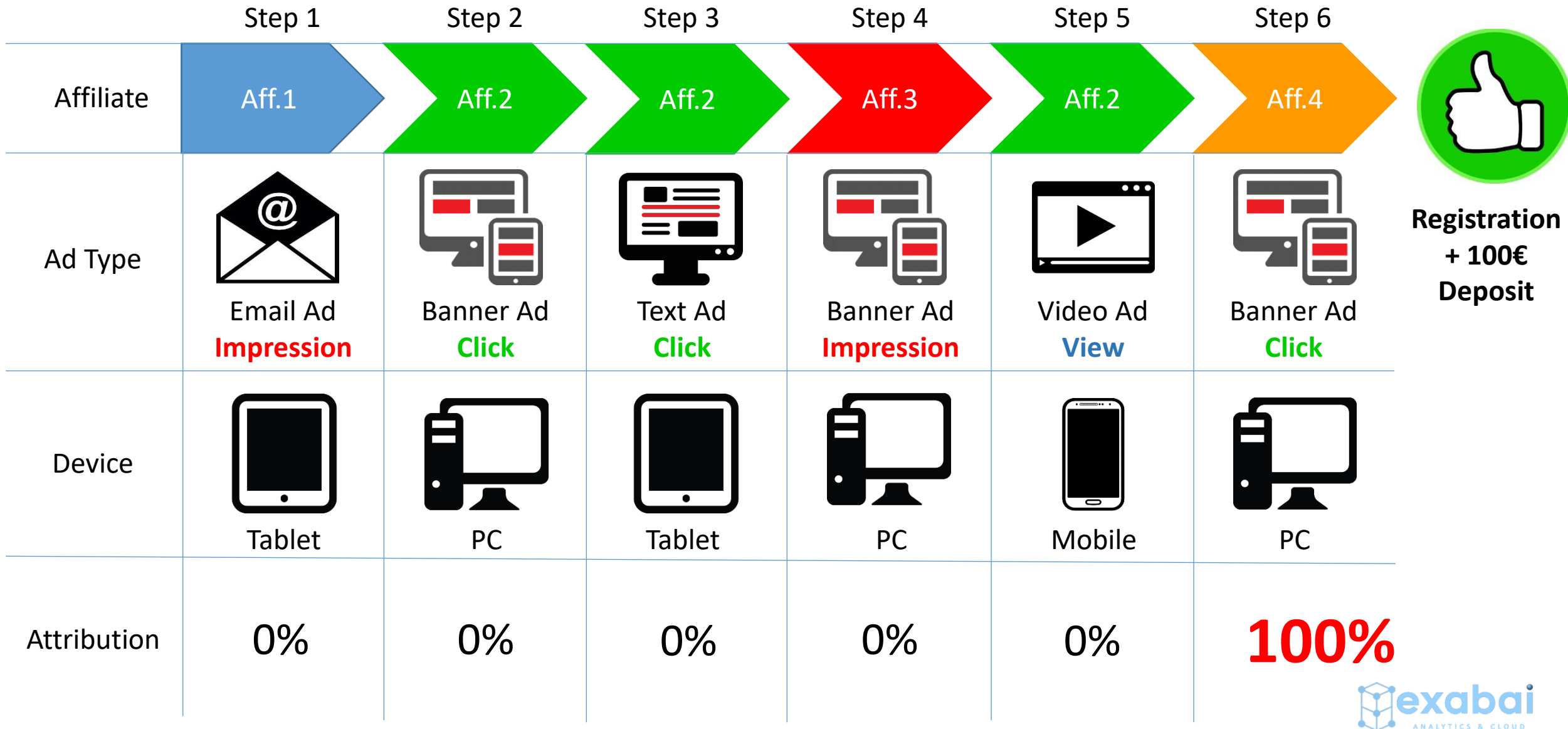




Multi touch Attribution vs Last Touch Attribution

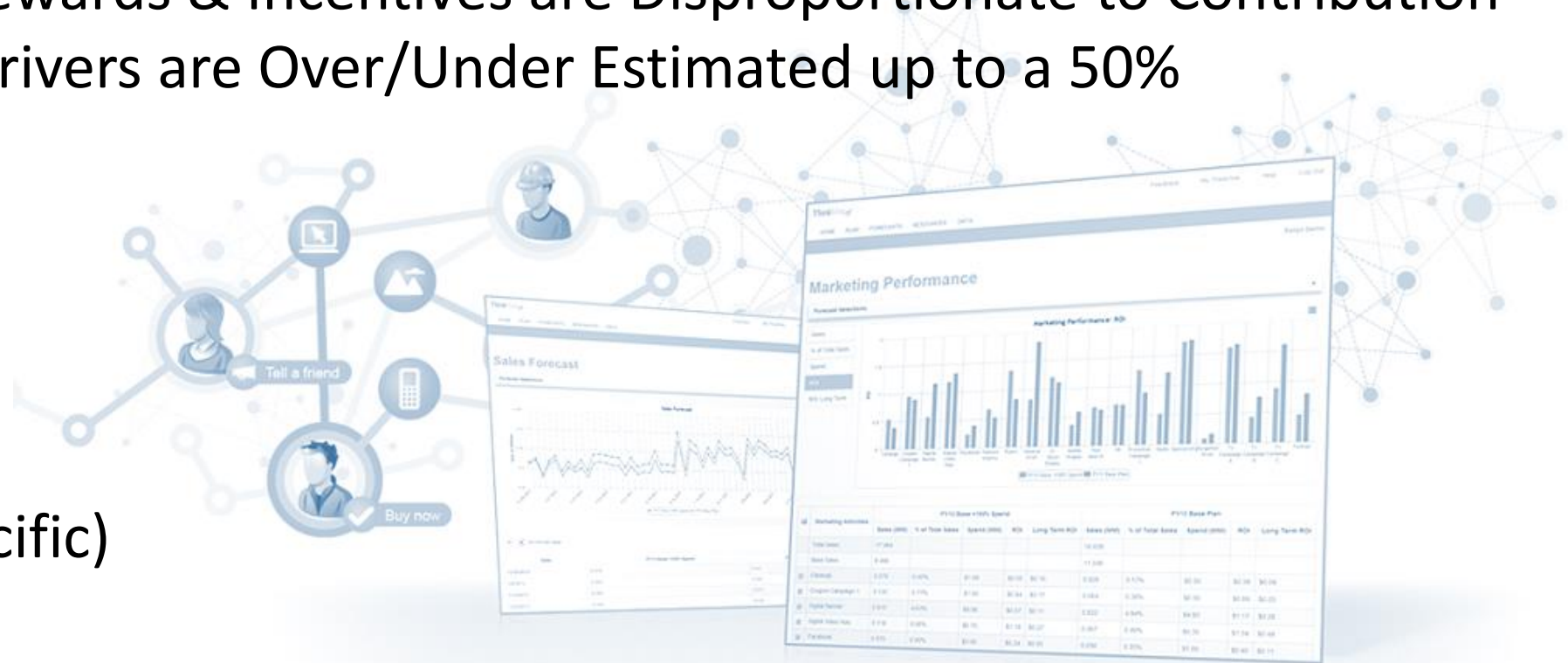
April, 2018

User Journey With Current Last Touch Attribution (LTA)



