

IAVAS
DIGITAL

INSIGHT

SOCIAL MEDIA ATTRIBUTION

BEYOND USER ENGAGEMENT

July 2011



Quantifying the contribution of Social Media
in your campaign architecture

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M E D I A

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EXECUTIVE SUMMARY

As use of Social Media continues to grow globally, Social Media spend is on a growing path. Marketers stock up on Fans and Followers and are looking for ways to monetize their Social Media success and gain an understanding of how these new engagement channels work with their overall media spend.

Taking Social Media beyond the “Likes” into understanding its true value means marketers need the tools to quantify the contribution of each piece of their media mix.

With 68% of Facebook users saying that they follow friends’ advice when it comes to discovering and buying new brands/products⁽¹⁾, managing word of mouth is a necessity that goes beyond reputation management. For ecommerce marketers, Social Media marketing is not just an option any more, it becomes a mandate.

This Insights piece outlines **Havas Digital’s methodology for attribution across Display, Search, Video and Social Media**, showing real-world examples of applications to the ecommerce world as well as laying out the framework in which the analysis is being carried out.



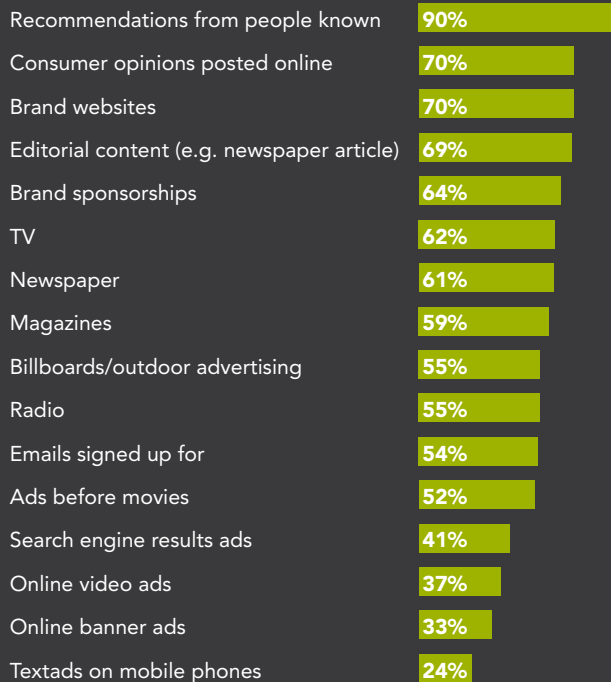


SOCIAL MEDIA'S GROWING IMPORTANCE

in the marketing mix

WORD OF MOUTH COMBINED WITH SEARCH are the most powerful drivers of consumer behavior

Have some degree of trust* in the following forms of advertising (Apr. 2009)

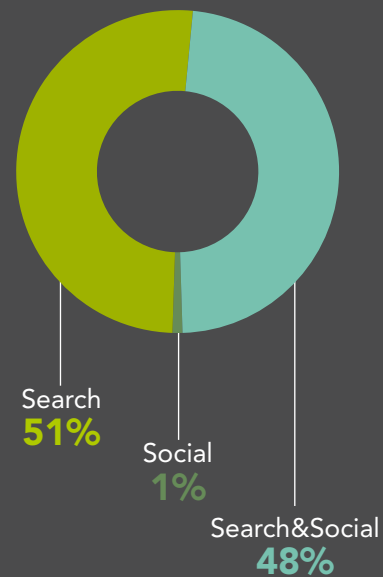


Source: The Nielsen Company

* E.g. 90 percent of respondents trusted "completely" or "somewhat" recommendations from people they know.

US online buyers who were led to their purchase by a search engine or Social Media site (Nov. 2010)

% of total

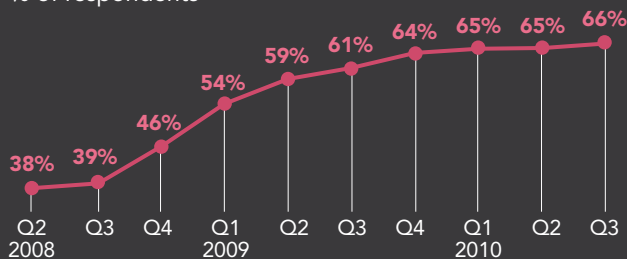


Source: comScore Inc., 2011

SOCIAL NETWORKING IS WHERE PEOPLE spend most of their online time

US consumers who spend 1+ hour on Social Network activities per week, Q2 2008 - Q3 2010

% of respondents



Source: Interpret, December 16, 2010

Time spent on online activities, by type (Sep. 2010)

Hours per week spent on activity



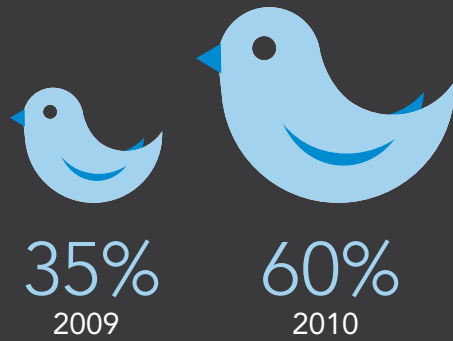
Note: n=48,804

Source: TNS, "Digital Life". October 10, 2010

MANAGING WORD OF MOUTH IS CRITICAL

Fortune 500 companies with a Twitter account*, 2009 and 2010

% of total

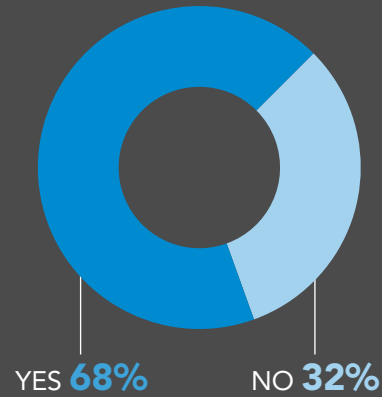


Note: *with tweets made in the past 30 days.

