

Programmatic & The Challenge of Accurate Mobile Attribution

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Programmatic And The Challenge of Accurate Mobile Attribution

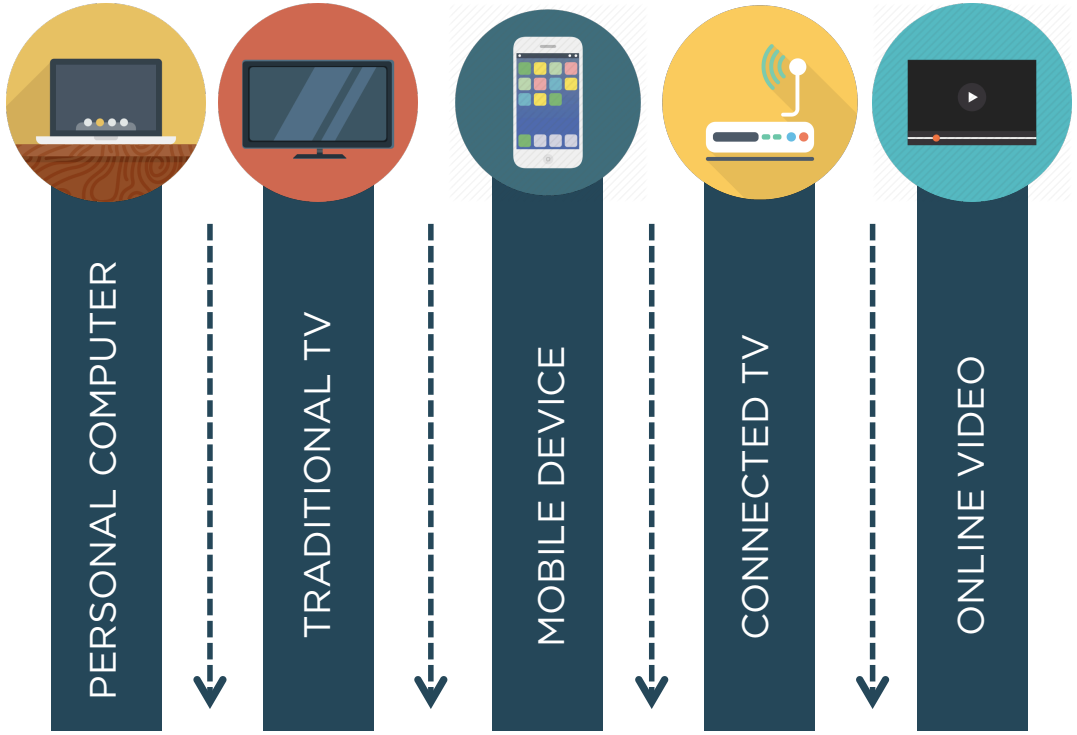
The Future:

1. The move from silos of channel based measurement to cross-device view of measurement
2. CTR and Last Click is the Past. Advertisers want real outcomes and results for their ad dollars across mobile and desktop

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REAL OUTCOMES

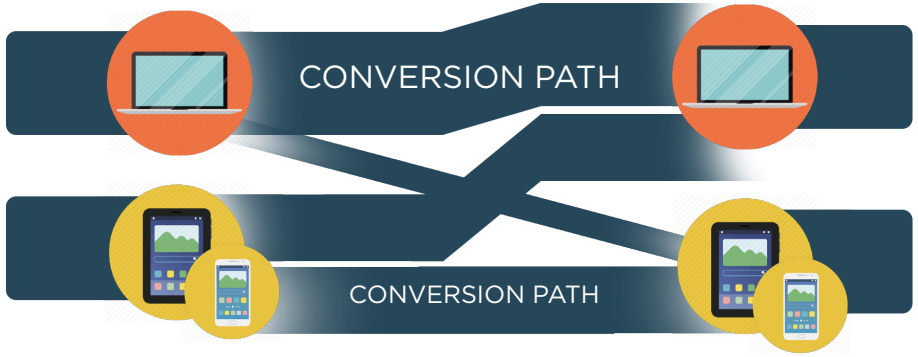
FROM SILO TO CROSS-VIEW



A SILOED VIEW OF MEDIA CHANNEL ONLY ALLOWS LINEAR CONVERSIONS.

