



# Engagement Mapping: Beyond the Last Ad

15 April, 2008

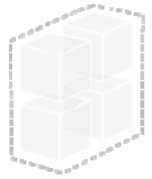


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# Conversion Attribution

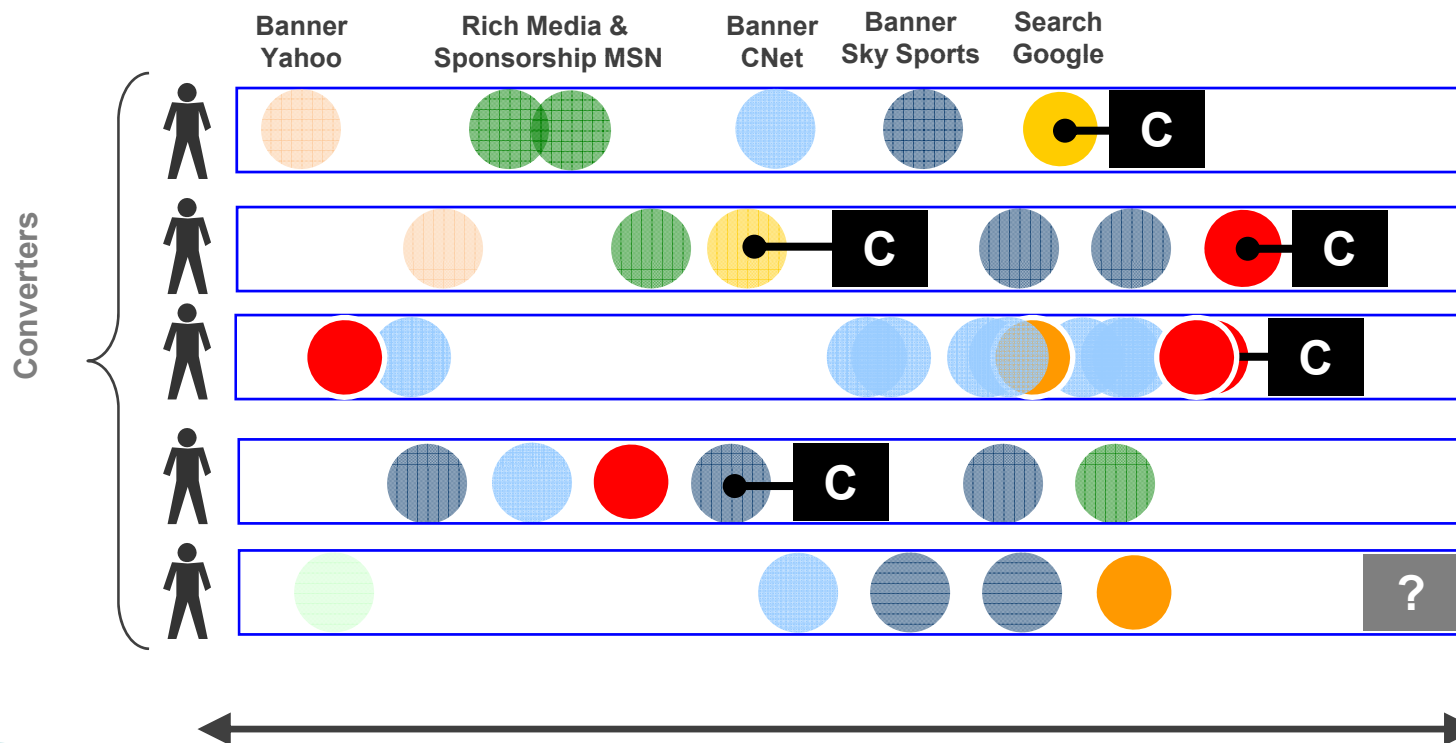


## The “Last Ad” Standard

- Last Ad Clicked
- Last Ad Viewed

## The Reality

Campaigns reach consumers multiple times, across multiple channels, over extended periods of time





# Atlas Institute Research

- Atlas provides DMI's: Digital Marketing Insights
- The Atlas Institute publishes an ongoing series of Digital Marketing Insights that highlight best practices. These reports are based on anonymous data collected from thousands of online campaigns.