Source: University of Massachusetts Dartmouth Center of Marketing Research, "The Fortune 500 and Social Media: A Longitudinal Study of Blogging, Twitter and Facebook Usage by America's Largest Companies". October 6, 2010

US Facebook users who are more likely to buy a product or visit a retailer based on a positive Facebook friend referral (Mar. 2010)

% of respondents



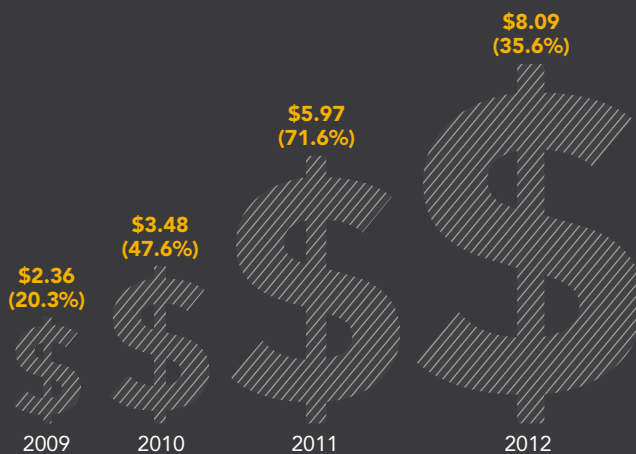
Source: Morpace, "Facebook's Impact on Retailers", provided to eMarketer. April 1, 2010

"SOCIAL NETWORK ADVERTISING IS REAL AND GROWING.

International markets will grow even more than US markets"

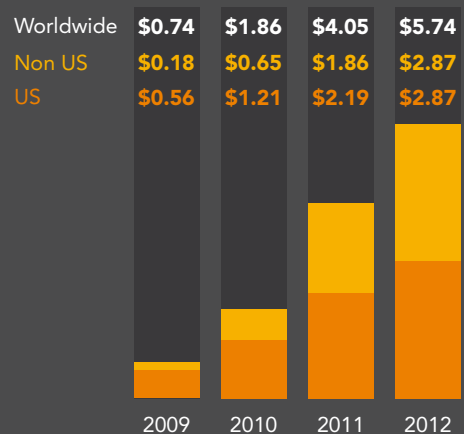
eMarketer

Social network ad revenues worldwide, 2009 - 2012
Billions and % change



Source: eMarketer. January 2011

Facebook ad revenues, 2009 - 2012
Billions



% change (2012 vs. 2009)

Region	% change
US	417%
Non US	1,468%
Worldwide	678%

Note: numbers may not add up to total due to rounding. Source: eMarketer, January 2011

HOW CAN MARKETERS ACHIEVE **ACCOUNTABILITY**

for their social advertising spend?

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WHAT ARE THE CHALLENGES WITH SOCIAL MEDIA ATTRIBUTION?

Digital attribution methodologies that rely on user-based data are great at helping marketers understand which combinations of channels work best for their most valuable customers. A de facto standard of current approaches is the “last click” attribution model, which ignores most of the wealth of user-level data and touch points in the consumer decision path.

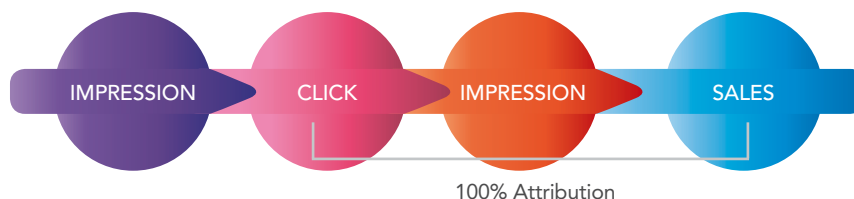
Large portions of Social Media spend escape traditional tracking techniques, whether marketers use Web Analytics tools or Ad servers to measure their marketing ROI. Social comments, also referred to as “buzz,” are the most obvious example of Social Media activity that cannot be tracked through Web Analytics or Ad serving technology. Tools that allow measurement of Social comments provide information about users and/or their Social and intent graphs as well as volumes of comments and sentiment analysis. However, this information lives in a different silo than impressions, clicks or website activity from Display or Search campaigns.

Traditional marketing mix modeling methodologies, in turn, have difficulties accounting for differences between individuals and are not well suited to help marketers with Digital and Social Media attribution. **Havas Digital has pioneered Digital attribution beyond last click** and is now building upon this foundation to devise a truly accountable framework for Social Media attribution.



What is Last Click attribution?

