The challenge of cross-device measurement

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2005

2012

2007 Understanding Performance Used to be Easy

~10 Years Later

Mobile Queries Overtook Desktop Queries Globally in 2015

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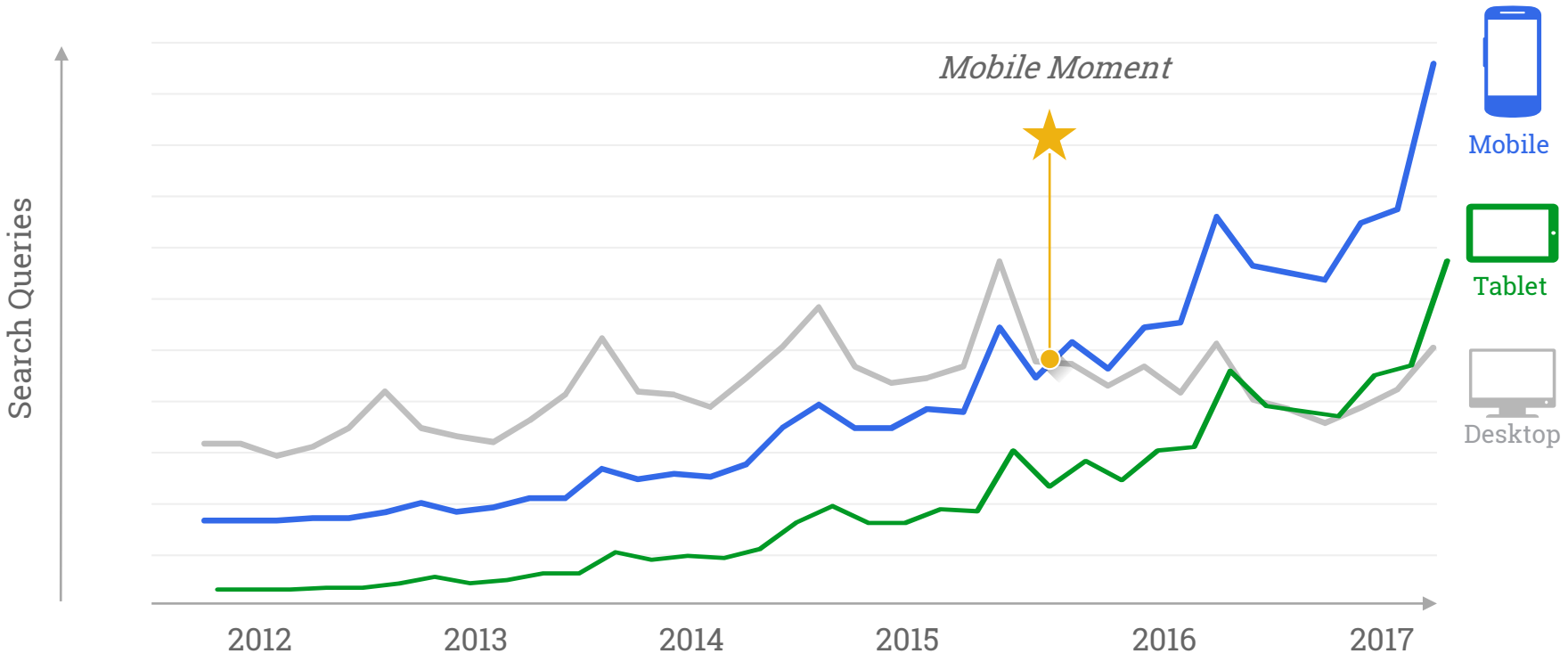
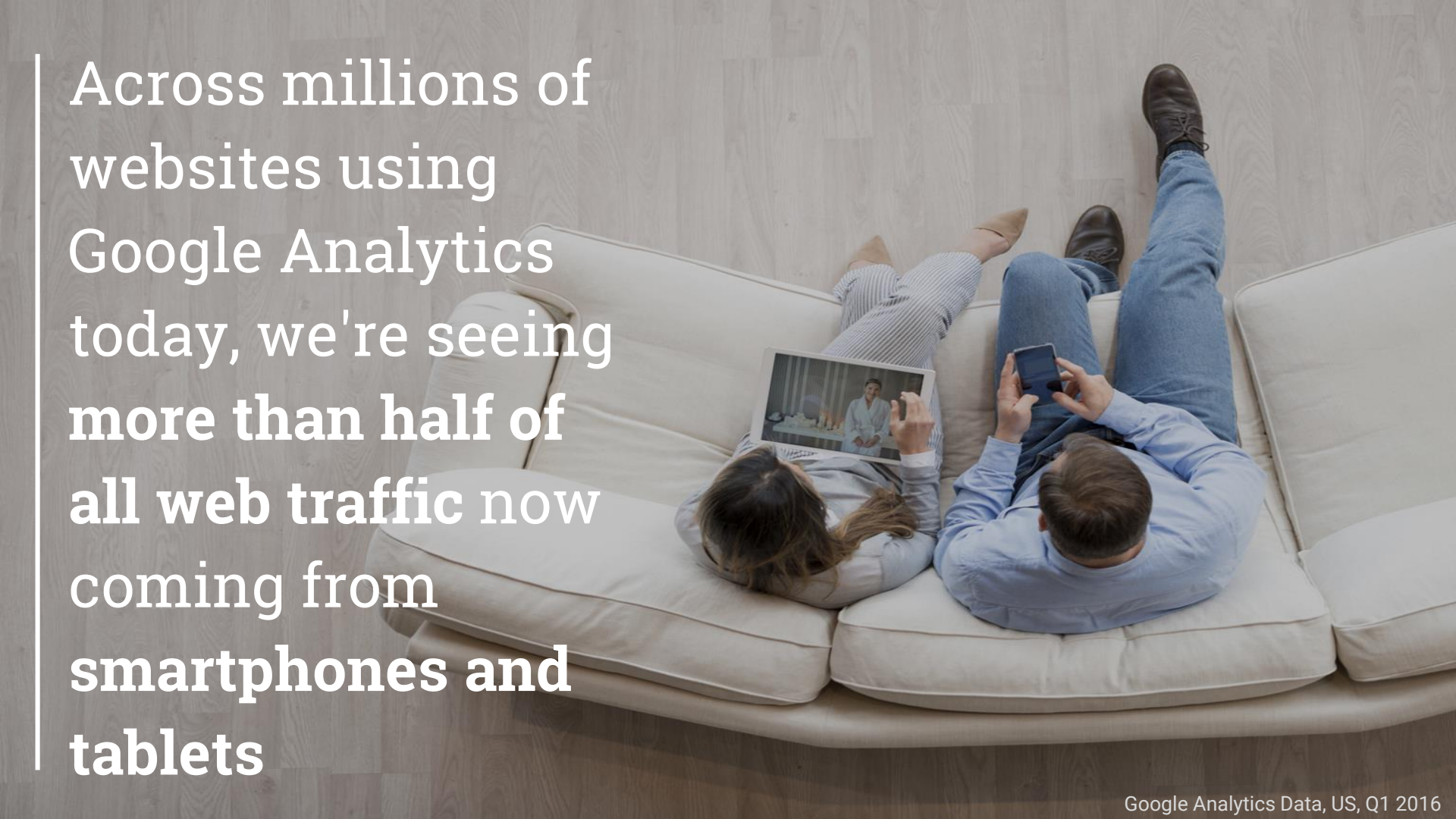
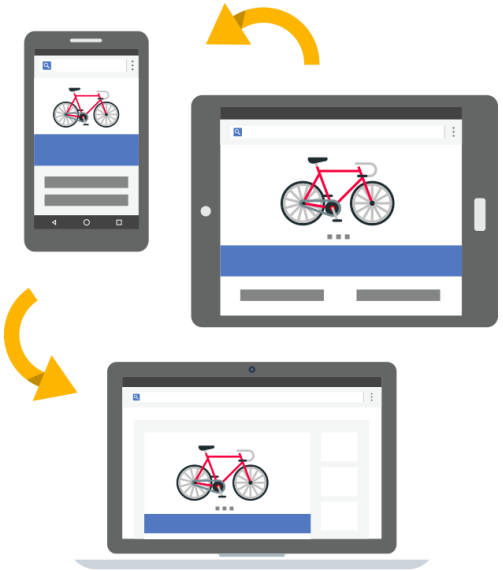




