# WHY ATTRIBUTION WILL CHANGE THE WAY YOU MARKET

**As an enterprise marketer, you want to prove your mettle by implementing advertising campaigns that produce new business (aka, revenue). But which advertising approach is best?** There's Search Engine Marketing, display and banner ads, email blasts, smartphones, smart speakers, virtual assistants, podcasts, and the resurgence of broadcast advertising, just to name a few.

Your customers are your life blood, so you need to know how they are interacting with your brand. Marketing attribution is here to help you serve them, nurture them, cater to them; put customers at the center of everything you do, and you'll make them very happy.

LeadsRx provides an impartial, cross-channel view of the entire customer journey to see where in the funnel people are acting, reacting, and converting. The LeadsRx platform moves beyond solely counting impressions and clicks that many of today's marketing Key Performance Indicators (KPIs) rely on.

Instead, reliable, unbiased data from all channels is used use to determine the one measurement that matters – Return On Ad Spend (ROAS). But how?

**Welcome to marketing attribution – specifically impartial multi-touch attribution –** an innovation that has become a proven, effective instrument in the tool belts of more and more courageous marketers. Using attribution, you can identify the specific touchpoints that are influencing new customers. This helps you optimize your ad dollars and eliminate wasted ad spend. Marketing shifts from paying for *traffic* and clicks to optimizing for *actual performance*.

Attribution connects the dots between broad-scale marketing programs and customer acquisition, ultimately improving bottom-line profit. As an enterprise marketer or agency who must justify marketing spend and do more with the same or shrinking budgets, you can look to attribution to provide the customer intelligence you need.

Attribution focuses on the bottom of the funnel conversions — and your campaign's revenue performance — not clicks and impressions.

Attribution impartially and accurately tracks your customers and specifically how they came to purchase your product or service, empowering you to make intelligent pivots in your marketing strategy.

## ABOUT LEADSRX

LeadsRx uses advanced attribution techniques to help you increase top-line revenue and reduce wasted ad spend, ultimately maximizing your ROAS.

The system provides impartial performance comparisons of all marketing channels, both online and off, so you can clearly see what is working and, even more importantly, what is not. Teams that use LeadsRx improve conversion rates, reduce customer-acquisition costs, and decrease time to convert, thus improving ROAS and the bottom line.

LeadsRx allows you to arm yourself with the insights, technology and confidence you need to deepen your customer relationships and spark improved marketing performance. By examining impartial and transparent attribution data, you can adjust and adapt your mix of marketing activities knowing you have a complete, unified view of your customers' buying journeys.

Imagine being able to focus on the bottom of the funnel, where buyers reside, and not having to rely on reports showing only top-of-the-funnel activity where everyone else is. With attribution, data on conversions (customers who made a purchase) is influencing your decisions. It's empowering, impartial knowledge. As one CMO says of the LeadsRx ROAS report, "This is exactly what I need to show my CEO and Board of Directors."

*"This is exactly what I need to show my CEO and Board of Directors."*
CMO, commenting on their
LeadsRx ROAS report
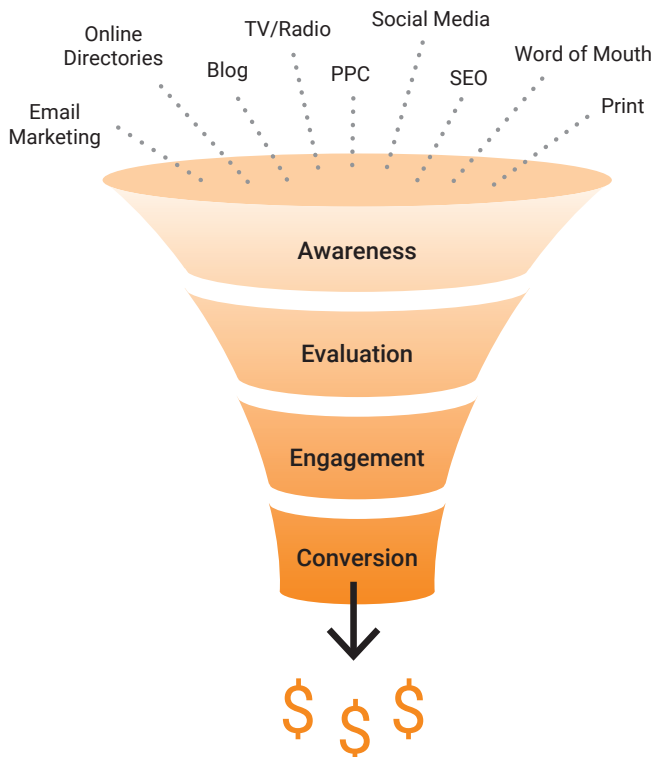
## HOW LEADSRX ATTRIBUTION WORKS

