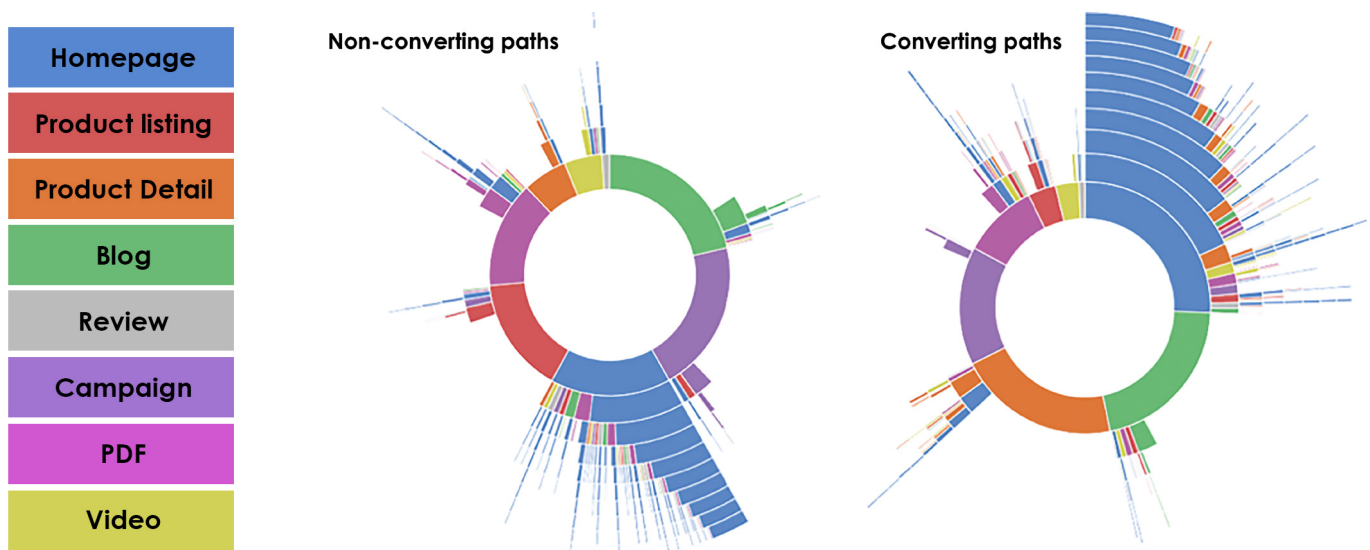




Content Attribution Analysis

Attribution is a common marketing analytics approach which aims to measure the amount of influence different consumer touch points have on customer behavior. This is an essential technique for understanding which touchpoints are truly providing value.

Content Attribution is a customized attribution approach which shows the relative value of individual content assets. The model takes a deep look at the influence or lift provided by each asset, by comparing user paths where it was consumed. The relative weight of each can then be compared for a thorough understanding of which assets contributed the most to a successful campaign.



Sunburst data visualization showing converting and non-converting paths for various content types.

Benefits

- ✓ Understand which content assets contributed the most to success events
- ✓ See how much relative lift each asset type provides
- ✓ Find out what kind of content is linked to repeat visits for more effective personalization
- ✓ Learn about which content is best for certain marketing tactics (e.g. prospecting vs. remarketing)
- ✓ Discover how content performs along the path to purchase to inform your content updates
- ✓ Find out which assets will best 'retain' a user and which act as 'closers' resulting in success events
- ✓ Obtain accurate suggestions on frequency capping due to diminishing returns
- ✓ Get insights for future content development strategies

How it works

Cardinal Path starts by assessing content paths, conversion points, and segmentations that will provide the most useful and accurate results. Then, we use an attribution algorithm on hit level analytics data and analyze the results. Once we have reviewed and interpreted the data, we present to you our findings, the implications they have on your business, and our recommendations for a clear path to action. Recommendations can include impacts for media planning, content development strategies, and on-site personalization.

What you'll get

With a Content Attribution analysis from Cardinal Path, clients will:

- Be presented with the findings associated with each content asset analyzed
- Receive a briefing on the business implications
- Be provided with a suggested course of action to take in order to maximize return on investment

Learn more!

Armed with a cutting-edge Content Attribution analysis from Cardinal Path, you will be able to predict your customers' behavior and be provided with concrete guidance which will allow you to adjust your marketing approach for the highest profitability possible.

We'll show you how. Contact us today:

To speak to our data science experts about what Content Attribution can do for your organization, contact us today:

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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.