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Thinking that is anything but institutional.

Overview Digital Marketing Insights

**About Institute**  
So, how insightful are these Digital Marketing Insights, anyway?

The Atlas Institute publishes an ongoing series of Digital Marketing Insights to help marketers improve the results of their online campaigns. These reports are based on anonymous data collected from thousands of online campaigns. And we're happy to share them with you.

Insights, served fresh and hot

Sign up now and we'll ping you the moment new Digital Marketing Insights become available.

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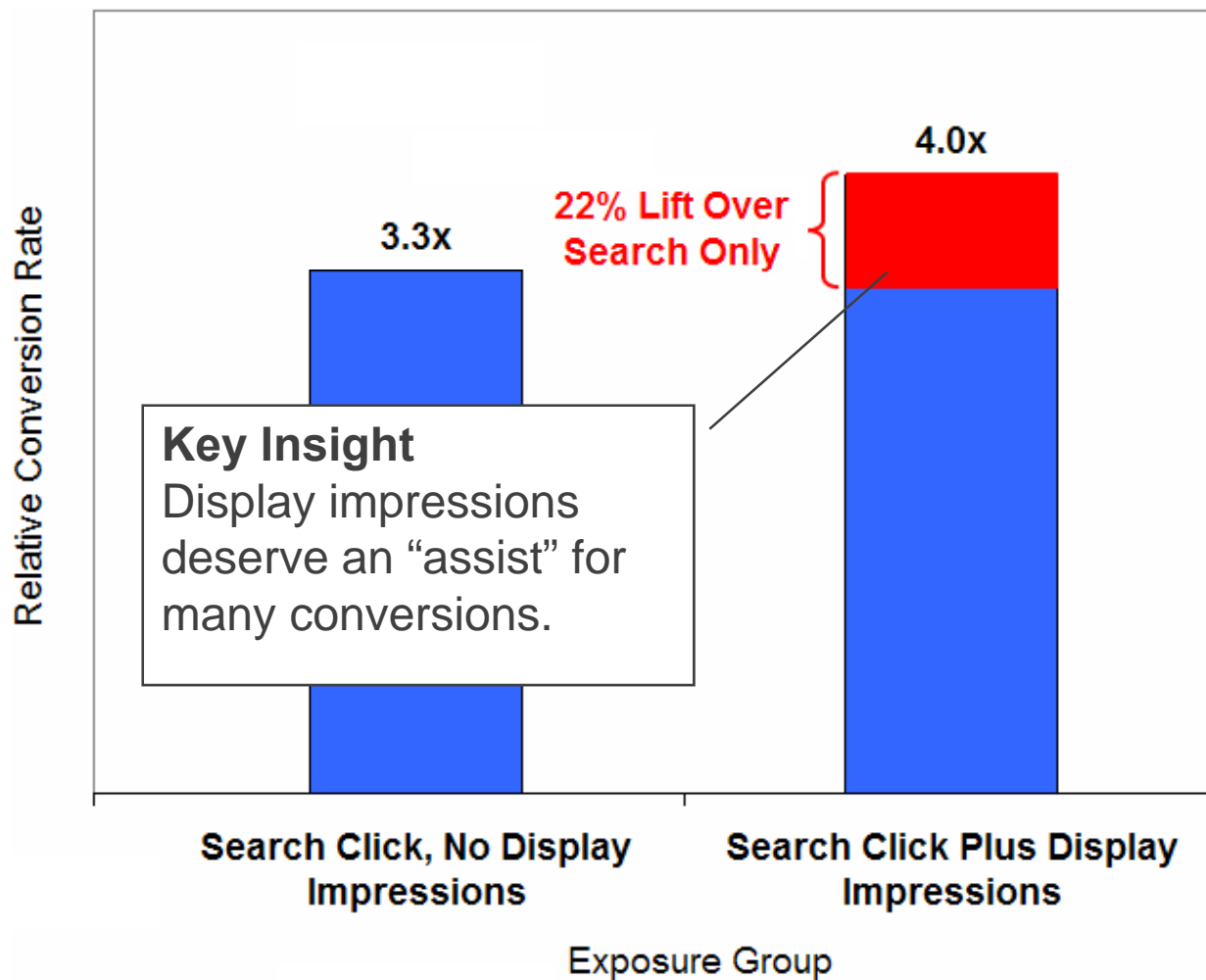


