SOLUTION BRIEF

Coremetrics Impression Attribution™

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Power Simplified

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Understand the True Influence and Value of Your Display Ads, Videos, Widgets and More

Attracting new web site visitors and building brand awareness through display advertising, viral marketing, and other online initiatives are key components in most marketing strategies. Yet, success is hard to measure, making it difficult to justify spending limited budget dollars on display ads, videos, widgets, and other similar tools. It's equally challenging to improve the return on investment (ROI) for these initiatives when you can't identify which activities are garnering the best results. Impressions and clicks indicate potential user interaction and site visits but not whether the user took action.

Coremetrics Impression Attribution is a first-of-its-kind ad-hoc reporting solution that lets you link user behavior that happens away from your web site—across online publishers and ad networks—to behavior that happens on your web site. This, in turn, allows you to understand which marketing initiatives truly influence visitor and buyer behavior, allowing you to allocate more budget and resources to the online initiatives that are most successful.

The Business Challenge: Accurately Measure Online Marketing Initiatives for Optimum ROI

Executive management teams are no longer content throwing budget dollars at display ads and other online initiatives without proof of ROI, leaving marketing teams scrambling for better ways to justify their spending choices. Cost-per-click (CPC) and cost-per-thousand impressions (CPM) only show expenditures not returns, and typical cost-per-acquisition analyses are very inaccurate and difficult to do, and provide limited insight into visitor acquisition, conversion, and retention success.

Further compounding the problem are two related issues:

- A plethora of available publishers, ad networks, and formats (display ads, rich media, syndicated videos, microsites, and widgets to name a few)
- Elongated consideration and sales cycles that span multiple site visits and require repeated exposures before conversion takes place

These factors make it difficult to choose what to implement and where. They also create barriers to assessing the effectiveness of a particular campaign and severely limit your ability to do true cross-vendor comparison. The result: a less-than-optimum return on your marketing investment.

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Table 1: Critical Business Issues Limiting Effective Measurement and Tracking

Issues	Contributing Factors
Inability to optimize marketing spend	• Pricing models (CPC and CPM) that calculate costs not ROI • Outmoded metrics (impressions and click-through rates) that offer rough ROI approximations • No comparison tools for evaluating the effectiveness of different impression-marketing initiatives
No effective means for attributing online marketing initiatives to visitor acquisition, conversion, and retention	• Inability to connect impression data to on-site behavior data • Marketing initiatives deployed beyond the main company web site without any associated analytics
Multi-vendor tracking systems that are labor intensive and inaccurate, and don't provide a true apples-to-apples performance comparison	• The need to learn and use different applications to measure each vendor's performance • A time-consuming process for obtaining a cross-initiative view of all online activities that includes multi-tagging and extensive analysis • Vendors taking full credit for shared conversion because they're unaware of each other's activities • No way to see all online activities in a single view

The Solution: Coremetrics Impression Attribution

Coremetrics Impression Attribution addresses the three critical business issues that marketers face, eliminating them as a concern by enabling you to:

- Assess the impact of display ads, widgets, microsites, syndicated videos, and more
- Analyze—in great detail—the impressions, clicks, attributed conversions, marketing sources, content preferences, and product purchases for every marketing initiative
- Track all marketing impressions and clicks in a single, easy-to-use interface—regardless of who created the asset or where it resides on the Internet
- Connect clicks and views that occur across the Internet to web site visitor acquisition, conversion, and retention
- Collect and report on campaign attributes, such as genre, size, design firm, language, purpose, position, and more
- Calculate ROI using metrics that matter to your business, so you can easily justify your marketing spend

Technical Overview

Traditional impression tracking necessitates placing a tag on your web site for every vendor that serves assets on your behalf. Coremetrics Impression Attribution simplifies this process by separating media tagging from your web site tagging.

With Coremetrics Impression Attribution, you tag your web site only once, and then add a simple HTML tag to each marketing asset (display ads, widgets, syndicated videos, microsites, etc.). When the asset is served by a publisher, agency, or ad network, data related to the impression is sent to Coremetrics's data collection servers and a cookie is stored on the user's machine.

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The cookie contains no personally identifiable information; it merely shows that the user was served the asset—an approach that's identical to that done by today's display ad networks.