The default rule in online attribution is that the last exposure before conversion gets the full credit, with clicks taking priority over impressions. In other words, no matter how many different creatives a consumer has previously been exposed to, the last click before purchase is attributed 100% of the revenue generated. If there was no click in the journey, the last impression gets credit for the conversion.



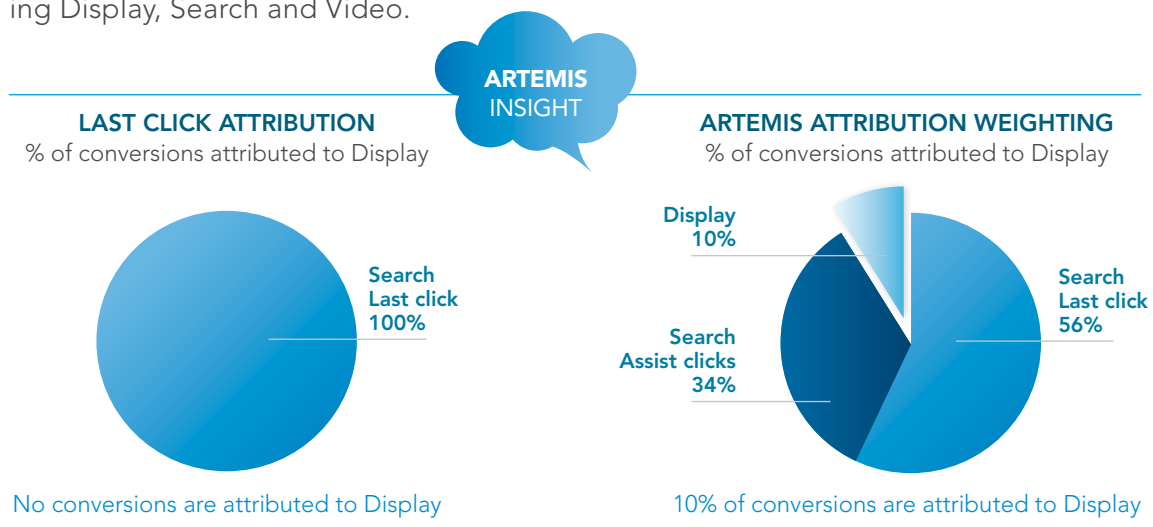
The Last Click attribution has been thoroughly criticized for not giving credit to early funnel exposures, typically over-evaluating Search and discarding the contribution of Display. See our previous Havas Digital Insight *Searching for Real Attribution* for more information: <http://www.mediacontacts.com/2008/09/searching-for-real-attribution/>



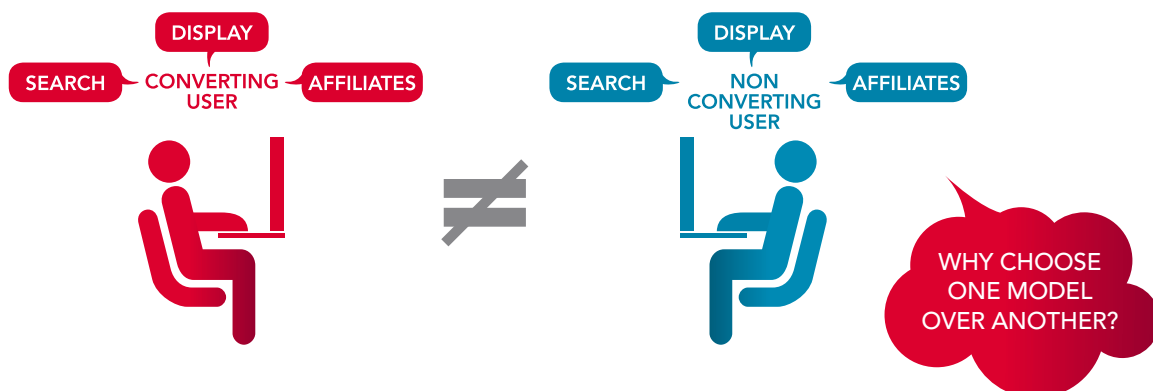
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BUILDING ON ATTRIBUTION FOR DISPLAY, SEARCH AND VIDEO

In a previous Havas Digital Insights paper, "Artemis Attribution Weighting, Managing the Digital Media Mix" ⁽²⁾, we have looked at why and how Artemis Attribution Weighting, Havas Digital's evidence based, data-led algorithmic attribution methodology, can help Marketers understand media spend efficiency across Digital touch points including Display, Search and Video.



Havas Digital believes attribution models need to be based on an understanding of how user segments react to an advertisement, not just an understanding of the aggregate (or averaged) effects. We aim to answer two questions: **"How are the decision paths different for converting users versus non-converting users?"** and **"How has each touch point in the campaign influenced the conversion rates of different segments?"**