# Cross Channel Interactions

# The impact of reaching users across search and display



### Conversion Rate Comparison

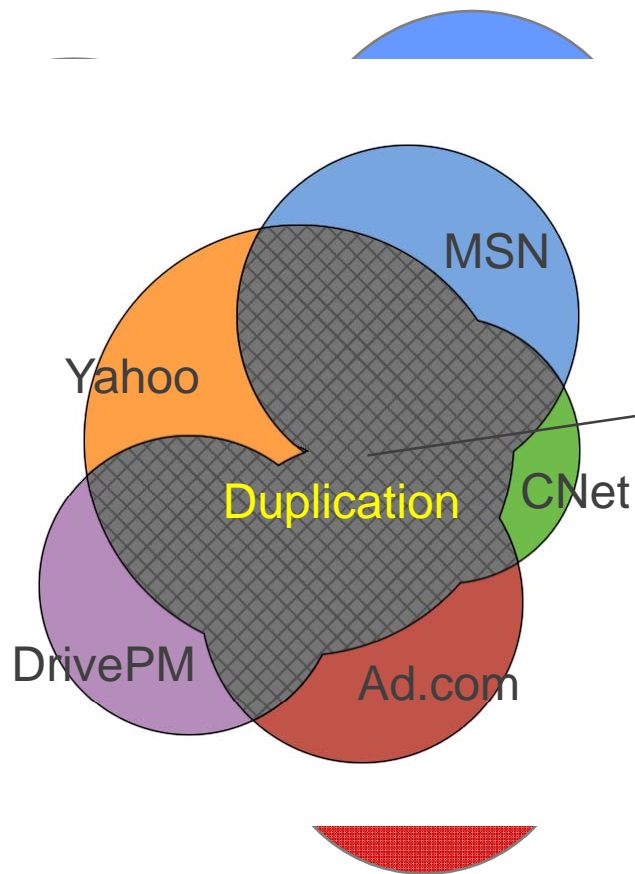




# Cross Site Duplication



# The reality of cross site duplication



## Key Insight

Many conversions are *shared* between sites.



# The Navigational Nature of Search



# Sponsored Search Ads Mostly Navigational

	<b>Non-Branded</b>	<b>Branded</b>	<b>Total</b>
<b>First Visit</b>	29%	23%	52%
<b>Repeat Visit</b>	11%	37%	48%
<b>Total</b>	40%	60%	100%

## Key Insight

Last in the sales funnel, navigational search often gets 100% of conversion credit

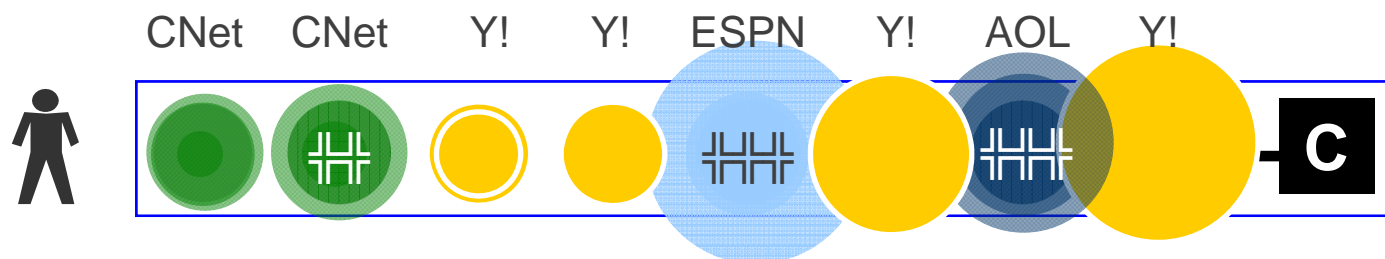
Sponsored Search  
Navigational



# A Better Model for Conversion Attribution



# Advanced Conversion Attribution



Conversion  
Attribution

=

- \* Frequency
- \* Recency
- \* Ad Size
- \* Creative Type
- \* Interactions
- \* Order
- \* Daypart
- \* Day of Week
- \* Targeting
- \* Geography
- \* Above-the-fold