LeadsRx includes a plethora of important technologies in its attribution platform, but two critical pieces are the proprietary Universal Conversion Tracking Pixel™ and the LeadsRx Open Attribution API. These work together to identify the entire customer journey for both online and offline events. Touchpoints are captured when prospects visit web pages, participate in marketing campaigns, view impressions of ads, and move through the sales funnel.

## THE LEADSRX UNIVERSAL CONVERSION TRACKING PIXEL™

From the moment the LeadsRx Universal Conversion Tracking Pixel™ has been installed on your website, it immediately starts collecting data. The pixel collects data on marketing touchpoints from common sources such as Google, Facebook, Twitter, Instagram, Pinterest, UTM parameters, referrals, and more, instantly adding these to your LeadsRx dashboard.

The LeadsRx Universal Conversion Tracking Pixel automatically learns about these touchpoints and gives each the right amount of credit while also storing individual customer journeys. Journeys are then aggregated for fast reporting and attribution insights. Virtually no other setup is required, so you're able to see results within just a few days.

Your LeadsRx dashboard is *the place* to go to review attribution results *in real time*. You can see conversion segmentation, attribution summary, marketing touchpoint performance, content frequency and attribution, customer journeys, ROAS, cost of acquisition analysis, and much more.

**One Pixel: 100% of Touchpoints and Conversions**
One Universal Conversion Tracking Pixel measures all of your marketing campaigns and tracks 100% of your conversion points.
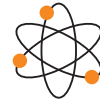
## THE LEADSRX OPEN ATTRIBUTION API™

For more robust capabilities, the LeadsRx Open Attribution API becomes an integration hub for receiving external data feeds and sharing attribution results. Using the API, you can connect attribution insights to business reporting dashboards such as Tableau and Domo, or a customized solution. Data feeds such as broadcast spot logs, call center data or even vendor feeds can all be connected to LeadsRx with our easy-to-use API.
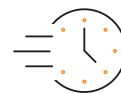
Most importantly, the LeadsRx Open Attribution API works with your custom application, Google Tag Manager or website data layer variables to be sure customer-level profile information is properly and securely captured.

## REAL-TIME ATTRIBUTION

At the core of the LeadsRx platform is advanced, blazing fast, real-time attribution modeling that identifies which marketing programs are most effective at driving conversions. The system works with both digital marketing programs and traditional offline channels such as radio and television advertising, tradeshow lists, direct mail, and more. With the ability to apply seven different attribution models in real time, you receive deep insights about touchpoints and associated content that influence customer journeys.

**Make Impactful Changes Sooner**
With real-time data, marketers can optimize and iterate campaigns much faster than in the past — even with broadcast campaigns.

## THE IMPORTANCE OF ROAS

By integrating your ad costs and analyzing those expenses with the related revenue delivered, you'll finally be able to see accurate ROAS calculations by channel, advertising medium, or any grouping you prefer. The more effectively your advertising messages work at converting your prospects, the more revenue you'll earn from each dollar of ad spend. In order to truly get an accurate picture, you need to measure all marketing channels throughout your entire funnel – connecting the ad dollars spent with the associated revenue.