CROSS-VIEWING:

Leveraging addressable, programmatic channels for cross-device targeting, measurement and attribution offers deep insight into true audience journeys and optimal media allocation.



CONVERSIONS TODAY ARE CROSS-PATH AND MULTI-PLATFORM.

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ISOLATED MEDIA CHANNEL VIEW PROVIDES ONE DIMENTIONAL RESULTS

LINEAR PERFORMANCE IS COMMODITIZED

THE LACK OF CROSS-MEDIA AT ATTRIBUTION TRADIONALLY HANDICAPS DIGITAL MARKETERS TO PLAN BASED ON DEVICE AND **NOT USER BEHAVIOR** (OR THE ONE TASK, MULTI-DEVICES" NORM

ACTUAL CAMPAIGN

48.4%
IMPRESSION
(DESKTOP)



DESKTOP CHANNEL SEEMS VERY STRONG FROM A LINEAR ATTRIBUTION VIEW



84%
CONVERSATION
(DESKTOP)

51.6%
IMPRESSION
(MOBILE)



MOBILE CHANNEL IS LIKELY TO GET CUT OR REALLOCATED TO DESKTOP



16%
CONVERSATION
(MOBILE)

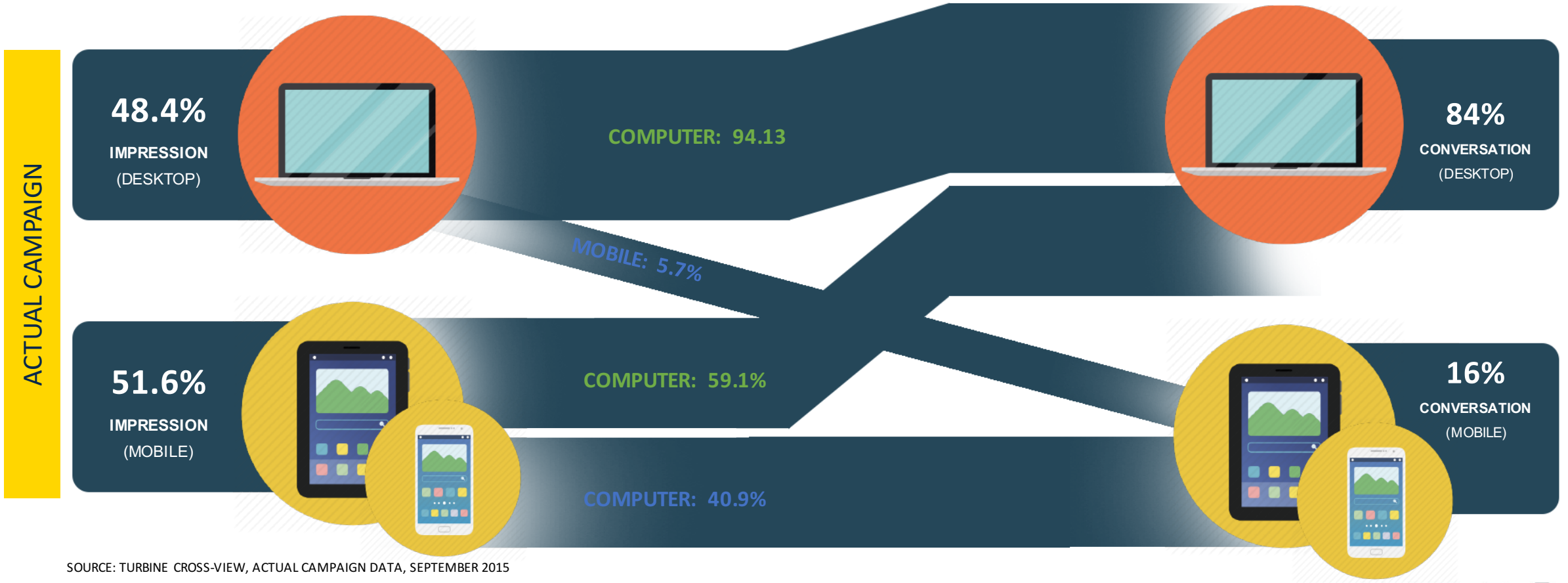
IAB, DEFINING PERFORMANCE MARKETING IN TODAY'S DIGITAL LANDSCAPE

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CROSS-VIEWING REVEALS HIDDEN PERFORMANCE

SINGLE DEVICE VIEW IS "BLINDING"

ALMOST 60% OF CONVERSIONS FROM MOBILE IMMPRESSIONS ACTUALLY OCCURED ON DESKTOP. WITHOUT CROSS-VIEW, THIS ATTRIBUTION WOULD BE LOST!



SOURCE: TURBINE CROSS-VIEW, ACTUAL CAMPAIGN DATA, SEPTEMBER 2015

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CROSS DEVICE IDENTIFACTION

Can't be solved only with Cookies and Logins