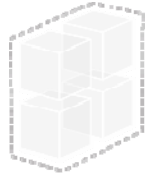
# How is Engagement Mapping Actionable?

Ad.com has 15% more conversions

Site	Cost	Impressions	Clicks	Last ad	
				Conversions	CPA
Ad.com	\$12,000	4,000,000	20,000	200	\$60
Broadband Ent.	\$10,000	1,250,000	2,500	125	\$80
Google	\$15,000	0	16,667	500	\$30
Yahoo!	\$15,000	3,000,000	13,500	270	\$56
<b>Totals</b>	<b>\$52,000</b>	<b>8,250,000</b>	<b>52,667</b>	<b>1,095</b>	<b>\$47</b>

## What changes?

- Advertising.com performance improves.
- Broadband Enterprise's role is revealed.
- Search shares credit for some conversions.



# Engagement Mapping Publisher Benefits

- **Display captures credit for assisting search**
  - Publishers will get paid for reaching the right audience with quality inventory.
- **Higher CPMs justified for better content, reach**
  - Big boost for rich media, video, larger ads. Less remnant inventory.
- **Frequency gets its due**
  - More ads to converters results in more credit—“last ad” calls this waste.
- **Bring offline dollars online**
  - EM is based on fundamental marketing principles—traditional marketers get it.




# Request Conversion Information: Share Reports

- While conversion information is private for each of our agency/advertiser clients, you may ask to 'Share a Report'
  - Advertisers can easily share conversion information with publishers within the Media Console
- Conversion information will be populated in your existing reports in additional columns and you can optimize your inventory for maximum impact with this new data.

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## Publisher Reports

  
Partner for Results™

**Attention Windows XP Users** [Windows XP Service Pack 2 Information](#)

If you have a pop-up blocker enabled, you may not be able to view your report. The report is displayed in a separate window that your computer might identify as a pop-up ad. Disable your pop-up blocker to ensure that you will be able to see your report.

Report Name	Report Description	Last Modified (EST)	Sharing
<a href="#">Options</a> <a href="#">AMEX Campaign Summary: Creative by Placement</a>	AMEX Campaign Summary: Creative by Placement, including conversion data.	Jan 31, 2008 20:30:05	
<a href="#">Options</a> <a href="#">Atlas In-Stream Report</a>	A report by placement, by day, for all campaign activity. Includes Atlas In-Stream metrics for Mid-Plays and Completed Plays.	Nov 27, 2007 14:55:07	
<a href="#">Options</a> <a href="#">Custom : Daily Summary with Conversions - Site-level</a>	Report that can be used by Publishers that will show Click-Based and View-Based Conversions. (MMMangune)	Jan 25, 2008 01:44:07	
<a href="#">Options</a> <a href="#">Publisher Billing Period Summary</a>	Over/under delivery statistics by billing period.	Nov 16, 2006 17:02:26	
<a href="#">Options</a> <a href="#">Publisher Daily Summary</a>	Over/under delivery statistics by day.	Jan 17, 2007 13:10:19	
<a href="#">Options</a> <a href="#">Publisher Daily Summary (My Campaign (Conversions))</a>	Over/under delivery statistics by day.	Feb 13, 2008 13:42:08	Shared From Doug Oosting
<a href="#">Options</a> <a href="#">Publisher Daily Summary without Subtotals</a>	Over/under delivery statistics by day without subtotals.	Mar 05, 2007 17:38:51	





**Thank You!**

John Chandler-Pepelnjak  
johncp@microsoft.com