When a user visits your web site, Coremetrics Impression Attribution maps the impression cookies collected over time to the user's persistent cookie that's associated with your web site. You can then build sophisticated, yet intuitive, reports that attribute the user's activities and conversions to specific media asset exposures and clicks.

Solution Benefits

Coremetrics Impression Attribution offers unparalleled benefits to businesses seeking to optimize their investments in display advertising, widget and syndicated video deployment, viral campaigns, microsites, and more.

Accountable Advertising

- Measure the success and failure of online marketing initiatives against hard metrics, such as sales, orders, conversion events, and page views, and attribute them to specific marketing assets
- Justify your budgets for advertising, brand awareness, and viral marketing using measurements that are important to executive management

Increased Marketing ROI

- Consistently compare the performance of ad networks, ad publishers, ad placements, widgets, email campaigns, syndicated videos, and microsites, using the same metrics—for true apples-to-apples comparisons
- Identify initiatives that influence the highest visitor acquisition, conversion, and retention rates
- Allocate additional budget dollars to the successful initiatives, and discontinue those initiatives that fail to drive traffic to your site and convert visitors

Better Employee Productivity

- Tag your web site only once to track all conversions, regardless of source
- Review all impression-based marketing data in a single, consistent interface, instead of logging onto the sites for every vendor, publisher, and ad network that you use
- Quickly compile reports that compare the performance of every marketing asset versus manually creating a rough comparison by exporting individual performance statistics into a spreadsheet

Enhanced Customer Profiles

- Obtain a complete understanding of your web site visitors by tying behavior that happens off your web site to behavior and conversion data collected on your main web site
- Increase your campaign relevancy to different audiences and enhance the user experience on your web site using the information collected both on and off your site

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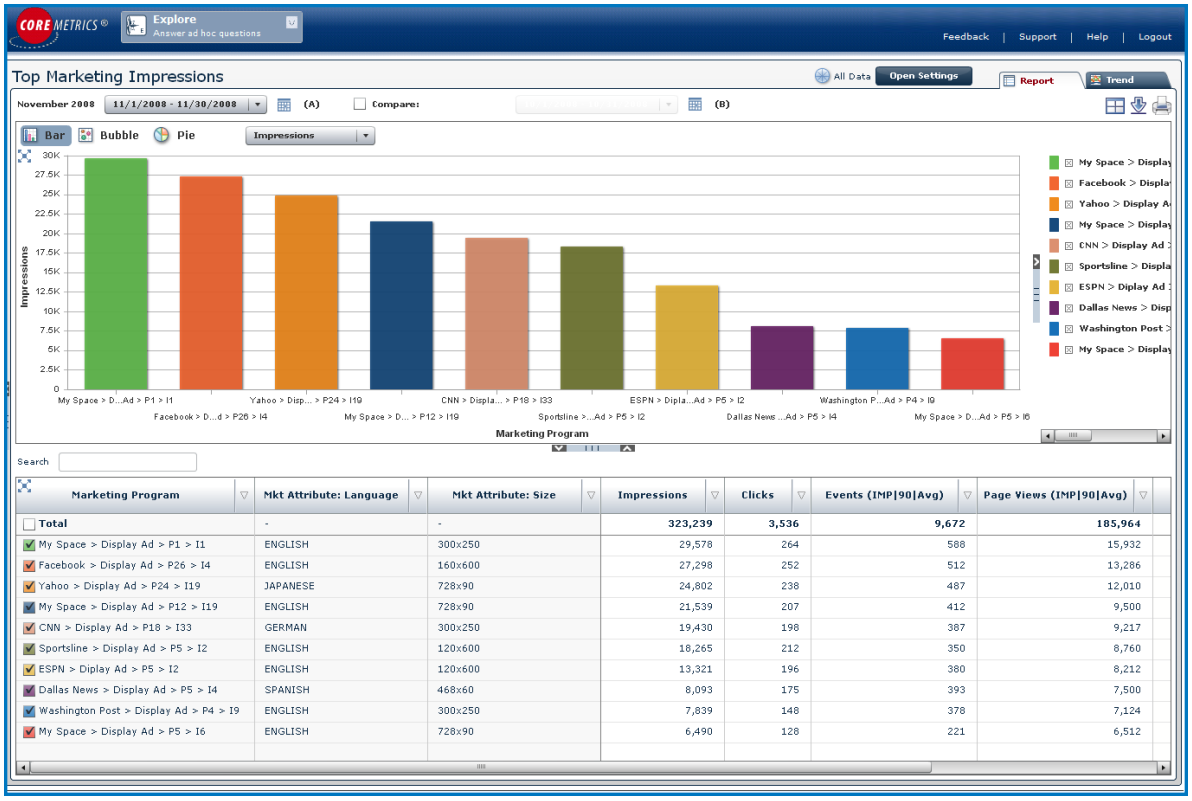
Key Capabilities