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)



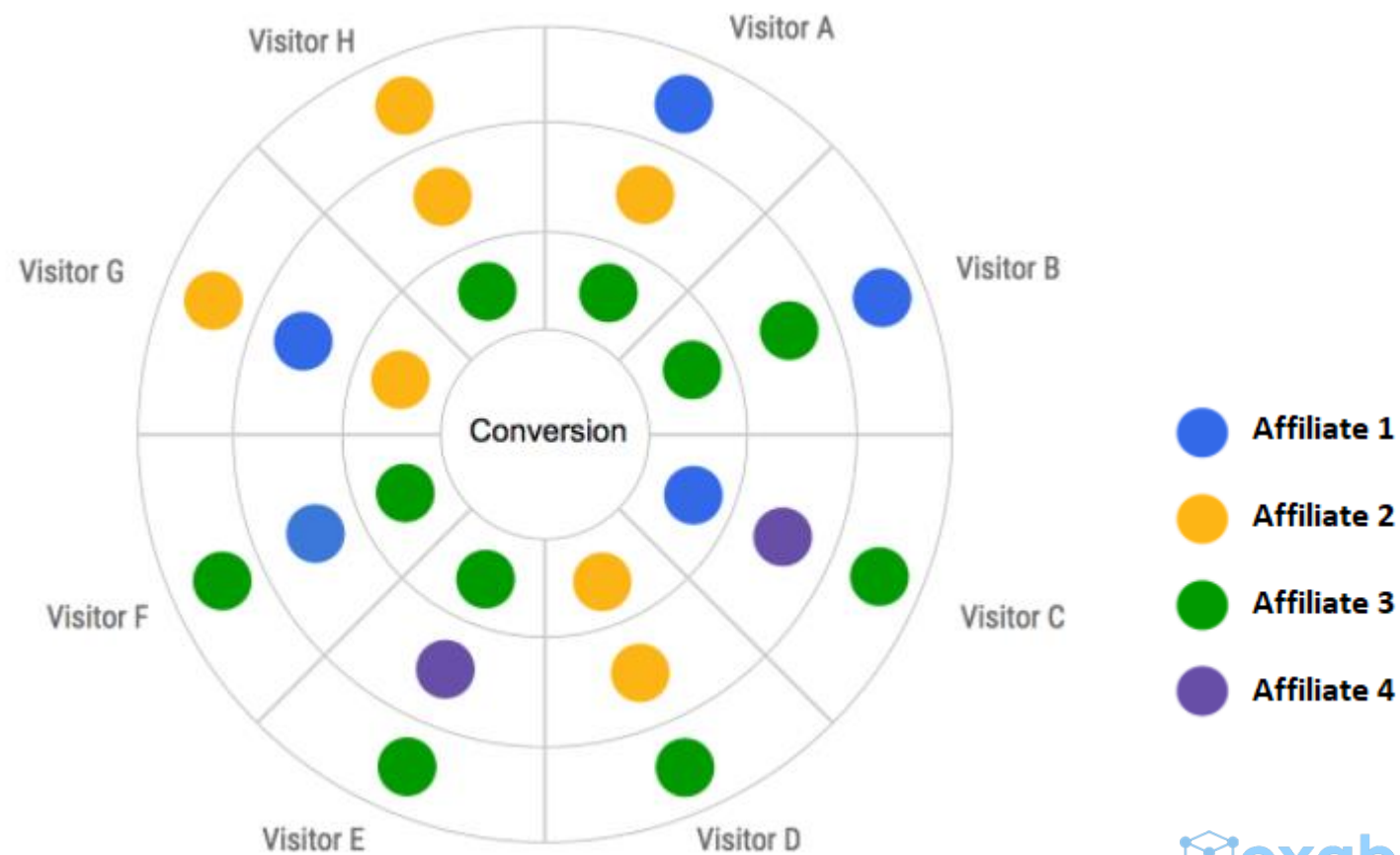
Due to These Flows, Multi Touch Attribution is the Attribution of Choice for Conversions with Trackable, & Relatively Long Customer Journeys