Across millions of websites using Google Analytics today, we're seeing **more than half of all web traffic** now coming from **smartphones and tablets**

Google Analytics Data, US, Q1 2016

Digital Marketing has Become **Fragmented Across Devices**, Making **Attribution a Challenge**



90%

of people switch between screens to complete tasks

38%

of all customer journeys involve more than one channel of interaction

Google

Sources: Google / Ipsos Connect, March 2016, US, GPS Omnibus, (n=2,013) and Google Analytics benchmarks

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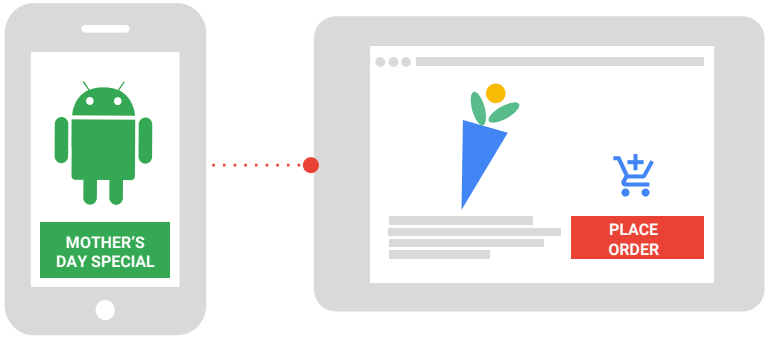
What is a Cross Device Conversion?