Coremetrics Impression Attribution offers an intuitive interface that enables marketers and advertisers to create sophisticated reports and uncover critical usage data without the assistance of IT departments or analytics vendors:

- Toggle between metrics and visualizations to identify your best-performing and least-performing online marketing campaigns instantly
- Apply consistent metrics for true apples-to-apples comparisons
- Go beyond impressions and clicks, and use metrics that directly demonstrate contribution to your business's bottom line, such as attributed event points and page views
- Use a single interface to track all marketing campaigns, including display ads, widgets, microsites, syndicated videos, and more
- Leverage campaign attributes, such as language, size, and genres, to uncover hidden preferences of your campaign viewers



Marketing Program	Mkt Attribute: Language	Mkt Attribute: Size	Impressions	Clicks	Events (IMP|90|Avg)	Page Views (IMP|90|Avg)
Total	-	-	323,239	3,536	9,672	185,964
My Space > Display Ad > P1 > I1	ENGLISH	300x250	29,578	264	588	15,932
Facebook > Display Ad > P26 > I4	ENGLISH	160x600	27,298	252	512	13,286
Yahoo > Display Ad > P24 > I19	JAPANESE	728x90	24,802	238	487	12,010
My Space > Display Ad > P12 > I19	ENGLISH	728x90	21,539	207	412	9,500
CNN > Display Ad > P18 > I33	GERMAN	300x250	19,430	198	387	9,217
Sportsline > Display Ad > P5 > I2	ENGLISH	120x600	18,265	212	350	8,760
ESPN > Diplay Ad > P5 > I2	ENGLISH	120x600	13,321	196	380	8,212
Dallas News > Display Ad > P5 > I4	SPANISH	468x60	8,093	175	393	7,500
Washington Post > Display Ad > P4 > I9	ENGLISH	300x250	7,839	148	378	7,124
My Space > Display Ad > P5 > I6	ENGLISH	728x90	6,490	128	221	6,512

Use Coremetrics Impression Attribution to accurately measure online marketing initiatives for optimum ROI.

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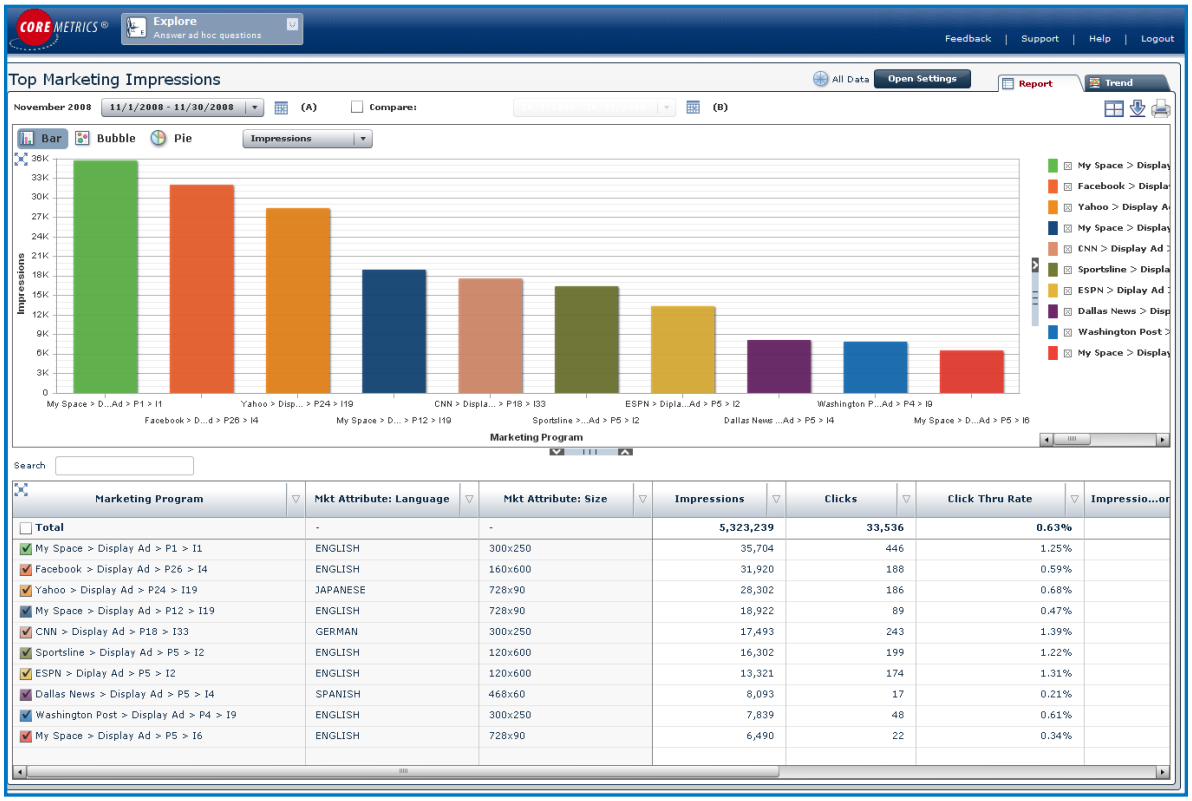
Select Use Cases