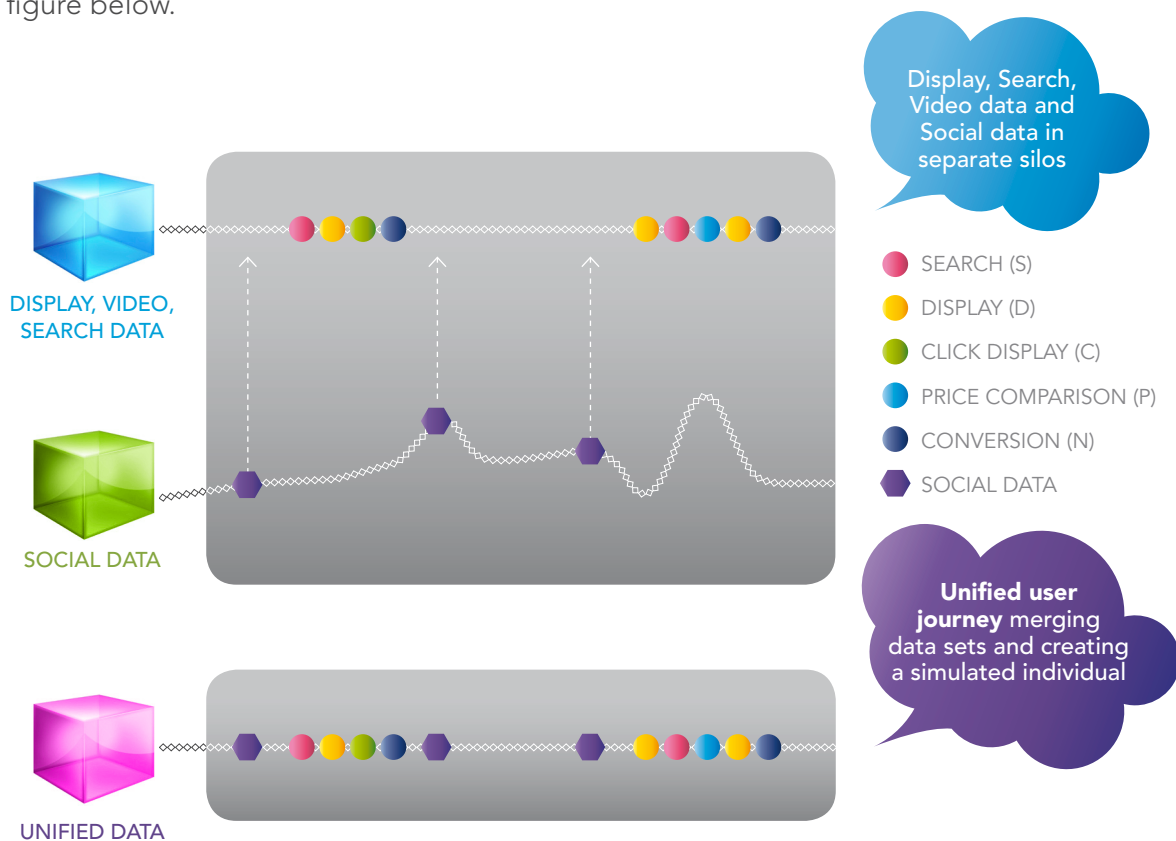
In this Havas Digital Insight we will look at how we can extend Artemis Attribution Weighting to encompass Social Media. Our aim is **to help marketers understand the contribution of Social Media to their overall strategy** in order to maximize Social Media channels' contribution to their overall marketing efforts across Digital, Social and Offline media.

This will derive actionable insights to optimize campaign architecture and maximize the effect of channel synergy. To achieve this, we are building on the foundation laid in our previous efforts towards constructing an evidence-based attribution methodology that does not rely on randomly chosen models, but rather assesses the role of each and every touch point in the consumer Digital exposure path. This answers the question...

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HOW DO WE ADDRESS SOCIAL MEDIA ATTRIBUTION CHALLENGES?

We use sophisticated methodologies to construct a unified dataset between Display, Search or Video data and Social data. By tying back the disparate data sources into unified framework, we can uncover attribution and interaction effects between paid Digital media campaigns and earned Social Media. To that aim, we use Social and Display, Search and Video data to create representations of consumer journeys – sequences of Social events (like blog posts, Twitter messages, or forum comments) and Digital media events (Search impressions and clicks, Display impressions and clicks, etc.) as in the figure below.



The methodology we use to tie together the Social and the Digital datasets is a computer simulation technique called Agent Based Modeling (ABM). We create unified, simulated user journeys that represent the online behavior of real world people and their social interactions. We also cluster the user journeys based on the frequency of exposures and conversions in order to understand the differences in possible outcomes for different consumer profiles. The analysis process is based on this clustering methodology.