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

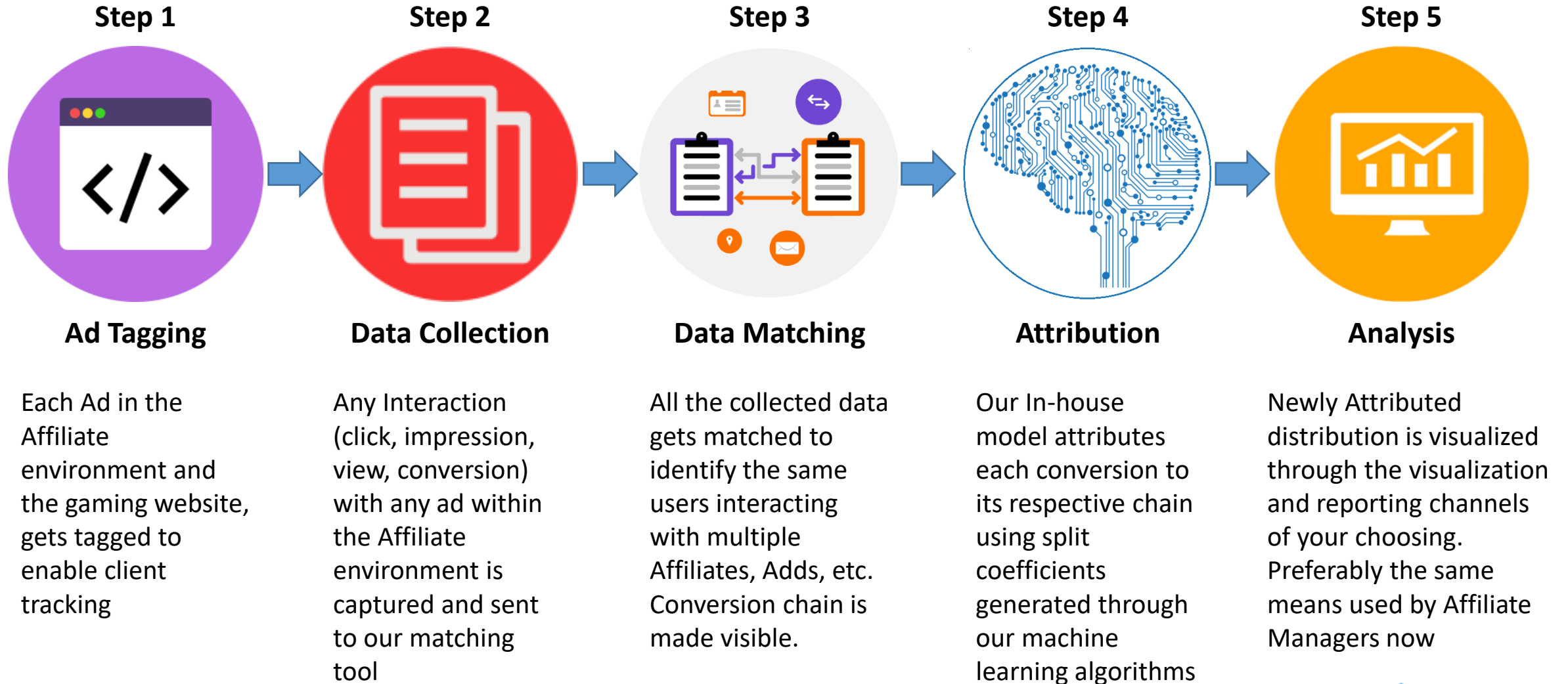
Last Touch Attribution (LTA)




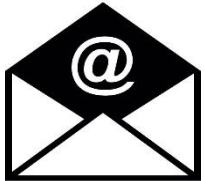



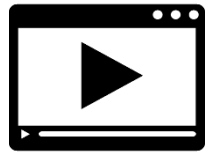








Multi Touch Attribution (MTA)



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



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%	

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.