Coremetrics Impression Attribution supports effective marketing decisions across a number of areas, including the following three use cases.

Use Case #1: A Complete and Accurate Picture of All Display Ads

- **Objective:** Understand how well display ads, placed on different publishers via different agencies or ad networks, drive traffic to the web site
- **Challenges:** Connecting web site behavior and conversion to impressions served by different sources, and employing consistent metrics to get apples-to-apples performance comparisons
- **Analysis:** Display ad I19 (in image below), served in different languages and across different publishers, consistently generates low click-through rates
- **Resulting business call-to-action:** Consider discontinuing this ad across all publishers and languages



The same ad (I19), served in Japanese on Yahoo! and in English on MySpace, consistently delivers low click-through rates (0.68% and 0.47% respectively).

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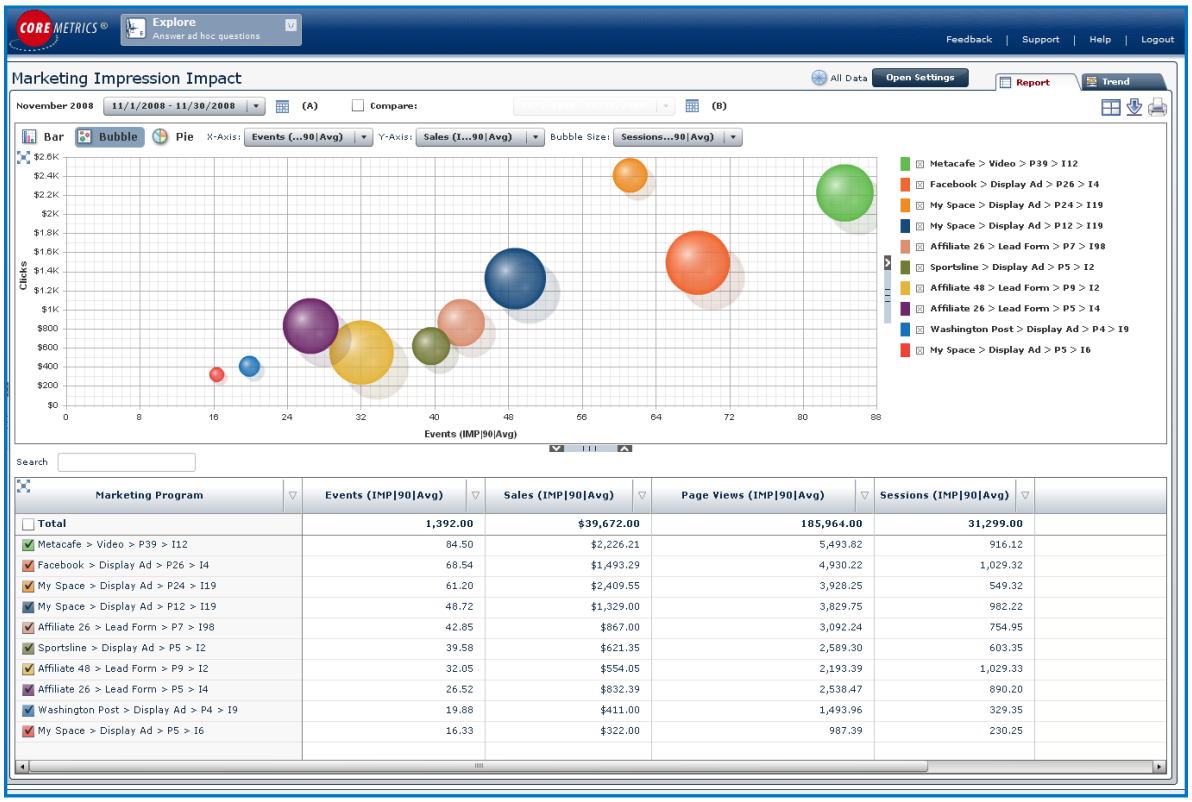
Use Case #2: Performance Insights for Impression-based Marketing Initiatives