Browser to browser

User clicks on Retailer's **desktop ad**

Buys three pairs of jeans on Retailer's **mobile site**

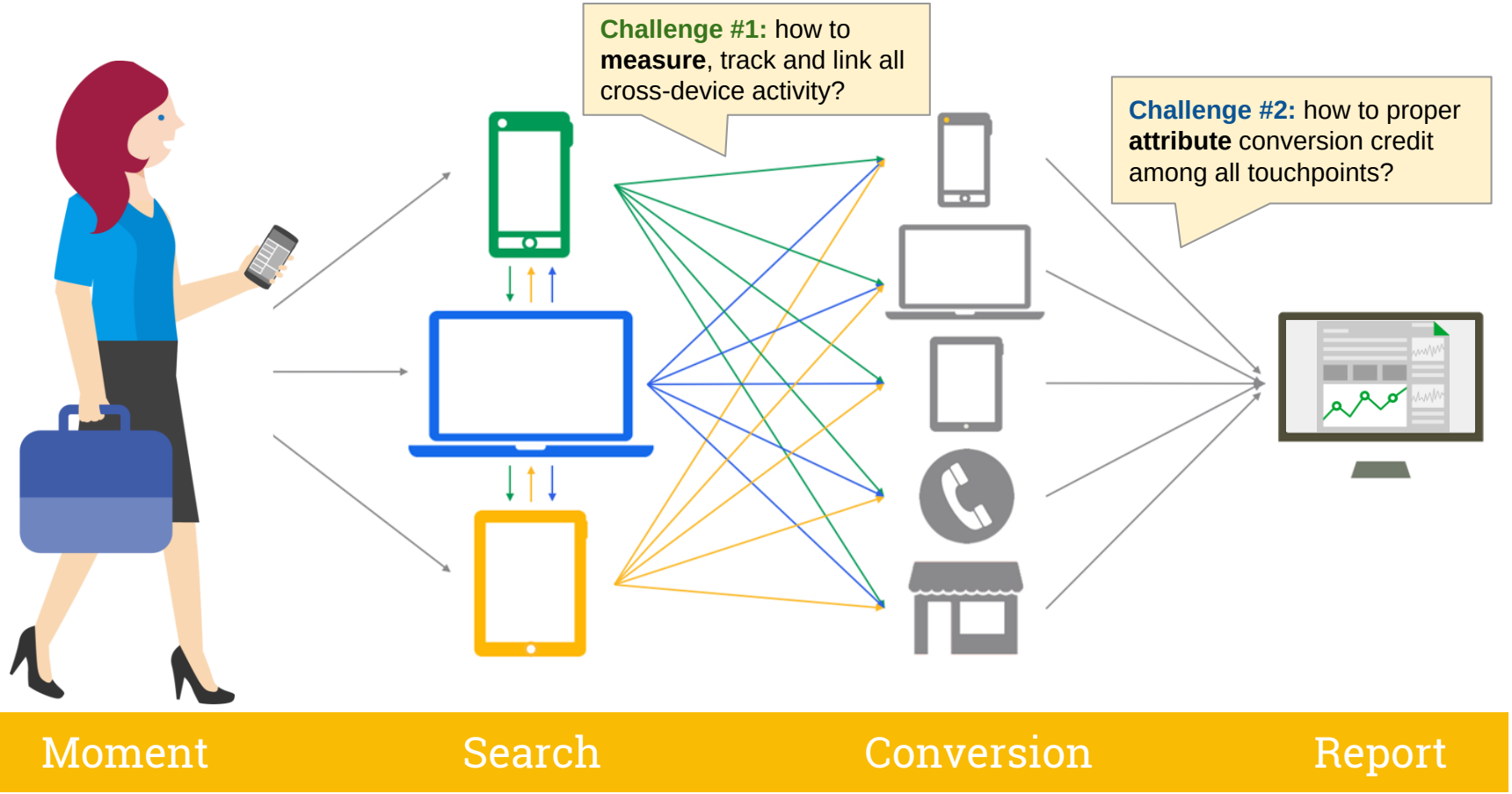
In-app to browser



User clicks on Mother's Day flowers **ad inside gaming app**

Later orders flowers on a website on her/his **tablet**

Understanding Performance in a Multi-Device World is Complex



Cross-Device measurement is ~~Not~~ For Everyone

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Most Common Industry Solutions

LOG-IN BASED
("Deterministic")

3P Authentication Data

DoubleClick by Google

Google AdWords

Cross-Device Tracking

facebook

twitter

Highly scalable, user privacy
Limited to few, large publishers

1P Authentication Data

Google Analytics

User ID

Adobe Marketing Cloud

Proprietary data, user privacy
Limited to size of signed-in user base

SIGNALS BASED
("Probabilistic")

3P Data

drawbridge

TAPAD

ADTRUTH
A part of Experian

Scalable solution across publishers
Not 100% accurate, user has less control

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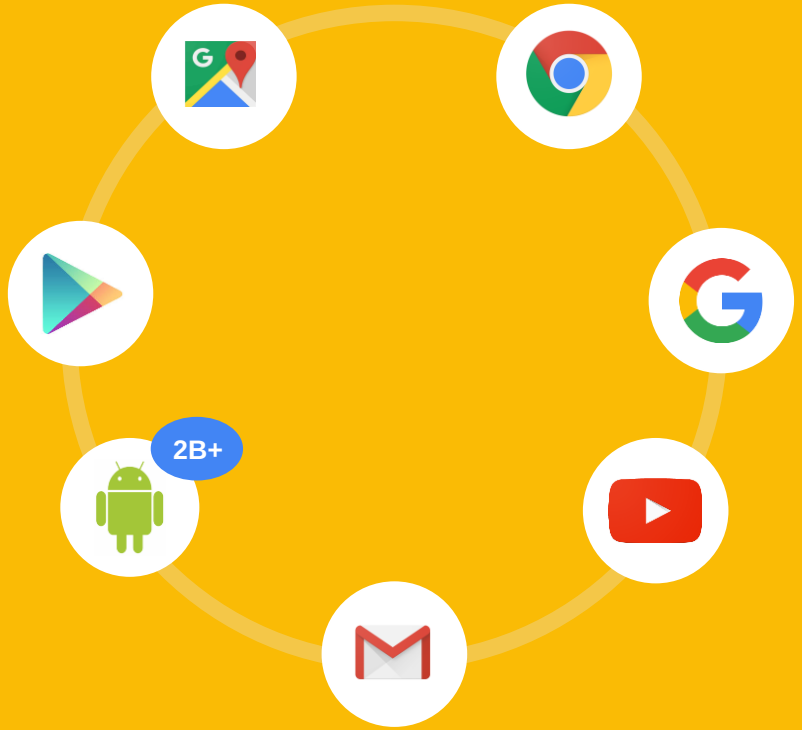
Unmatched Scale and Richness of Data