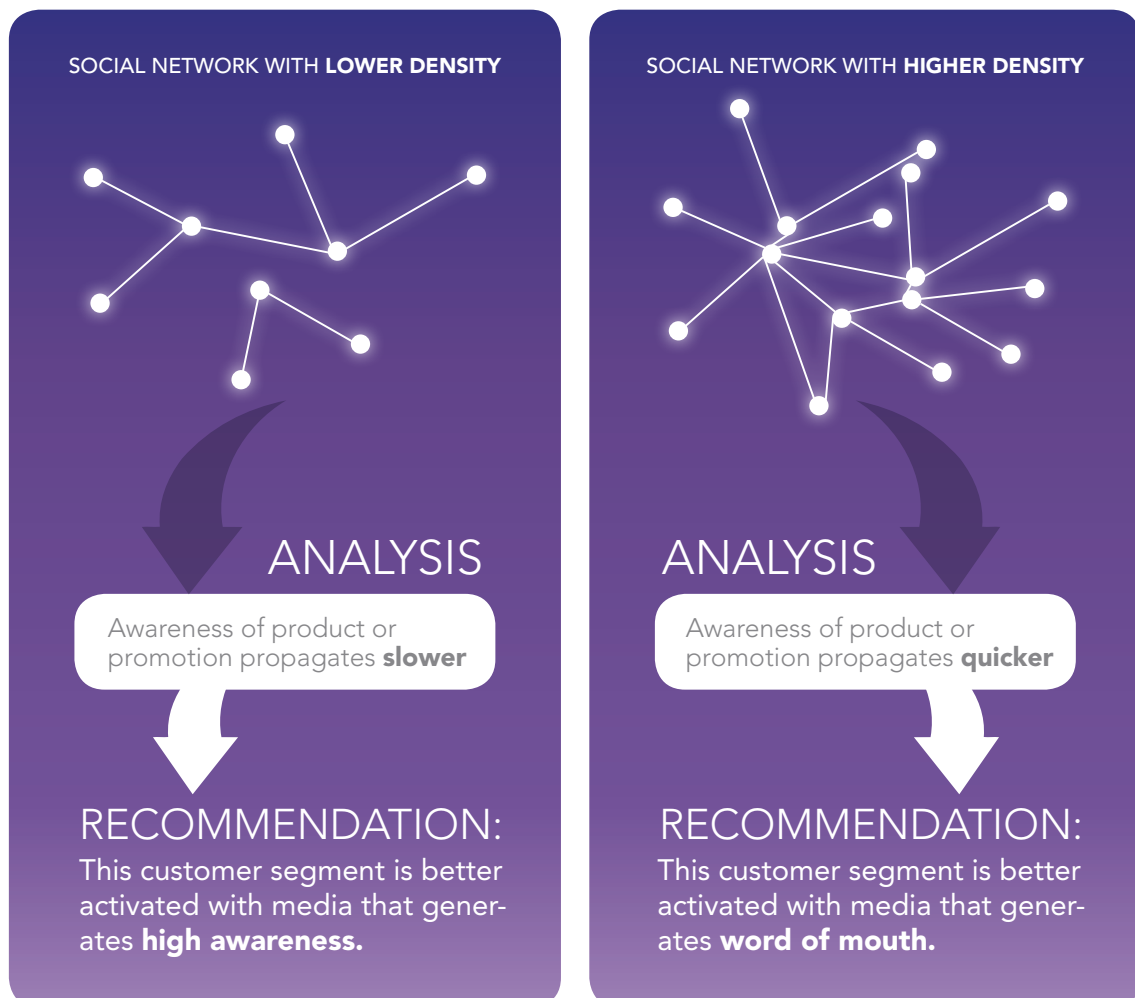


What is Agent Based Modeling?

Agent Based Modeling (ABM) aggregates disparate data to create "agents" (simulated people) that are representative of the real world population. ABMs are used to uncover the causes of complex and often surprising outcomes in systems as diverse as molecules, the Internet, traffic jams and now: online consumer journeys.

Because Agent Based Models are designed to understand individuals, they are suited to help marketers understand how different user segments behave as a function of marketing campaign exposure. For more on ABMs see http://en.wikipedia.org/wiki/Agent-based_model

Here is an example of what a Social Network looks like for 2 different clusters of users. The right cluster is clearly the denser of the two; this means that information will propagate a lot faster in this cluster and for example, influence how awareness of a product offering is increased among users.



Where does the data presented in the case studies come from?

All of the data presented in this Insight document relates to an ecommerce advertiser that uses Ad serving through Display, Search, Video, Price Comparison and Email. Social buzz data is gathered through several buzz monitoring tools and includes Twitter data as well as comments publicly available on forums and discussion boards.

Social Network behaviors also inform campaign phasing, as is shown on the graph below that illustrates how awareness of a promotion spreads around the network over time (the colored lines represent posts about the promotion). For this ecommerce client, promotions have a short life span and build upon each other. Understanding how each promotion resonates with different user segments helps this marketer plan product promotions life span.



What does this tell us?

- All consumers are not born equal.
- All consumer Social Networks are not born equal.
- Taking differences between consumers into account when designing marketing programs leads to better effectiveness and efficiency.

WHAT ARE THE BENEFITS OF ARTEMIS' SOCIAL MEDIA ATTRIBUTION?

