

Keynote | [Lifecycle Marketing] Predicting The Future: How Accurate Attribution Can Optimise, Inform & Improve the Performance of your Marketing Campaigns



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PREDICTING THE FUTURE:

How accurate attribution can optimise, inform and improve the performance of your marketing campaigns



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CRIMTAN®

Challenge 01:

“It’s the biggest change in digital targeting and attribution since 1994. How can I keep up?”

Challenge 02:

“The breadth of engagement across omnichannel customer lifecycle is overwhelming.”

Challenge 01

● **1994** Cookies created

● **2018** GDPR comes into effect

No cookies on Safari and Firefox

● **2020** Google announces that 3P cookies will be phased out

CCPA introduced

● **2017** Apple introduces *Intelligent Tracking Prevent* to identify and block tracking cookies

CDR introduced

● **2019** Apple and Firefox block 3P cookies by default

Challenge 01:

“It’s the biggest change in digital targeting and attribution since 1994. How can I keep up?”

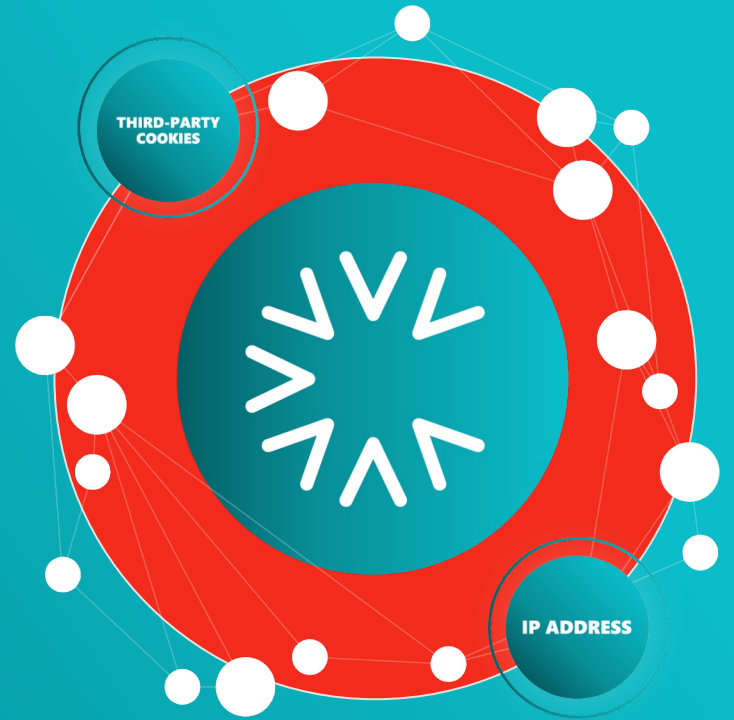
Challenge 02:

“The breadth of engagement across omnichannel customer lifecycle is overwhelming.”

Challenge 02

Different channels =

- Different consent capture
- Different targeting
- Different measurement



The biggest issues facing marketers in the future...



Gathering consent



Bad targeting decisions



Attribution measurement/silos

The biggest issues facing marketers in the future...



Gathering consent



Bad targeting decisions

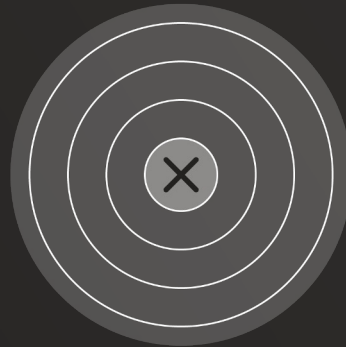


Attribution/measurement silos

The biggest issues facing marketers in the future...