7 Properties with

1B+ MAUs … and counting



*Anonymous users previously logged into Google properties across devices

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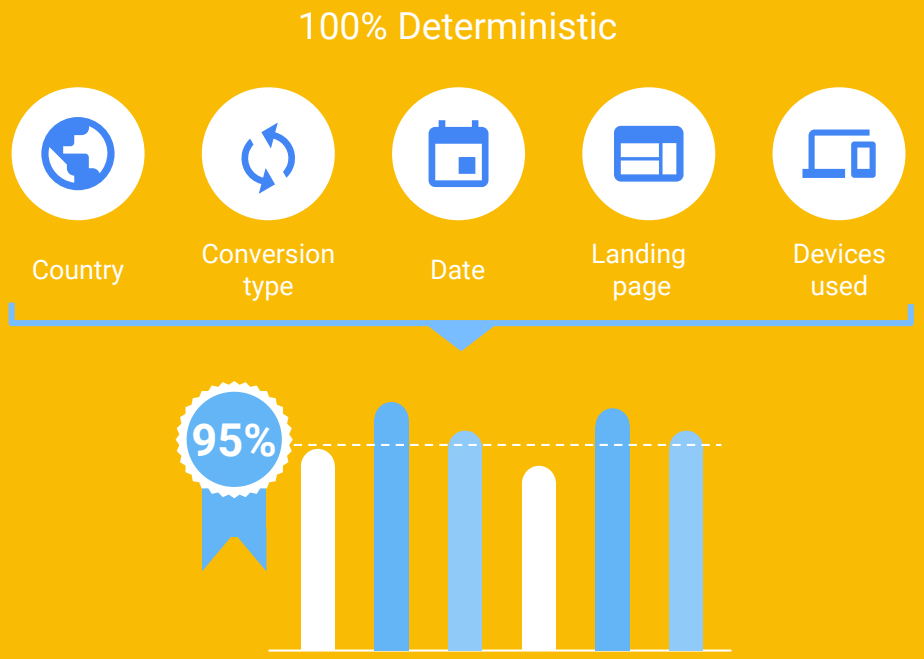
Expand Data to Remaining Users Using Many Factors

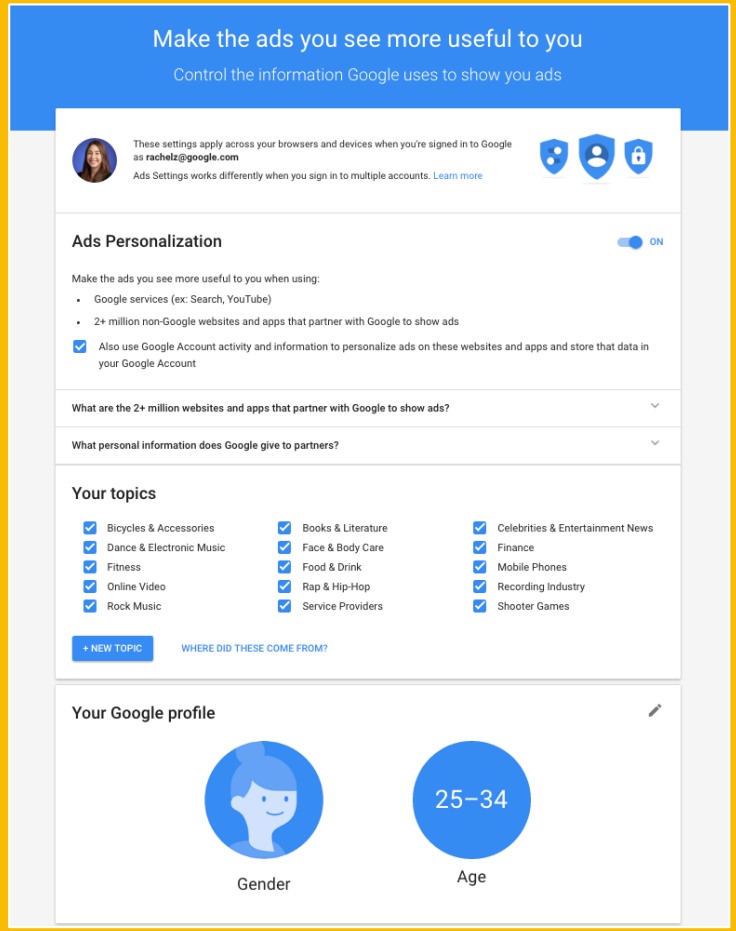
We only surface data when the data meets a strict

95% confidence interval



Maintain User Trust and Privacy

Users first
Ours and Yours



Google

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Better Together: Combination of Google and 1st Party Log-in Based Solutions

Leverage Google's signals to inform media bids and budgets

Google AdWords

DoubleClick by Google

Start building your 1st party graph today

As technology improves, value of this graph for measurement & targeting will grow

