora	Snapchat	Twitter
BRIEF INTRO	Amazon offers advertising on its properties (including owned and operated sites like IMDB), devices (e.g. Fire... click to expand	Facebook uses its own ad servers to serve advertising on facebook.com as well as throughout its ad network. FB allows... click to expand	Google operates an ad network across Search, App and Display/Video as well as selling media across owned and operated... click to expand	Microsoft inventory is broad, and operates in different environments. Inventory can be accessed via guaranteed... click to expand	NBCU offers ample inventory across its properties, both digital versions of TV content and purely digital plays, that... click to expand	Oath inventory is broad, including Yahoo and AOL properties, as well as an ad network. All inventory is... click to expand	Pandora is a US music streaming service that is part of the world's largest audio entertainment company (per merger... click to expand	A publisher that offers a unique social experience to users. As such, its ad units, creative best practices and... click to expand	Twitter believes in MTA as a measurement methodology that is applicable across platforms and formats. Twitter is... click to expand
MEDIA CHANNELS									
MOBILE WEB									
Video	Certain third-party provider pixels and ad servers are allowed. Ads on Amazon devices generally do not accept pixels.	Not linkable. Facebook does support click tracking, but user data is never shared.	Marketers can choose to use Google's Campaign Manager as well as approved third-party measurement partners. All... click to expand	Allow for pixels to be fired through the creative served on Microsoft's publishers.	Tracking via approved tags or ad server logs that provide IDs for integration. Note: most marketers use DCM which... click to expand	Tracking via approved tags or ad server logs that provide IDs for integration. Note: most marketers use DCM which... click to expand	Tracking via approved tags or exposure logs that provide Mobile Ad IDs for measurement.	1x1 trackers are available for impression verification. UTM extensions are permitted which allows a marketer to link... click to expand	N/A
Display	Certain third-party provider pixels and ad servers are allowed. Ads on Amazon devices	Not linkable. Facebook does support click tracking, but user data is never shared.	Marketers can choose to use Google's Campaign Manager as well as third-party ad serving	Allow for pixels to be fired through the creative served on Microsoft's publishers.	Tracking via approved tags or ad server logs that provide IDs for integration. Note: most	Tracking via approved tags or ad server logs that provide IDs for integration. Note: most	Tracking via approved tags or exposure logs that provide Mobile Ad IDs for measurement.	1x1 trackers are available for impression verification. UTM extensions are	N/A

Quantifying degree of data restrictions

- Latest MMA Marketer survey found **66% of ad spend not covered by MTA**
  - lack of coverage is due to walled garden practices
  - traditional media not being trackable at user level



Winter is coming…data restrictions likely to became more severe



Privacy Protection

- GDPR has led to heightened privacy concerns re: sharing user level data.
- New restrictions in sharing user IDs from ad server logs

Specialized ad products

- Typically no user level sharing for unique ad products
- Rise of “retail as Adtech” will only make this more extreme

Additional walled garden issues

- Publishers will provide lift studies, but…
  - Not independent assessment
  - Not complete

- Makes it impossible for marketer to calculate reach and frequency

Possible Marketer Workarounds



Clean rooms

Clean rooms integrate data from the publisher and marketer in safe ways to produce more complete media effectiveness analysis. Google's Ads Data Hub is one of a number of examples marketers tell us about.

Drawbacks:

1. Marketer might not want to go all in with one publisher
2. Data from one walled garden cannot be combined with data from another
3. Raises privacy and competitive concerns among some marketers sharing their first-party data
4. Practically, we hear from marketers and providers not always working smoothly.

Maintain User ID information

- Some ad servers have no plans to restrict IDs.
- Some MTA providers can leverage an approved (by publisher) tagging system
- Consider consumer panels as a source of data if they have line of sight into walled garden data you view as essential

Integrated model

- A trend that MATT noted in 2016, some analytics providers offer models that integrate aggregated data streams with user level data

- Advantages:
  - More complete
  - Only way to deal with traditional media and extreme walled garden situations
  - Single source of truth

- Disadvantages
  - Provides a workaround that might be the “easier way out”, avoiding the preferred path of finding user level data, even though it is hard work.

Knowledge repository

The reality is that sources of truth will come from many angles…MTA, MMM, A/B testing by marketer/agency, or by publisher. A knowledge repository or “elasticity databank” approach keeps all the learning in one place.

- Advantages
  - Knowledge management is a good thing!
  - Some marketers (as per the MATT meetings) are uncomfortable with a single source of truth…preferring checks and balances that different methods provide.
- Disadvantages
  - Results might not be additive or even comparative
  - Unlikely to offer optimization solutions

There won't be a perfect solution but there IS a winning solution!



- **MTA offers enormous potential** to improve marketing ROI but requires use level data to activate its value
  - Current ad impression data footprint averages 34%
  - The bigger the data footprint, the better the value proposition to your organization

- **Understand the data landscape**

- **Identify and address data gaps** that are most important FOR YOU to address
  - Most MTA providers have their own data experts and data relationships that can help to expand your data footprint…find the partner who can add the most coverage for you.
  - **Identity resolution** is a big deal…will this be done by your MTA provider?
  - **Consumer panels** are another route to expanding your data footprint as they can give you line of sight into walled garden ad serving AND conversions

Thank you!

- Thank you!!!
- Contact me at joel.rubinson@mmaglobal.com