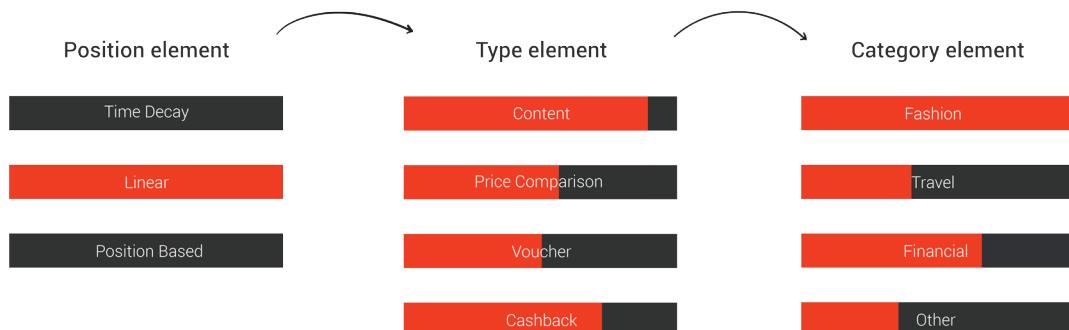


Real Attribution: A deep dive into the custom attribution model



Advertisers starting with TradeTracker's Real Attribution have the possibility to choose between a variety of models. Five out of the total of six attribution models reward touchpoints based on their position of the path, while the custom model allows for other factors to be considered. In this version of "Insights" we will dive into this custom model and elaborate on the customisation possibilities and the effects of this custom model.

Within Custom models advertisers can share their commission based on three different elements: the Position of the touchpoint, the Site type of the publisher who generated the touchpoint and the market segment of the publisher which generated the touch point. The calculation of the commission is set up in a way that every element is calculated by granting each element with a specific percentage of the commission. This is then distributed according to the distribution model chosen for that element. If advertisers' decide to include exceptions into any model, the model will also be seen as a customised model.



Why advertisers choose a custom model

So far around 50% of the campaigns running with Real Attribution are active with a custom model. The reason for the majority choosing the custom model is that it gives them an additional way (next to the position of the touchpoint) of rewarding publishers for the value where the advertiser would like to see the added value. **Daniël Franco, Sr. Online Marketer Channels** for **HEMA**, active with a Real Attribution campaign in UK and France, describes the reason for picking the custom as follows: *"This model gives us the possibilities to find the right balance within our Attribution model, we maximise results from publishers with target groups at the beginning and the end of our customer's journey, which optimized both the revenue for us and our affiliates".*

Site Type & Market segment element effects

The effects of custom models in which advertisers add additional weight to specific site types or market segment is significant. Some noticeable examples:

- Advertisers who put a lot of emphasis on Bloggers in their site type element have noticed an increase of 40% in traffic from Bloggers;
- Advertisers which set a relatively high weight for Comparison sites experience improved advertiser's positions among their listings and due to the increased eCPC values the number of transactions have increased two fold and more.
- Large retail campaigns setting specific high weights to publisher market segments matching their product categories, like Fashion, Electronics, Health & Beauty and Baby & Kids, noticed increased placements from publishers within these market segments.

Effects of Exceptions

Within the Custom Attribution model setting an exception to the model is an additional possibility. With the two possible exceptions, the advertiser can choose to either;

- Exclude an affiliate from being rewarded within the conversion path.
- Give a publisher (group) a fixed fee if it has the last touchpoint.



Advertisers use the first exception when integrating their direct CPC and CPM partners within their Real Attribution setup. During the initial phase of the integration, they set a no-attribution exception for these affiliates to see their role, and their impact on the conversion paths. During the second phase, they start moving the CPC/CPM commissions to CPA by removing the exception and paying these publishers on a performance basis as well.

The second exception is used by some advertisers combined with specific site types, for example Cashback sites. **Daniël Franco**, from **HEMA** comments: "*Cashback sites play an important role within our campaigns. By granting Cashback publishers with a fixed percentage of the commission to be attributed they can guarantee cashback to their members, but are also earning commission on that last and other touchpoints. This brings them additional possibilities for generating income by adding more value for HEMA, which gives them the chance to grant their members with an even higher cashback, a win-win situation for everyone.*"