Google Analytics

Google AdWords

Taking action: attribution and smart bidding

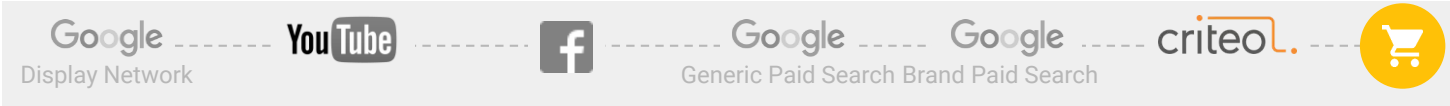
Last Click

Cross Device

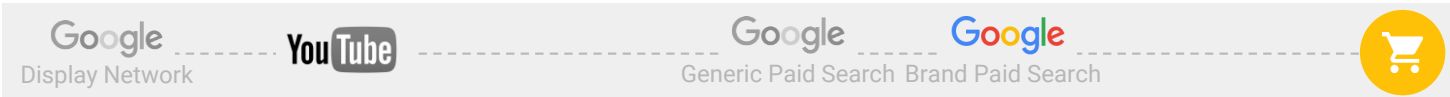
Attribution + Smart Bidding

What does it mean to use a Last Click attribution model?

GOOGLE ANALYTICS & ATTRIBUTION

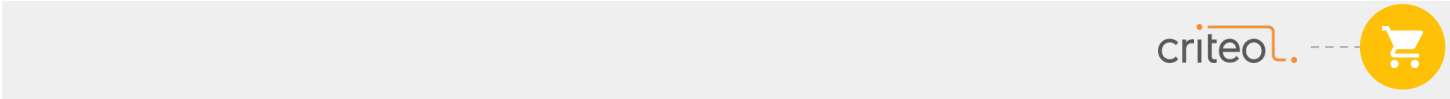


ADWORDS

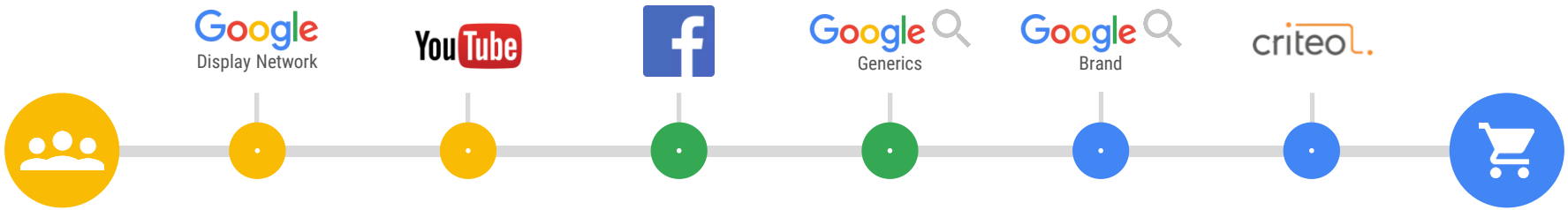


FACEBOOK

CRITEO



Moving beyond Last Click: which attribution model is “the right” one?



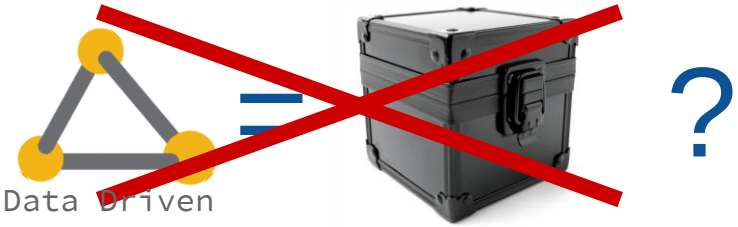
	Google Display Network	YouTube	Facebook	Google Generics	Google Brand	criteo
Lineal	16%	16%	17%	17%	17%	17%
Time Decay	4%	7%	11%	15%	26%	37%
Data-Driven Attribution	31%	8%	15%	7%	2%	37%

Fixed and Arbitrary Rules

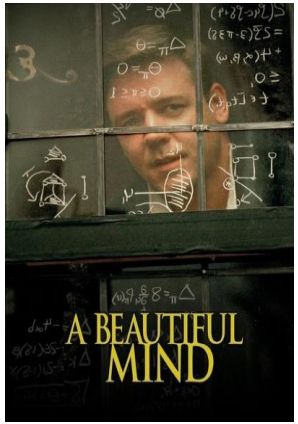
Dynamic, based on influence on the conversion

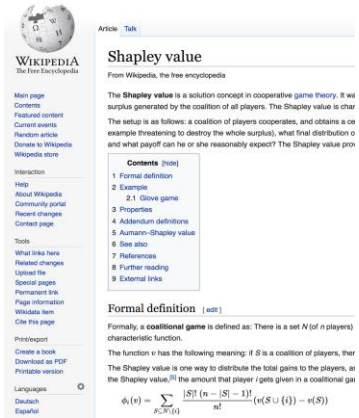
Why Data-driven Attribution over Models?

1 Not a Black Box



?