- **Objective:** Identify top-performing online marketing initiatives, regardless of format or venue
- **Challenges:** Measuring the ROI of disparate initiatives using metrics that matter to the business
- **Analysis:** The video placed on Metacafe influenced more conversions on the business's main web site than any other online marketing initiative
- **Resulting business call-to-action:** Stop the Sportsline campaign, and use that budget to create a new video series to host on Metacafe



Marketing Program	Events (IMP|90|Avg)	Sales (IMP|90|Avg)	Page Views (IMP|90|Avg)	Sessions (IMP|90|Avg)
Total	**1,392.00**	**$39,672.00**	**185,964.00**	**31,299.00**
Metacafe > Video > P39 > I12	84.50	$2,226.21	5,493.82	916.12
Facebook > Display Ad > P26 > I4	68.54	$1,493.29	4,930.22	1,029.32
My Space > Display Ad > P24 > I19	61.20	$2,409.55	3,928.25	549.32
My Space > Display Ad > P12 > I19	48.72	$1,329.00	3,829.75	982.22
Affiliate 26 > Lead Form > P7 > I98	42.85	$867.00	3,092.24	754.95
Sportsline > Display Ad > P5 > I2	39.58	$621.35	2,589.30	603.35
Affiliate 48 > Lead Form > P9 > I2	32.05	$554.05	2,193.39	1,029.33
Affiliate 26 > Lead Form > P5 > I4	26.52	$832.39	2,538.47	890.20
Washington Post > Display Ad > P4 > I9	19.88	$411.00	1,493.96	329.35
My Space > Display Ad > P5 > I6	16.33	$322.00	987.39	230.25

The video hosted on Metacafe had more conversion events than any other initiative.

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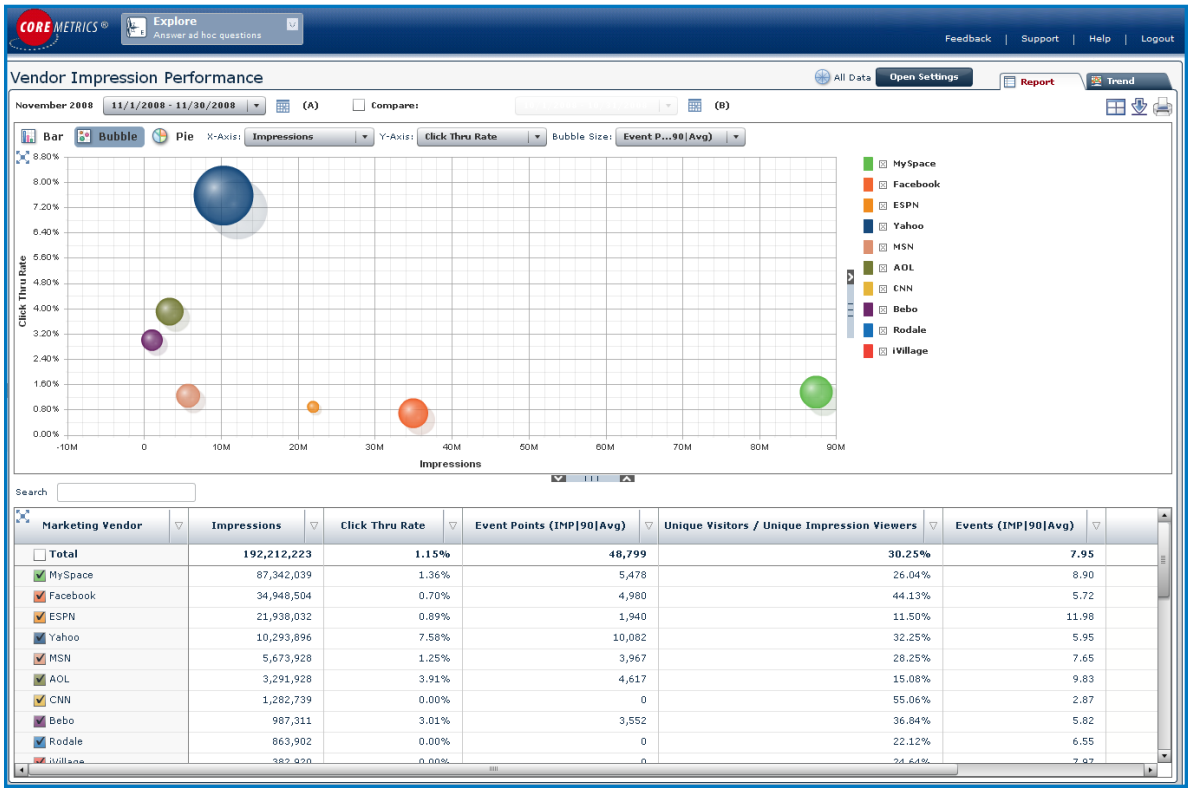
Use Case #3: Insights into Publisher Performance