**ROAS: The Most Important KPI**
ROAS is the best metric to compare actual campaign performance — if you advertise across multiple channels ROAS is critical to optimization.

## ADVERTISING AND CONTENT

Beyond advertising, attribution from LeadsRx can tell you which content pieces are driving customer acquisition. LeadsRx keeps track of blog articles, web pages, community forums, and virtually any content directory on your website. With these critical pieces of content identified, the LeadsRx Attribution Platform performs the same modeling as it does for ad placements. With content attribution, you will see which pieces most often are found in conversion paths and which are not.

This provides insights into the most important pages to converters on your website and helps marketers focus their energy into maximizing the effectiveness of those content pieces. For those of you who leverage content marketing as a major component to your campaigns, LeadsRx can even identify which authors or topics are the most influential in terms of driving customer acquisition.

## ATTRIBUTION FOR OFFLINE CHANNELS

LeadsRx supports attribution of non-digital channels, including radio, TV, podcasts, and even direct mail. These touchpoints will be tracked and compared with digital advertising initiatives. There's no need for separate attribution tools. LeadsRx tracks it all – online and offline – with one impartial, multi-touch attribution platform. Tracking offline channel attribution provides a true multi-touch approach that captures the entire spectrum of marketing initiatives.

**LeadsRx Handles Both Broadcast and Digital**
Easily upload spot logs from broadcast campaigns to measure their performance in driving digital action.

## WHAT WILL LEADSRX DO FOR YOU?

✔ **Prepare a Return On Ad Spend (ROAS) analysis** showing how each marketing channel contributes to revenue

✔ **Provide marketing attribution** for online and offline programs and conversion points

✔ **Incorporate broadcast advertising** for radio and TV

✔ **Include view-through impression attribution** for display ads and email marketing

✔ **Integrate with shopping carts,** including Shopify, Magento, BigCommerce, Digital River and more

✔ **Integrate with your existing marketing** software and workflow

✔ **Run a list of top sources** of customer-conversion events, including the most frequently used paths

✔ **Review complete customer journey**s to see each marketing touchpoint, all conversions and device changes

✔ **Review content-attribution models** as part of an overall content marketing strategy

✔ **Pull in cost data automaticall**y from popular ad platforms

✔ **Make you look like a marketing hero!**

## WHAT MAKES THE LEADSRX ATTRIBUTION PLATFORM SO UNIQUE?

→ **One Universal Conversion Tracking Pixel** captures 100% of your marketing programs and conversion points

→ **The LeadsRx platform uses your existing tags/ tracking parameters;** there's no need to retag your existing ads, which can be costly and time-consuming

→ **LeadsRx has a flexible window of attribution;** you are not limited to a rigid 7-8 minutes of attribution discovery

→ **Far more than an attribution app,** LeadsRx is a complete multi-touch attribution platform that is seamlessly integrated with your existing systems

→ **LeadsRx has a rapid onboarding process,** so you are up and running with actionable, impartial data within weeks, not months

→ **Unlike Google Analytics, LeadsRx attribution focuses exclusively on the converters –** the people who are acting and buying, and what their customer journey was to get through the funnel

→ **LeadsRx can track individual campaigns,** so you can see how a slice of your marketing ad spend is performing

→ **You receive a comprehensive ROAS report** and have an unbiased, definitive view of what is working – and what is not

→ **LeadsRx offers a complete attribution and analytics insight service** designed to act as your "on-team" experts with applying attribution to affect change

# AN IMPARTIAL, HOLISTIC VIEW ON ATTRIBUTION PROVIDERS
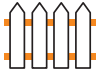
**Walled Gardens –** Walled Gardens are ad-serving ecosystems controlled by vendors like Google, Facebook, CallRail, and others. The focus with attribution provided by these vendors is on understanding to what extent their specific channel is influencing conversions. They tend to take full credit for each conversion that may have been influenced by an ad impression or click served by the walled-garden system.