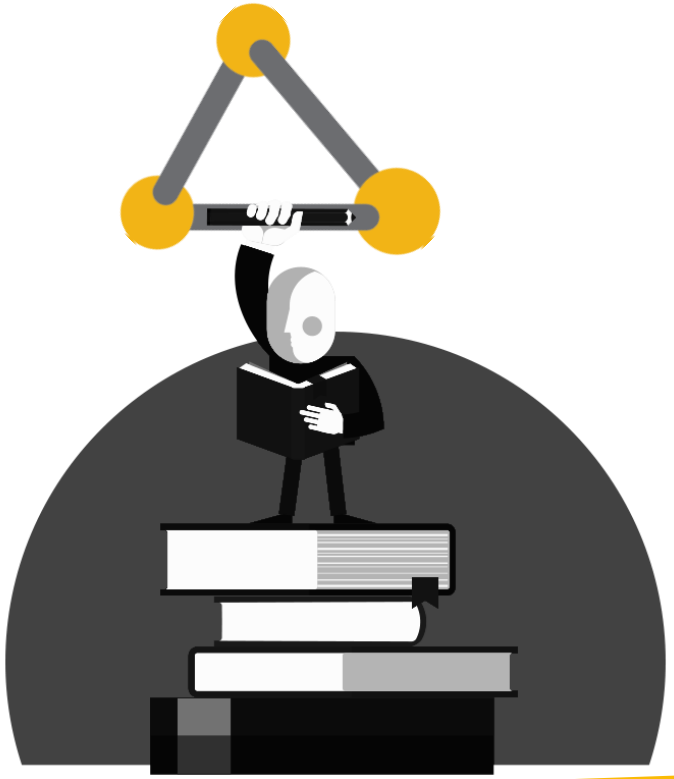
2 Intuitive

"Let's attribute more weight to those critical touch-points where conversion would not have happened without them"

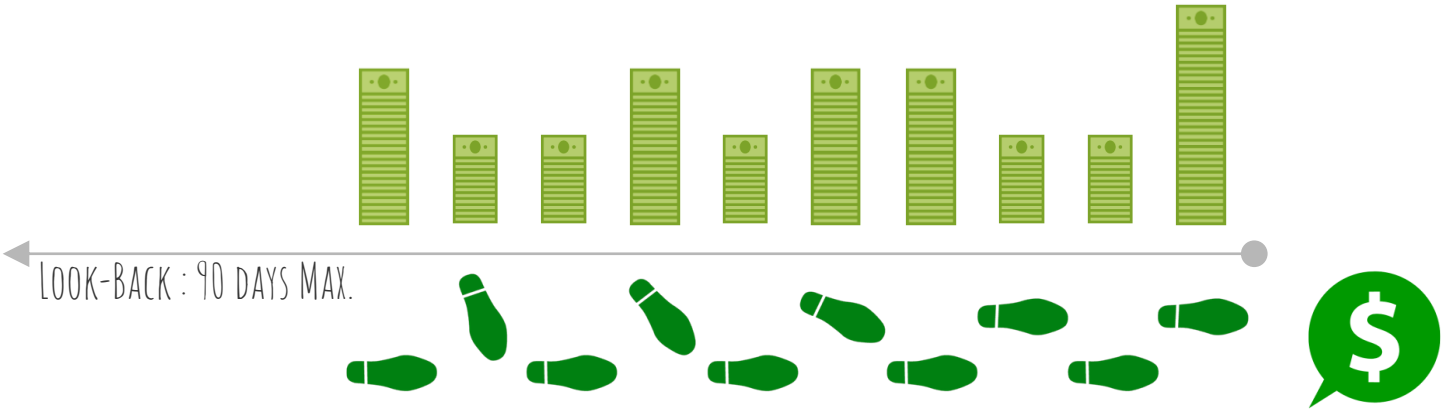
3 Premium product ... for free

Google

Let's Build a data driven attribution Model !



It will take us only 4 steps to build it



DATA-DRIVEN MODEL

Step 1 : calculate the Conversion rate for a sequence of Keywords

25 x Converting

75 x Not Converting

CVR = 25%

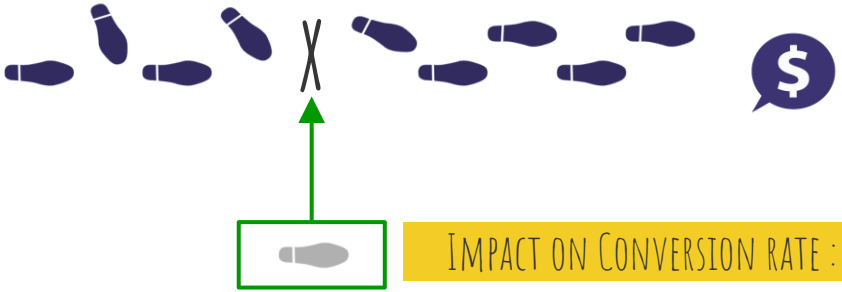
Step 2 : Now take a Path that Looks exactly the same apart from one Keyword

(Compare conversion rates to determine the uplift from that one keyword)