- **Objective:** Identify top-performing publishers relative to the allocated budget (impressions purchased)
- **Challenges:** Analyzing the performance of un-clicked ads with both standard ad metrics and business-related metrics
- **Analysis:** The Yahoo! ad influenced many conversion event points and garnered a high-click through rate despite a low number of impression purchases
- **Resulting business call-to-action:** Purchase additional impressions on Yahoo! and fewer impressions on AOL and CNN



Marketing Vendor	Impressions	Click Thru Rate	Event Points (IMP|90|Avg)	Unique Visitors / Unique Impression Viewers	Events (IMP|90|Avg)
Total	192,212,223	1.15%	48,799	30.25%	7.95
MySpace	87,342,039	1.36%	5,478	26.04%	8.90
Facebook	34,948,504	0.70%	4,980	44.13%	5.72
ESPN	21,938,032	0.89%	1,940	11.50%	11.98
Yahoo	10,293,896	7.58%	10,082	32.25%	5.95
MSN	5,673,928	1.25%	3,967	28.25%	7.65
AOL	3,291,928	3.91%	4,617	15.08%	9.83
CNN	1,282,739	0.00%	0	55.06%	2.87
Bebo	987,311	3.01%	3,552	36.84%	5.82
Rodale	863,902	0.00%	0	22.12%	6.55

The number of impressions for the Yahoo! display ad is low (bubble is to the left of the horizontal access), yet the ad has a high click-through rate (bubble is high on the vertical axis) and a high number of conversion event points (relative bubble size).

Next Steps

To learn more about how Coremetrics Impression Attribution can help you analyze the performance of your impression marketing initiatives and allocate your budget dollars accordingly or to request a demo, visit http://www.coremetrics.com/solutions/impression-attribution.php or call 1-866-493-2673.

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About Coremetrics

Coremetrics is the leading provider of online marketing and business optimization solutions. Its products help businesses increase revenues and find and retain their most profitable customers by maximizing every online interaction. More than 1,500 online brands globally, transacting more than $20 billion this year, use Coremetrics' Software as a Service (SaaS) to optimize their online marketing. Coremetrics' solutions encompass advanced online analytics and integrated precision marketing applications, including search engine bid management, email targeting and cross sell recommendations to acquire customers more cost effectively, increase conversion rates, and increase lifetime customer value. Coremetrics is consistently recognized by industry analysts and thought leaders, and in 2008 was named to Deloitte's Technology Fast 50 Program for Silicon Valley Internet, Media, Entertainment and Communications companies. The company is privately held with funding from 3i, Accel Partners, FTVentures and Highland Capital Partners, and is headquartered in San Mateo, California.

To learn more about Coremetrics, visit http://www.coremetrics.com or call 866-493-2673.

Coremetrics has strongly supported online privacy since its inception. To learn more, visit http://www.coremetrics.com/privacy.

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