**Point Solutions –** Point Solution providers offer attribution insights focused on one particular type of marketing medium, say TV advertising, for example, or mobile application events. The tools look at attribution in isolation to all other advertising mediums.

**Impartial Multi-Touch Attribution –** This is the only category of attribution that looks cross-channel and identifies, impartially, the entire set of user actions that contribute to a customer's journey and eventual action of buying. All advertising mediums are included in the analysis as are all ad-serving ecosystems.

# DATA PRIVACY COMPLIANCE AND COOKIES

LeadsRx takes data privacy and compliance very seriously. Be it the General Data Protection Regulation (GDPR) in Europe, the California Consumer Privacy Act (CCPA) stateside, or potential overarching global privacy standards from Facebook and Google, keeping consumer trust is of utmost importance. In light of changes around the use of cookies to track data, LeadsRx takes every measure to ensure the continued ability to accurately track customer journeys with our resilient first-party cookie technologies.

**Secure and Resilient First-Party Cookie**
Privacy and compliance are paramount — and our technology and policies reflect that commitment.

# KEY REPORTS AND FEATURES IN THE LEADSRX ATTRIBUTION PLATFORM

LeadsRx Attribution™ provides an easy-to-use visual breakdown of the data that is important to you. This impartial, complete look at customer journeys allows you to make informed decisions regarding current and future ad spend. Key reports and features include:

### CONVERSION SUMMARY
**At a glance, you can quickly see an overall view of your entire campaign performance.** The dashboard shows total conversions, conversion percentage rates, unique cookies and callers, and the conversion segmentation. You are able to hide or show individual conversions, the most recent tracking event, and review funnel conversions and steps. See conversions by day and over any time period you choose.
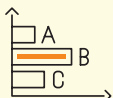
### CONVERSION ATTRIBUTION REPORT
**This report analyzes what is driving any particular conversion or set of conversions.** See the trend line and accompanying percentage of attributed conversions. You can analyze by groupings or by individual touchpoints and select any date ranges you wish. You can adjust your look-back period, choose the attribution model most appropriate to your campaign, and view first and repeat converters. Bar graphs reveal the top single touchpoints, highest-performing combination touchpoints, key metrics¬ such as median time to first conversion, as well as previous top conversions for a historical perspective.

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### TOUCHPOINT PERFORMANCE

**You are able to review the performance of individual touchpoints against their ability to drive particular conversions – or all conversion types combined.** Select your preferred attribution model and look-back period. Easily review conversion trends and recent conversion profiles. You may review by week, day of week, or by hour to find what times work best for conversions.

### CONVERSION AND JOURNEYS

**You can examine recent conversions across all touchpoints or a combination thereof.** See which new data was collected at each new conversion step. In profile view, you can view each particular customer's entire journey and all the touchpoints that lead to conversions. The customer journey visualization shows the true cost of each touchpoint on the path to conversion. You can also view the customer's location, cookie ID, lifetime customer value, and merged profile data.

### CONVERSION COST REPORT

**Analyze conversion costs across one conversion point, all conversion points, or any combination of conversion points.** Review total conversions, paid conversions, and zero-cost conversions. Analyze your costs by day or visualize the trendline across months or longer.

### SEGMENTATION REPORT

**By combining the journeys of several customers, you can review the demographics of customers that convert.** This can be used to inform your advertising campaigns and strategy. View this segmentation by demographics that include device type, location (state and country), browser, and other metrics.

### ROAS REPORT

**This is the most important report of all, providing insights into how to optimize your campaigns.** At a glance, you can review your total ad spend, attributed conversions, attributed value of those conversions, and your overall ROAS. Analyze by touchpoint or by groupings and review paid campaigns separate from unpaid campaigns. You are able to select the most appropriate attribution model.

**If you are ready to make the leap to impartial multi-touch attribution, schedule a personalized product demonstration to see how LeadsRx will revolutionize the way you market.**