Evaluating Marketing Attribution Technology Platforms

January, 2022
A Different Kind of Analyst Firm...

```

<table>
<thead>
<tr>
<th>GEEKS</th>
<th>MYSTICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOSERS</td>
<td>POSERS</td>
</tr>
</tbody>
</table>
```

“the mystical quadrant”

<table>
<thead>
<tr>
<th>INDEPENDENCE FACTORS</th>
<th>REAL STORY GROUP</th>
<th>OTHER FIRMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONSULT TO VENDORS?</td>
<td>NO</td>
<td>YES</td>
</tr>
<tr>
<td>SPEAK AT VENDOR EVENTS?</td>
<td>NO</td>
<td>YES</td>
</tr>
<tr>
<td>ACCEPT EXPENSES &amp; HOSPITALITY FROM VENDORS?</td>
<td>NO</td>
<td>YES</td>
</tr>
<tr>
<td>WRITE PAPERS FOR VENDORS?</td>
<td>NO</td>
<td>YES</td>
</tr>
</tbody>
</table>
New Research: Key Highlights
# Reference Architecture Framework: Omnichannel MarTech Stack

## Engagement Channels

<table>
<thead>
<tr>
<th>Ads</th>
<th>Web</th>
<th>Email</th>
<th>Mobile</th>
<th>Social</th>
<th>Print</th>
<th>Alexa</th>
<th>Chat</th>
<th>Call</th>
<th>PoS/F2F</th>
<th>IoT/Product</th>
</tr>
</thead>
</table>

## Interaction & Delivery Environments

<table>
<thead>
<tr>
<th>Advertising</th>
<th>Sites</th>
<th>Applications</th>
<th>Distribution</th>
<th>Storefront</th>
<th>Contact Center</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generate demand</td>
<td>Deliver information</td>
<td>Deliver services</td>
<td>Deliver via channel</td>
<td>Sell things</td>
<td>Answer questions</td>
</tr>
</tbody>
</table>

## Content & Engagement Services

<table>
<thead>
<tr>
<th>Product Information Management</th>
<th>CRM &amp; SFA</th>
<th>Social Media Management</th>
<th>Service &amp; Support</th>
<th>WCM</th>
<th>Marketing Attribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manage and syndicate product info</td>
<td>Automate sales &amp; manage relationships</td>
<td>Engage in social media &amp; communities</td>
<td>Address customer inquiries and problems</td>
<td>Manage web content &amp; inbound experiences</td>
<td>Manage commercial activity</td>
</tr>
</tbody>
</table>

## Enterprise Foundation Services

<table>
<thead>
<tr>
<th>Omnichannel Content Services</th>
<th>Customer Data Activation</th>
<th>Customer Data Management</th>
<th>Omnichannel Personalization</th>
<th>Journey Orchestration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manage components fueled with data</td>
<td>Manage actionable data &amp; segments</td>
<td>Ingest, process, &amp; unify customer data</td>
<td>Customize individual experiences</td>
<td>Set decisions for omnichannel engagement</td>
</tr>
<tr>
<td>Digital Asset Management</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manage rich media &amp; brand assets</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Intelligence:** Analytics, Reporting & Visualization, Predictive Modeling, Attribution

**Creative & Marketing Ops:** Creative & Content Ops, Scheduling, Project & Resource Mgmt
Three Major Research Highlights

• Highly competitive marketplace, but…
  • Substantial technical debt among big established players
  • Major services component and proliferation of proprietary tooling
  • Possibly the least packaged of RSG-monitored MarTech categories

• You will need substantial in-house resources to fully leverage
  • There is “buy and build” here
  • Some enterprises have successfully built home-grown

• Five key scenarios for Marketing Attribution
  • These matter a lot
  • We’ll have more to say about this in a minute!
Evaluating Vendors
Vendor Landscape

Enterprise Platforms:
- Ipsos
- Neustar
- Nielsen

Mid-Tier Products:
- Adobe
- Google
- Merkle

Specialists:
- Analytic Partners
- C3 Metrics
- Marketing Evolution
# Key to Evaluating Vendors: Marketing Attribution Scenarios

**Scenarios**

**MAT Scenarios:**

Select All | Select None
- B2B Attribution
- Omnichannel Attribution
- Marketing Mix Modeling
- Multi-Touch Attribution
- TV Attribution

**Next: Weightings**
Please select at least one Use Case Scenario

### Use Case | Description
--- | ---
Marketing Mix Modeling | MMM is a top-down approach for longer term marketing decisions and planning
Multi-Touch Attribution | Assigns credits to multiple (digital) touch points on the customer journey to conversion
TV Attribution | TV Attribution links television exposures to marketing and sales outcomes
B2B Attribution | B2B Attribution estimates the impact of marketing and sales touches on revenues by considering the unique dynamics of the B2B sales process
Omnichannel Attribution | Omnichannel Attribution considers as many channels (online and offline) as possible in the customer journey
MTA Scenario

Figure: Rules-based Credit Attribution Models. Image Source: Query Click
B2B Scenario
How to Select
Term of the Day....

“Design-Thinking”
Business-focused
Team-based
Empirical
Iterative
Adaptive
EMPATHIZE (36):
Create Diverse User Stories

DEFINE (6-8):
Create RFP and Vendor Shortlist

IDEATE (4):
Review Proposals and Demos

PROTOTYPE (2):
Hands-on Bake-off

TEST (1):
Optional PoC
Short List via Use Cases

Weigh the importance of each Scenario (optional)

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multi-Touch Attribution</td>
<td>34%</td>
</tr>
<tr>
<td>TV Attribution</td>
<td>33%</td>
</tr>
<tr>
<td>B2B Attribution</td>
<td>33%</td>
</tr>
<tr>
<td><strong>Total Weighting</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
Example Fit: Marketing Evolution

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>TV Attribution</td>
<td>🕗 Analyzes TV data (linear TV, Video on Demand, Connected TV) from multiple providers for ROI and provides optimization recommendations for in-flight and future media buying</td>
</tr>
<tr>
<td>B2B Attribution</td>
<td>⚠️ Does not support B2B use cases</td>
</tr>
<tr>
<td>Omnichannel Attribution</td>
<td>❖ Uses a proprietary unified model that combines marketing mix, attribution, and brand tracking that has been well-received by customers</td>
</tr>
</tbody>
</table>

**Key Considerations:**

- Not all Marketing Attribution vendors support all use cases, nor support them evenly
- Best practice to prioritize business importance among them
Conduct competitive proofs-of-concept:
- Real scenarios
- Real (dummy) data
- Real people
- Real environment
Three Ways to Engage with RSG

OMNICHANNEL STACK VENDOR MAP

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