

Multi touch Attribution vs Last Touch Attribution

April, 2018



User Journey With Current Last Touch Attribution (LTA)

	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	
Affiliate	Aff.1	Aff.2	Aff.2	Aff.3	Aff.2	Aff.4	
Ad Type	Email Ad Impression	Banner Ad Click	Text Ad Click	Banner Ad Impression	Video Ad View	Banner Ad Click	Registration + 100€ Deposit
Device	Tablet	PC	Tablet	PC	Mobile	PC	
Attribution	0%	0%	0%	0%	0%	100%	exabai

LTA Attribution Completely Ignores Conversion Path, Thus Distorting Affiliate Rewards' Accuracy and Fairness

- Only One Conversion Driver Gets All the Credit
- Affiliate Support, Rewards & Incentives are Disproportionate to Contribution
- Many Conversion Drivers are Over/Under Estimated up to a 50%
 - Affiliates
 - Device Types
 - Campaigns
 - Ad Types
 - Ad Sizes
 - Other (Data specific)



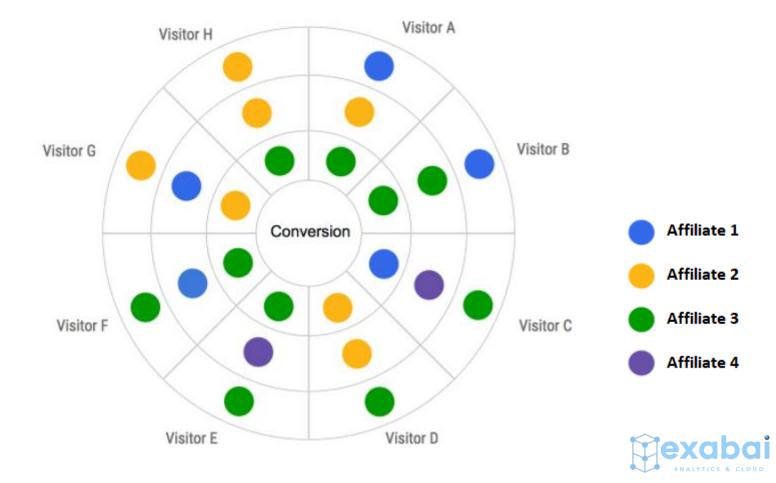
Due to These Flows, Multi Touch Attribution is the Attribution of Choice for Conversions with Trackable, & Relatively Long Customer Journeys

Multi Touch Attribution Provides Broader Views on Multi Step Conversions & the Factors That Drive Them

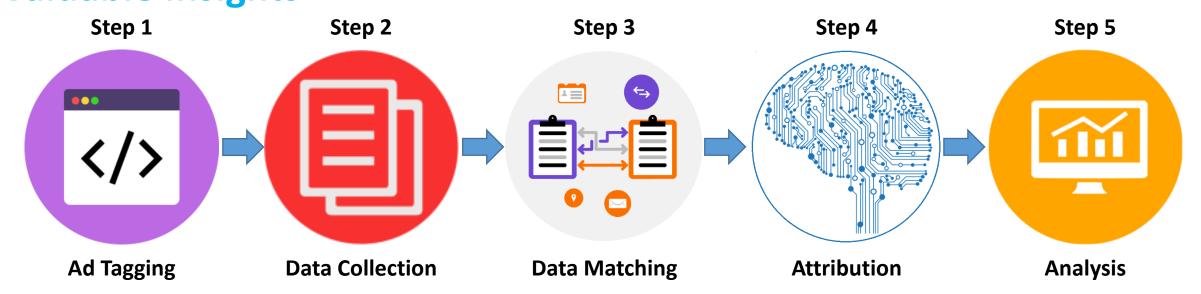
Last Touch Attribution (LTA)

Multi Touch Attribution (MTA)





How It Works: From A Simple Pixel Tag to AI Attribution to Valuable Insights



Each Ad in the
Affiliate
environment and
the gaming website,
gets tagged to
enable client
tracking

Any Interaction (click, impression, view, conversion) with any ad within the Affiliate environment is captured and sent to our matching tool

All the collected data gets matched to identify the same users interacting with multiple Affiliates, Adds, etc. Conversion chain is made visible.

Our In-house model attributes each conversion to its respective chain using split coefficients generated through our machine learning algorithms

Newly Attributed distribution is visualized through the visualization and reporting channels of your choosing.

Preferably the same means used by Affiliate Managers now



Same User Journey with Multi Touch Attribution (MTA)

	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	
Affiliate	Aff.1	Aff.2	Aff.2	Aff.3	Aff.2	Aff.4	
Ad Type	Email Ad Impression	Banner Ad Click	Text Ad Click	Banner Ad Impression	Video Ad View	Banner Ad Click	Registration + 100€ Deposit
Device	Tablet	PC	Tablet	PC	Mobile	PC	
Attribution	5%	13%	15%	12%	15%	40%	exabai

Possible Multi Touch Attribution (MTA) VS Last touch Attribution (LTA)

	MTA	LTA
Affiliate 1	5%	0%
Affiliate 2	43%	0%
Affiliate 3	12%	0%
Affiliate 4	40%	100%

Next Steps

- Determine Conversion Metrics
- Tagging
- Data Collection (4-6 month data for the model to learn from)
- Attribution and Result Sharing (we'll set industry specific expectations)
- Full Attribution Recalculation as New Paid Adds are Created and Published for Customers



Thank You!



Appendix

 Our working tools and technics comply with the new General Data Protection Regulation (GDPR) 2016/679 European law on data protection.

 We use Markov Chains to get Multi-Touch attribution, that generally results in up to 50% improvement compared with Last Touch Attribution

 Attribution Weights are determined by the AI that learn off of actual data, to provide the best attribution results possible.

