

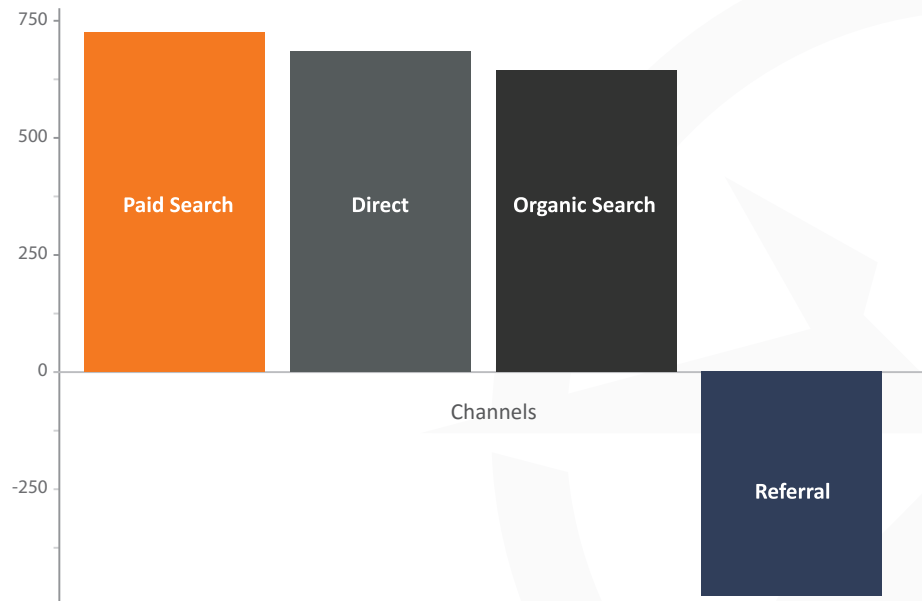
# CHANNEL CONTRIBUTION ANALYSIS



## Overview

**A customized, data-driven model for cross-channel effectiveness.**

Our Channel Contribution Analysis gives you a customizable, data-driven model for converting channels. You'll know which marketing mediums are closing the most deals, and how much value they add to your business. A Channel Contribution Analysis helps us to answer your big marketing questions, such as: "Where do my high-value customer journeys begin?" and, "Which channels are pushing them to conversion?"



**Imagine being able to realize a precise dollar value for how much each marketing channel adds in conversion value at each stage of the customer journey.**

## How It Works

Cardinal Path extracts your data, and runs an algorithm to calculate and interpret it. We uncover the true value of your channels (display, paid search etc.) by measuring the additional lift in conversion value. We then provide you with insights and actionable recommendations for managing each channel. By using these carefully derived insights, you will be able to adjust your advertising spend to achieve the best results possible. Imagine being able to realize a precise dollar value for how much each marketing channel adds in conversion value at each stage of the customer journey. Having this detailed level of insight will allow you to target customers with highly customized, timely, and relevant content.

## Benefits

- Unearth how much each channel action is worth and know the maximum amount you should spend on any action
- Use channel contribution to conversion to assist in optimizing spend across channels
- Adjust your marketing messages to match each channel's highest performing role

### Get started!

Why wait to pinpoint exactly how your high value customers convert. Get started today!

#### We'll show you how:

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Cardinal Path is an award-winning digital data analytics and optimization consulting firm that works with the world's most prominent organizations to create, implement and action advanced analytics. Known for its industry leadership with tools such as the Online Analytics Maturity Model, a framework for assessing enterprise-wide analytics maturity, Cardinal Path comprises dedicated teams of award-winning analysts, statisticians, academics, developers, and many of the top minds in the digital marketing space. We help our clients unlock the value of their data, sharing all that we know and empowering people to make confident business decisions for sustainable growth.