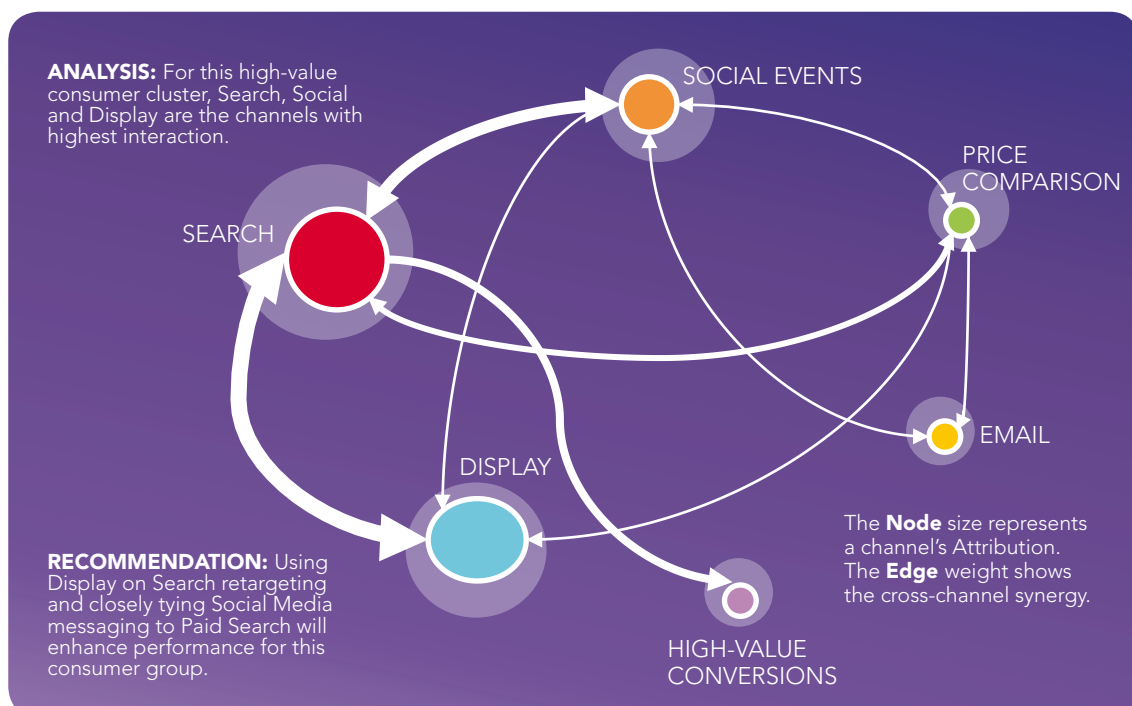
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To integrate Social Media into their strategy in an accountable fashion, marketers need to understand how to maximize Social Media's contribution to brand and product's performance for short/medium/long term marketing programs across all Digital and Offline channels. For this, Havas Digital is developing ways to define Paid-Owned-Earned platforms that insure optimal efficiency and effective combinations, resulting in better brand/product outcomes. Benefits of Artemis' Social Media Attribution, from this perspective, can be framed around three axes: **1) Operational insights on marketing channels; 2) Operational analysis of consumer segments and 3) Optimization of marketing strategies and implementation scenarios.**

1. OPERATIONAL INSIGHTS ON MARKETING CHANNELS

Measure and quantify the direct contribution of Social Media activity on marketing performance indicators (consumer engagement, conversions, sales, etc) through a comprehensive picture of visitor behavior (on site activity, engagement depth, purchase, value, etc).

In particular, it enables analysis of the interactions between Search and Social Media in the purchase pathway and shows how these interactions support navigation through the decision-making process.



How is the cluster graph built?

The consumer journeys in the terabytes of data we analyze are diverse. Some journeys last months. Others just minutes. Some, based on the media consumption and internet use of the consumer, have hundreds of events. Others just a handful. Some journeys are uniform, populated mostly with identical events, while others are highly varied. Yet besides the apparent differences, clear patterns in the frequency and sequence of events emerge.

Each consumer journey can be represented as a graph, in which each node is a channel, and each link represents how well two channels interact with each other in terms of their ability to increase the likelihood of purchase. The more effective a channel, the larger its representing circle. The greater the interaction between the channels, the thicker the line between them is.

This allows us to cluster journeys based on these similarities and build consumer segments that categorize hundreds of millions of journeys. Each segment has different conversion rates, revenues and attribution scores. From there, we derive insights about profitability and media effectiveness that include both Paid and Earned Digital media.

QUANTIFY SOCIAL MEDIA INFLUENCE ON OTHER MARKETING CHANNELS SUCH AS DISPLAY, VIDEO, NATURAL SEARCH, ETC.

The main impact point is generally Social-Search interaction. Artemis' ability to provide the most granular data enables us to understand impact at keyword level for Paid Search and Natural Search activity – separating navigational search from informational search.

QUANTIFY SYNERGY EFFECTS BETWEEN CHANNELS

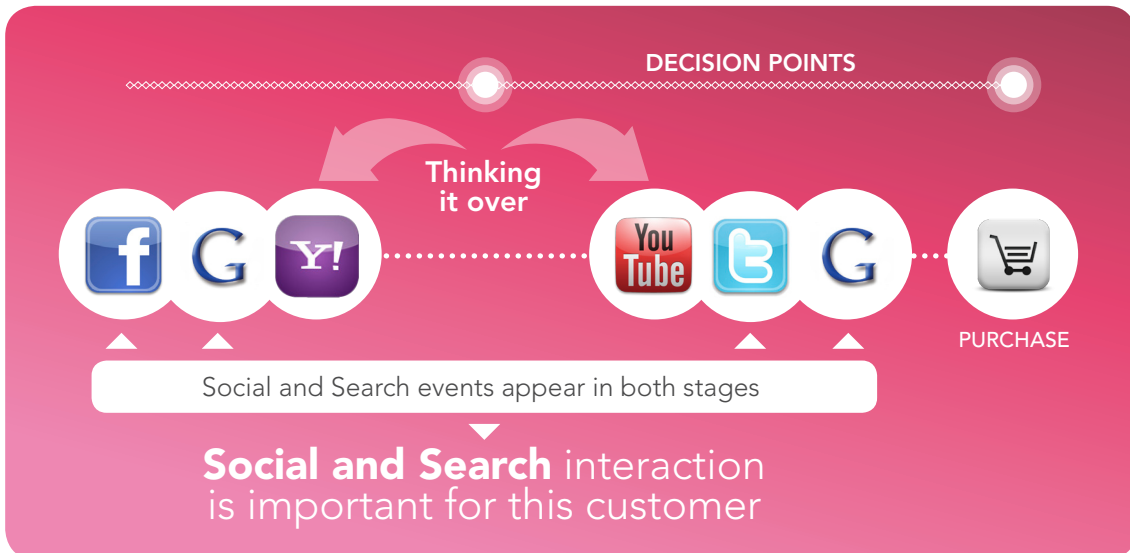
Understanding how Digital actions are boosted by different levels on Social Networking activity helps marketers understand the value of community management in general, and Fans, Likes and Followers in particular. Recent events suggest strong correlations between media vehicles such as TV and Twitter for example, as has been shown during the Royal Wedding (see this post on Twitter's blog for more insights on Twitter and TV: <http://blog.twitter.com/2011/05/watching-together-twitter-and-tv.html>).