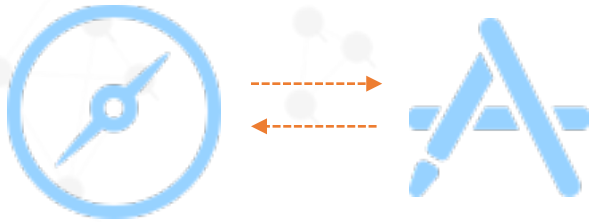
REAL PEOPLE DON'T USE THE SAME LOGIN EVERYWHERE.

38% OF FACEBOOK USERS NEVER LOG IN WITH FACEBOOK TO OTHER SERVICES.[1]



EVERY APP IS A SANDBOXED ENVIRONMENT – AND MANY APPS DON'T TAKE THIRD-PARTY LOGINS.

THE AVERAGE CONSUMER USES 32 APPS A MONTH – MILLENNIALS USE 36.[1]



WITHOUT LOGINS IN EVERY ENVIRONMENT, IT'S IMPOSSIBLE TO LINK MOBILE WEB IMPRESSIONS TO IN-APP

Source: eMarketer / Facebook, 2016

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THE MYTHS OF MOBILE ATTRIBUTION

MYTH 1

Advertisers can't track in mobile because cookies don't work.

MYTH 2

Consumers don't convert on mobile devices.

MYTH 3

Web conversions must come from web exposure.

MYTH 4

Advertisers can use desktop ad servers for mobile attribution.

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MYTH 1

Advertisers can't track in mobile because cookies don't work.

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SOLVING FOR IDENTITY IN MOBILE

Platform/ Devices	Identifiers	Mobile Web	Mobile App
iOS	3rd Party Cookie	X	X
	IDFA	X	Yes (only if publisher shares it)
	Advertising ID	X	X
Android	3rd Party Cookie	Yes (default ON only on Chrome)	X
	IDFA	X	X
	Advertising ID	X	Yes (only if publisher shares it)

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HOW TO TRACK ON MOBILE

DETERMINALISTIC SIGNALS

Cookie, platform identifier like IDFA, local storage, etc.