Gathering consent



Bad targeting decisions



Attribution/
measurement silos

Future data signal triangulation: **Option 01**



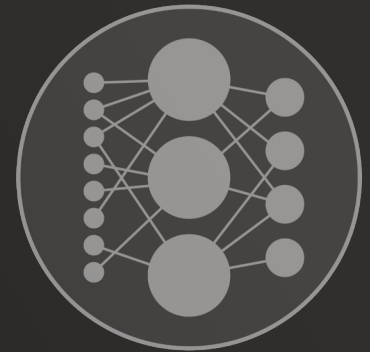
DETERMINISTIC

Adoption and reach



PROBABILISTIC

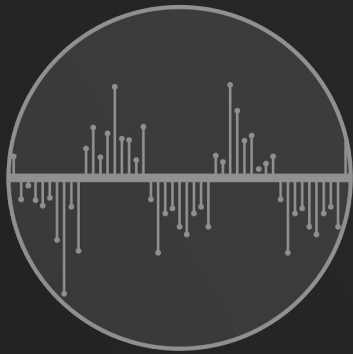
Accuracy and recency



DIGITAL SIGNAL AGGREGATIONS

Access and internal capability

Future data signal triangulation: **Option 02**



DETERMINISTIC

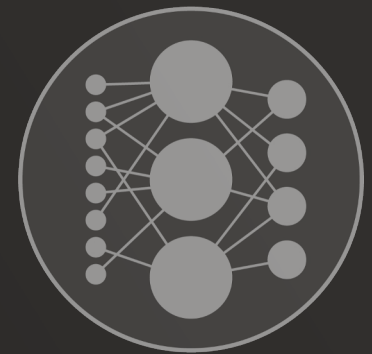
Adoption and reach



PROBABILISTIC

Accuracy and recency

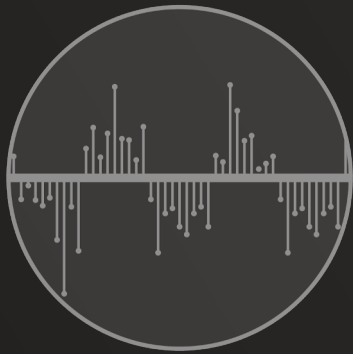
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DIGITAL SIGNAL AGGREGATIONS

Access and internal capability

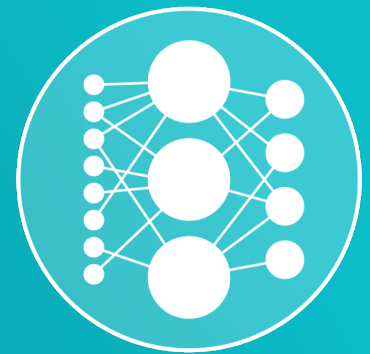
Future data signal triangulation: **Option 03**



DETERMINISTIC
Adoption and reach



PROBABILISTIC
Accuracy and recency



**DIGITAL SIGNAL
AGGREGATIONS**
Access and internal capability

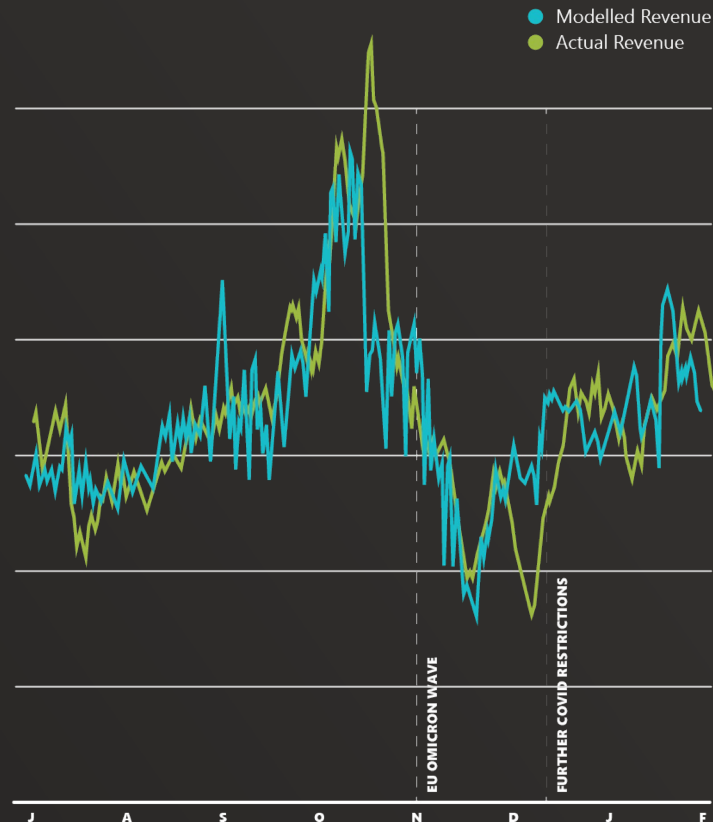
So... Start by solving your measurement challenge:

Try a connected media
approach through total media
attribution

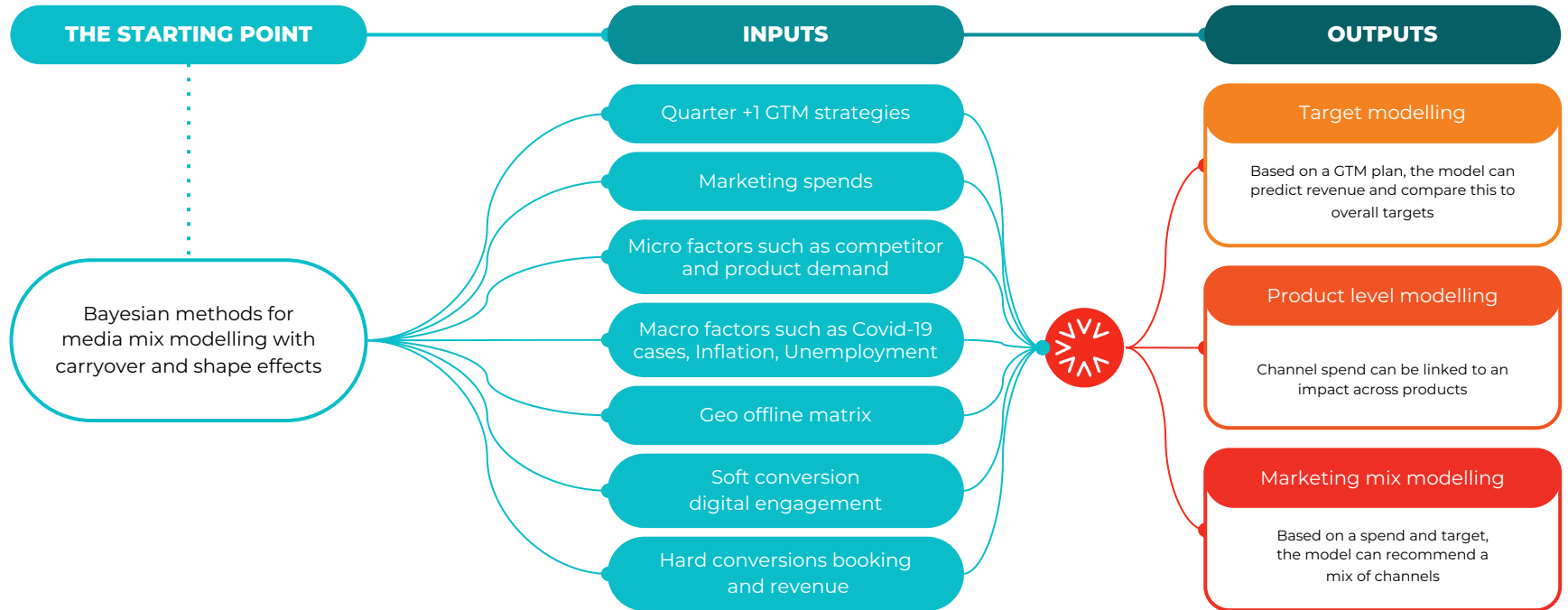
Create a unified approach to solve your attribution gap

- Building & Training attribution model against historic data
- Measuring performance of all types of channels in real-time
- Helping you Predicting the future

As it will also solves your targeting challenges...



The framework for Predicting the Future with Total Media Attribution

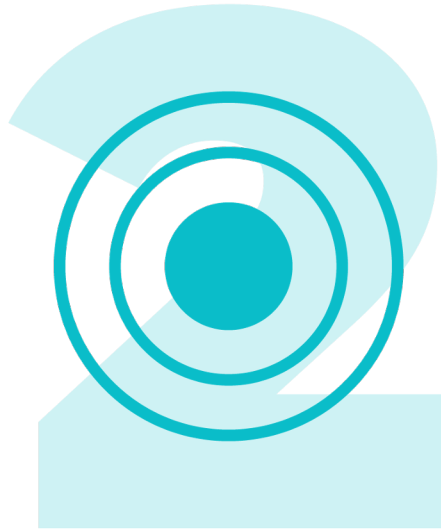


Leveraging data signals for efficiency – 3 to 1

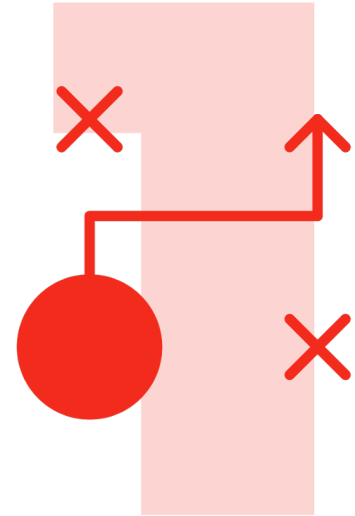
MEASUREMENT



TARGETING



PLANNING



SPEAK TO AN EXPERT

Want to know how we can help build you an intelligent lifecycle marketing campaign?

Visit the Crimtan stand or **scan the QR code** to get our full guide to accurate attribution.



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