UNDERSTAND CHANNEL'S INTERVENTION AT EACH STAGE OF THE PATH TO PURCHASE

As the purchase funnel is fragmenting and discovery choices are multiplying, consumers have increasing ways to make purchase decisions. Understanding how Digital, Offline and Social channels work at different stages of the consumer decision process helps marketers conceive campaign architectures that maximize interaction and synergies effect, including resonance of their message in the Social sphere.

Understand **channel's intervention at each stage of the path to purchase.**

Example of a purchase path:



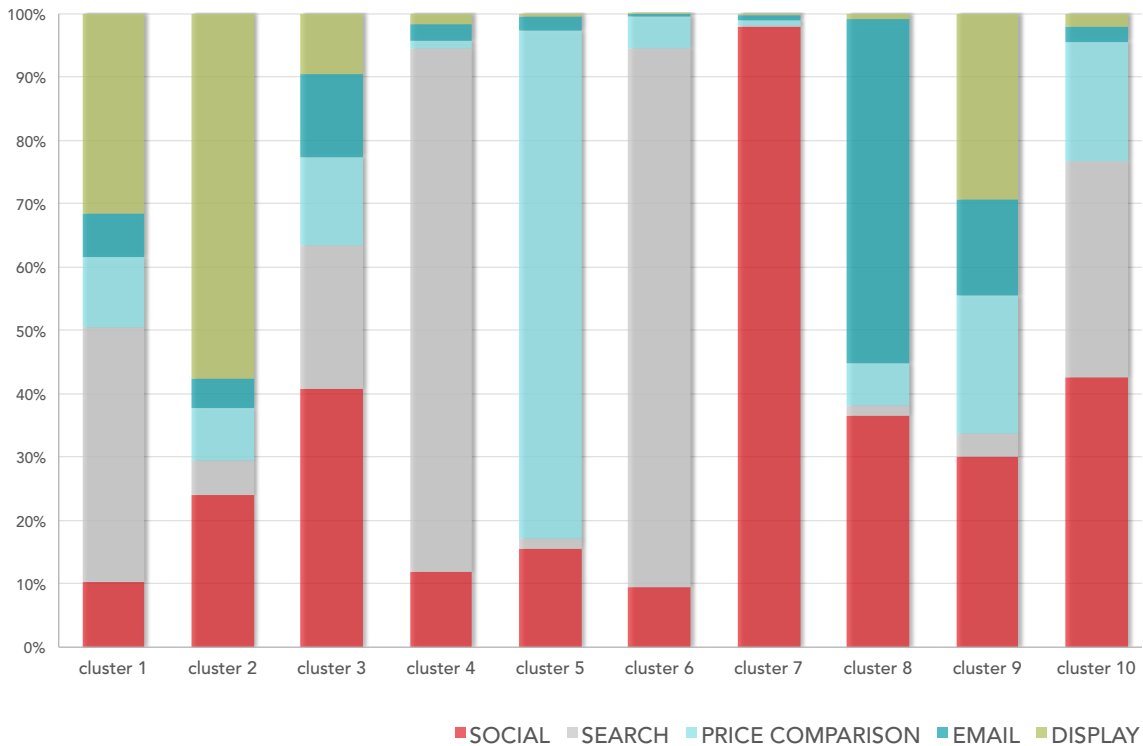
2. OPERATIONAL ANALYSIS OF CONSUMER SEGMENTS

Understanding how different media combinations influence different consumer segments is really at the heart of our approach. With the data and the tools available to take the challenge on, we are able to help marketers look deeper into their campaign insights and understand how consumers resonate with their messaging and the vehicles they use.

In the following example, we show how consumer segments ranked by value cluster according to the channel they used most in their purchase process.