PROBABILISTIC SIGNALS

signals to provide identification where deterministic signals aren't available

LEVERAGING DEVICE GRAPHS

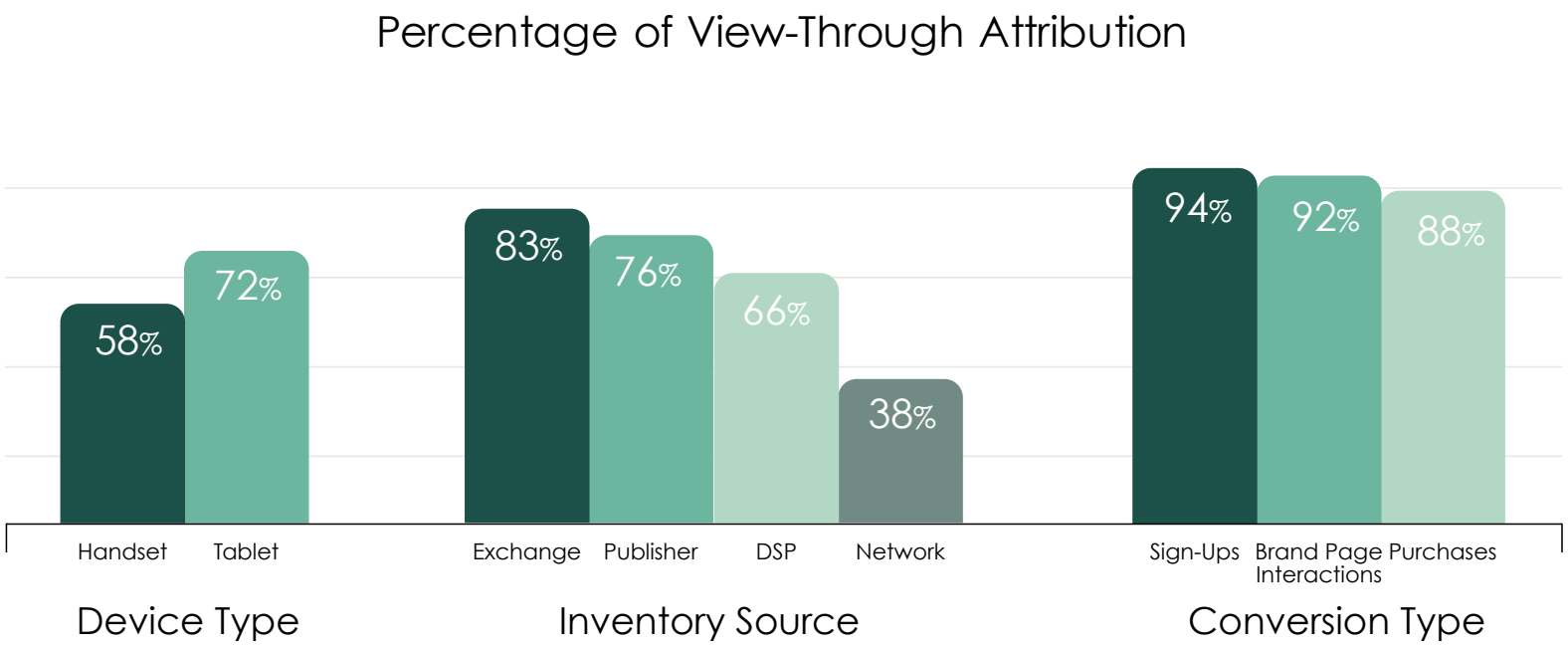
Unify devices seen across environments

We have to go beyond cookies to get a complete view of mobile attribution

MYTH 2

Consumers don't convert on mobile devices.