Path 1

CVR : 25%

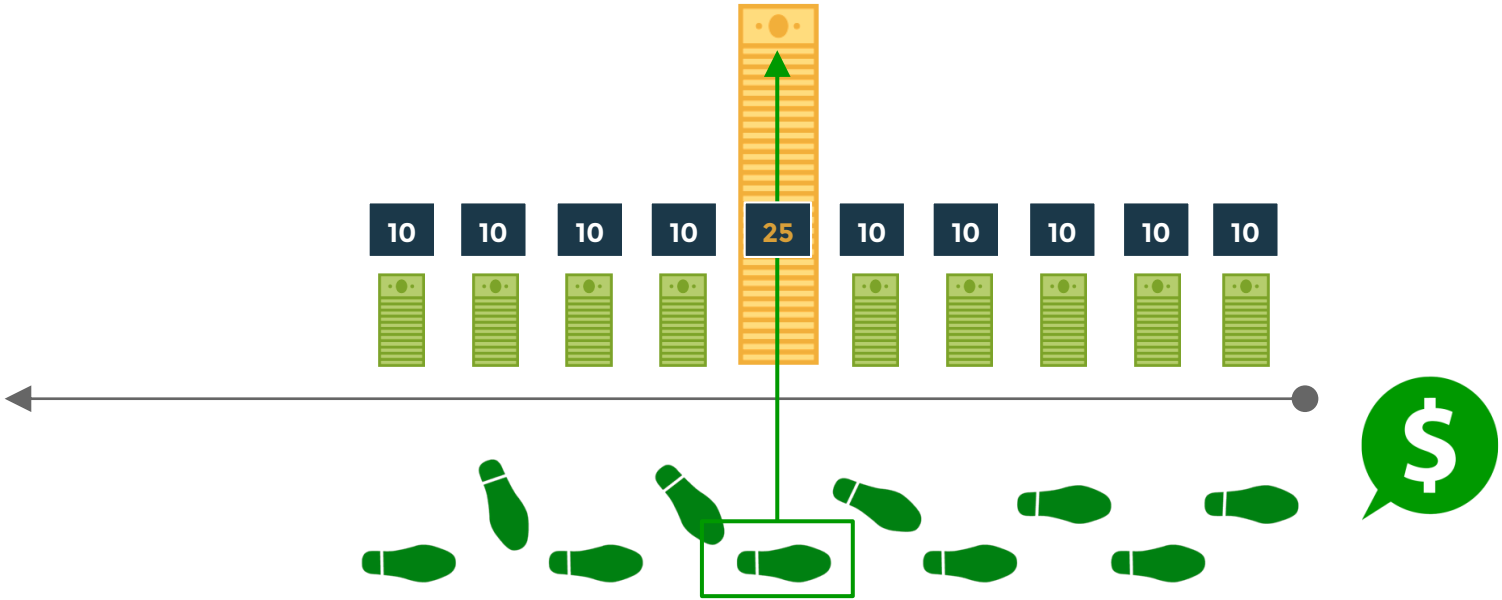
Path 2



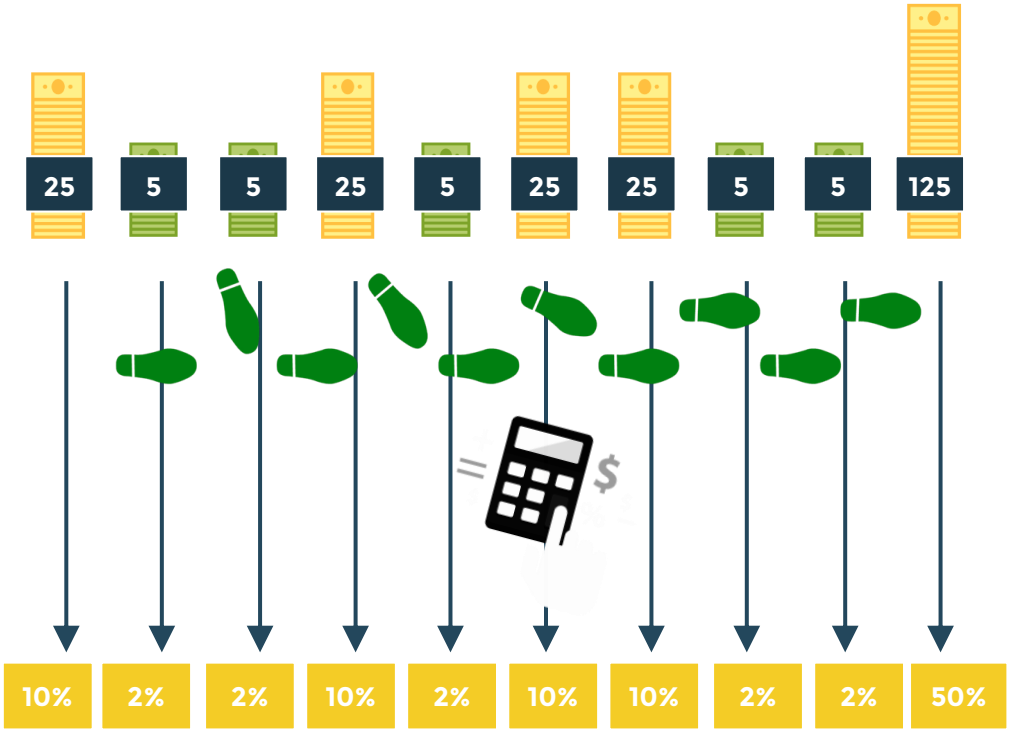
CVR : 10%

Impact on Conversion rate : 2.5x

Step 3 : we apply this uplift to the original weighting



Step 4 : We do the same for every keyword in that sequence and rescale back to 100%



Here is our new data driven attribution model!

Conclusions and where are we heading

Take action now!

Google AdWords

DoubleClick by Google

Both products now include **full cross-device paths**:

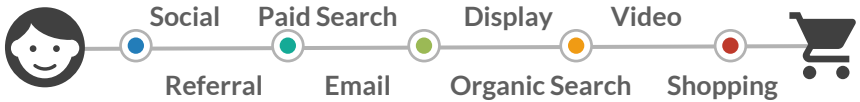
- **Attribution reporting** gives insights in the cross device behaviour
- Google's **smart bidding automatically maximizes your conversions across devices**; no need to manually set a mobile bid modifier