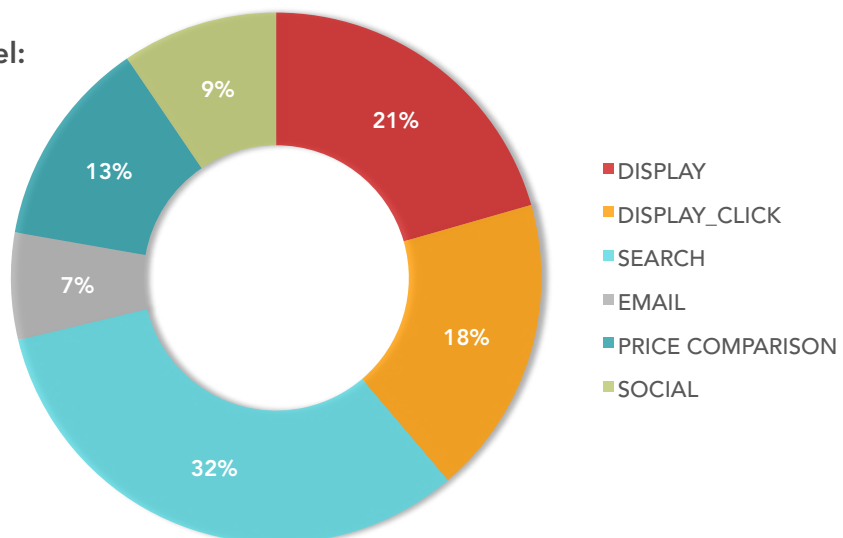
Cluster	Value	Dominant Channel
cluster 4	1	Search
cluster 5	2	Price Comparison
cluster 3	3	Social
cluster 6	4	Search
cluster 2	5	Display
cluster 1	6	Search
cluster 7	7	Social
cluster 8	9	Email
cluster 10	9	Social
cluster 9	10	Social

Cluster of consumer identifies dominant response channels:



This enables us to derive an aggregated, attributed value to each media channel by rolling up all customer segments and looking at the effects at the channel level. Search and Display have a dominant role in the purchase process for this marketer, but Social now appears with 9% of credit for the total sales volume of the time period we analyzed. We can now credit Social Media for its role in the overall marketing efforts in driving sales.

Attribution by channel:



3. OPTIMIZATION OF MARKETING STRATEGIES AND IMPLEMENTATION SCENARIOS

The Artemis Social Media Attribution platform enables a new, multi-dimensional focus for marketing spend optimization.

- **Touchpoints dimension:** integration of Paid, Owned and Earned media as all touchpoints, Social and the marketers website are taken into account.
- **Path to purchase dimension:** touchpoints are considered as they occur in time.
- **Consumer segment and value:** differences between consumers are taken into account in the media mix optimization process.

By using the data at hand to build a framework of insights into the existing marketing program, we enable marketers to experiment with “what if” scenarios by testing the effects of actionable parameters like media spend, allocation and timing to understand how changes in the media mix affect user behavior.

The questions we seek to answer are: “What architecture of Paid media will activate multiplying effects of exchanges between consumers/prospects/influencers?” and “How can we influence this by taking engagement metrics into consideration?”.

This approach is geared at day to day operational optimization with a continuous “test and learn” focus to enrich tactical execution with relevant insights.



Benefits of our approach:

- 1. Analyze Social and Digital media holistically** by tying disparate data sources into a common framework.
 - 2. Understand the different profitability and outcomes** that are likely for different online consumer segments by exploiting the heterogeneity of consumer journeys with our clustering analysis.
 - 3. Attribute all events that occur in a consumer journey**, not only the last handful of clicks.
 - 4. Experiment and evaluate new strategies quickly** in a risk-free environment by using a validated simulation.
-



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CONCLUSION

In the light of the ever growing complexity of the Digital media landscape, few marketers still believe that there is one perfect answer to their spend allocation challenges. Moreover, were there to be such an answer, it would have a rather short life span until it is disrupted by a large scale shift in consumer behavior, fostered by the Digital media revolution.

Havas Digital has taken the standpoint of continuous development of **tools and methodologies** that help marketers manage and optimize their marketing efforts in accordance with the level of complexity of each market and consumer segment. We do not believe in one size fits all, neither in marketing strategy nor in relationship management.

As we continue developing our toolset, **we will publish more results in further Insights documents**. In the meantime, we would be delighted to discuss individual business issues and opportunities, whether you are already a Havas Digital client or simply just interested in a more case-specific perspective. Please contact your Havas Digital Account Director, the appropriate Havas Digital Country Managing Director or any authors to find out how many of the emerging opportunities in Digital marketing can play a key role in your overall marketing plans.



7

RESOURCES

RESOURCES

Media Contacts – www.mediacontacts.com

Adwords – adwords.blogspot.com

Shumans, Business, Media & Technology – shumans.com

John Batelle's Search Blog – battellemedia.com

Pay Per Click Blog – www.ppcblog.co.uk

Search Engine Watch – searchenginewatch.com

Enquisite – www.enquisite.com/blog/

Wikipedia – www.wikipedia.com

Forrester Research – www.forrester.com

Gartner Research – www.gartner.com

SOURCES

(1) Morpace through eMarketer:

Facebook's impact on Retailers (April 2010)

(2) Havas Digital:

Artemis Attribution Weighting, Managing the Digital Media Mix (March 2010)

http://www.havasdigital.com/wp-content/uploads/2011/02/HD_Insight_AttributionDM.pdf





CONTACT DETAILS

We encourage you to contact us directly to discuss, in more details, any concerns you may have regarding this Havas Digital Insight issue. **We will be happy to assist you.**

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