MEASURING VIEW-THROUGH SIGNIFICANTLY LIFTS ROI



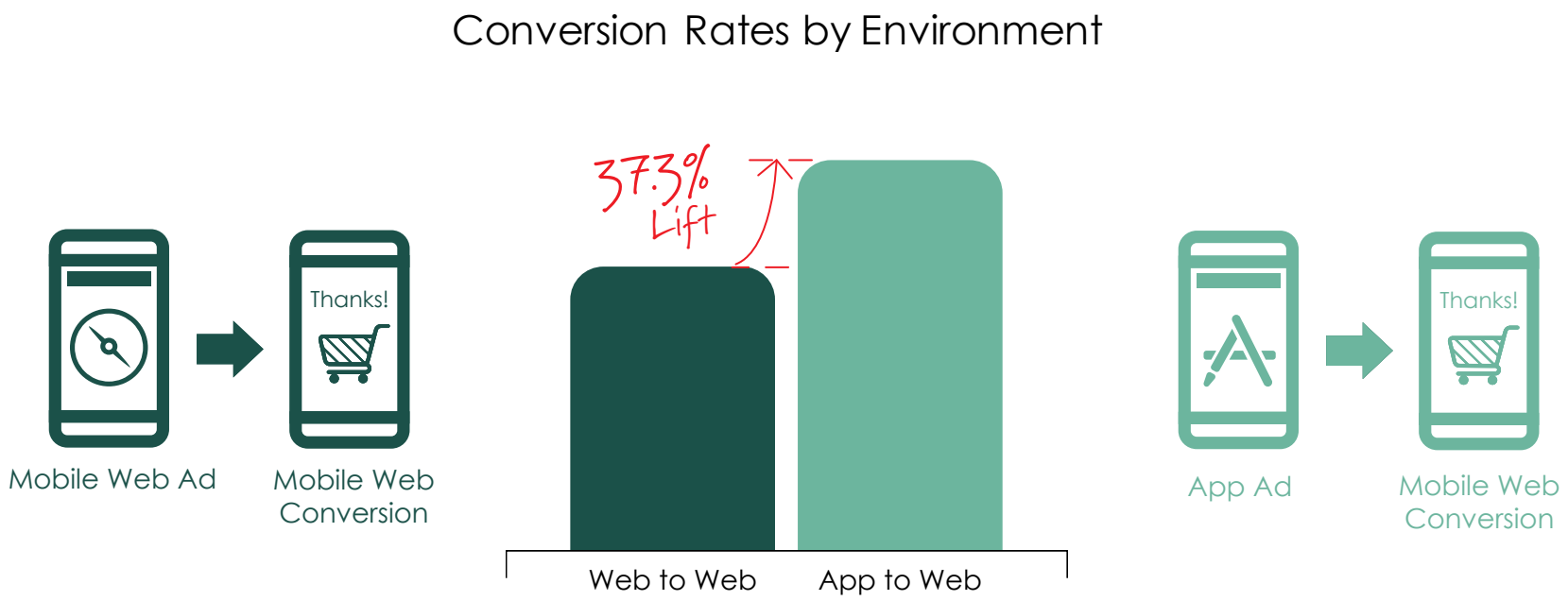
Traditional measurement solutions fail to capture anywhere between 38% and 94% of all mobile attributions across device, inventory and conversion type.

Sources: Mobile & Tablet Ad Attribution Benchmark Report Q3 2014, Rich Media & Video Benchmarks 2015

MYTH 3

Web conversion must come from web exposures.

WEB CONVERSION RATES - 2015



App ad conversion performance is increasing year over year.

Sources: Mobile & Tablet Ad Attribution Benchmark Report Q3 2015

MYTH 4

Advertisers can use desktop ad servers for mobile attribution.

THE CHECKLIST TO MEASURE PERFORMANCE ON MOBILE

IMPRESSION		CONVERSION	WHAT ADVERTISERS NEED	WHAT DESKTOP AD SERVERS PROVIDE
Mobile Web	→	Mobile Web	100% Tracking	Tracking limited to 3rd Party cookie enabled browsers
App	→	Mobile Web	100% Tracking	Limited Tracking
App	→	App	100% Tracking	As Low As 50% Tracking
Mobile Web	→	App	100% Tracking	Limited Tracking



TAKEAWAYS

- CONSUMERS ACTIVELY CONVERT ON MOBILE.
- APP-TO-MOBILE WEB BEHAVIOR BREAKS TRADITIONAL MEASUREMENT APPROACHES.
- ADVERTISERS NEED MEASUREMENT AND IDENTITY SOLUTIONS BUILT FOR A MOBILE-FIRST WORLD TO ACCURATELY ATTRIBUTE CONVERSIONS.

THANK YOU

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