

Panel Discussion | **[Marketing Attribution]**

Precision Marketing: How to Master Attribution Models for Optimal Performance



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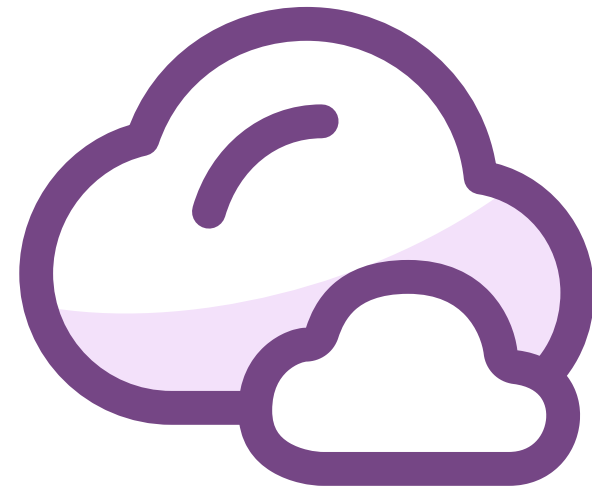
Lead Panellist

**PATTRAPA
TRAIANANWUTTIKUL**

Former
Chief Marketing Officer
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slido

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What is the biggest problem you face when it comes to Marketing Attribution & ROI? (within 3 words)

① Start presenting to display the poll results on this slide.

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Question 1

Discuss the complexity of tracking multiple touchpoints across customer journeys and the impact on understanding ROI.



*Culture,
People
CX Personalisation*

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Question 2

Explore the importance of user acquisition cohorts, tracking first user/source for revenue attribution, and optimising media budgets based on their influence in the customer journey.

Which type of businesses can use complicated attribution models?
How does it work?



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Question 3

Review examples where real-time data has significantly improved campaign performance and ROI.



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Real-Time Data vs ROI



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Key Takeaway



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Q&A



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