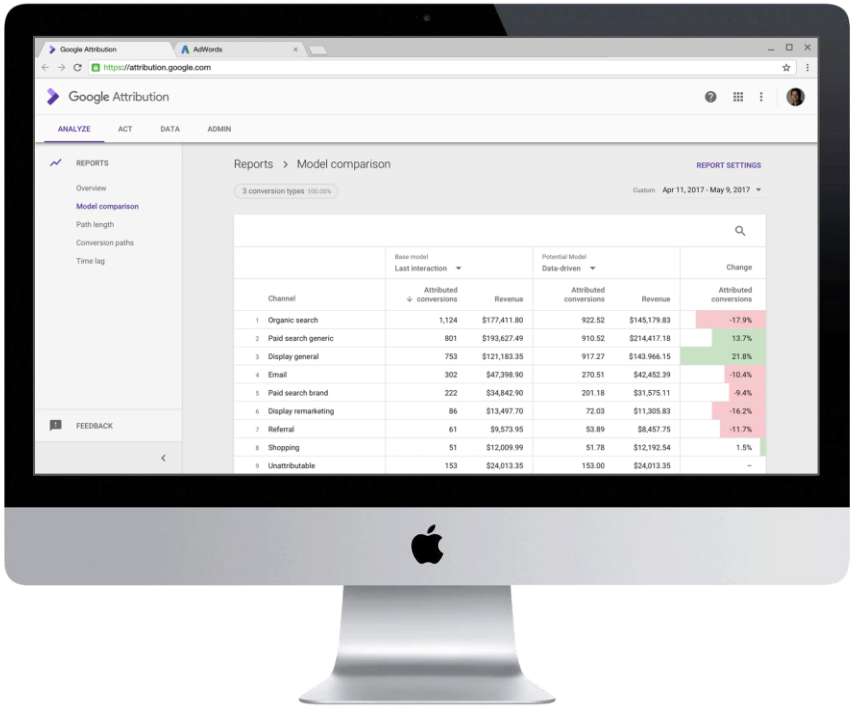
AdWords Data Driven Attribution model is **already available for free** and assigns **conversion credit across devices**. It also allows reporting and bidding to optimize against it

Google Attribution (free / 360)

A single source of truth for cross-channel, cross-device, multi-touch attribution.

> Google Attribution is targeted at all advertisers who have cross-channel attribution needs

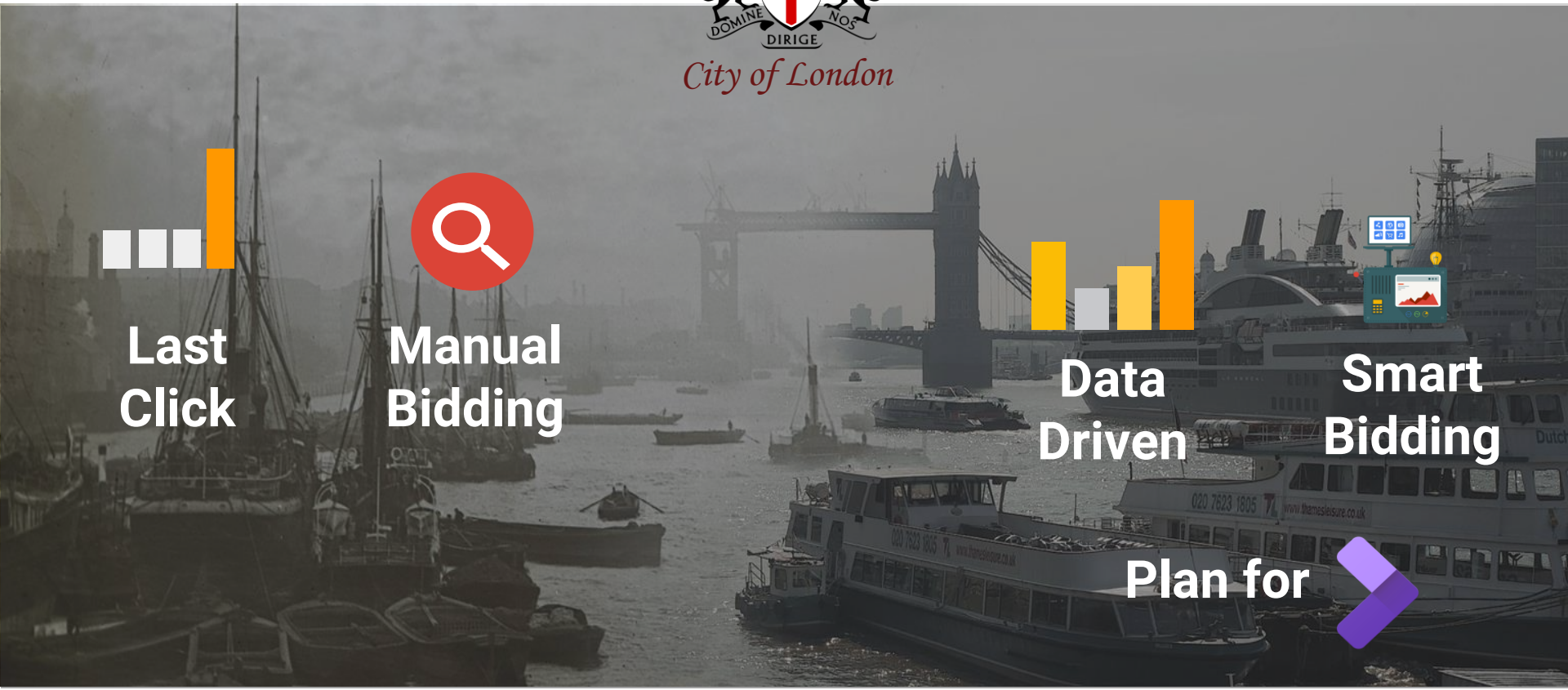




Past

Present

City of London



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Thank You!

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