

SAS® 360 Analytic Attribution Service



Overview

Pressure is rising on marketing leaders to accelerate growth and demonstrate marketing ROI, yet only 6% say they can do complete omnichannel attribution. Some of the challenges marketers face include wrangling diverse digital and transactional data sources, matching identities across devices and sessions, distinguishing discrete customer activity across paid and unpaid traffic sources, and constructing an attribution methodology that allows for different business goals across products and marketing groups.

SAS helps marketers overcome these challenges by jump-starting attribution efforts. Our data-driven attribution approach uses machine learning to identify the touch points and sequence of events that form customer journeys, influence behavior and drive conversions. With the SAS 360 Analytic Attribution Service, marketers can quickly establish an automated attribution program that will allow them to calibrate resources, improve ROI measurement, identify areas of investment and change marketing direction. All with a clear understanding of how marketing activity is affecting marketing goals and the customer journey.

Key Benefits

Create true digital insight. Develop a clear view of how customers navigate online and offline touch points and which activities in the journey are significant. Detailed path analytics, fueled by machine learning techniques, uncover associations to compile distinct journeys contained in the data. Event sequence and timing between events are incorporated. And customizable hierarchies around goals, KPIs and traffic sources facilitate complex and nuanced marketing strategies.

Jump-start comprehensive attribution. Get advice and support from digital experts to help you design and deploy a customized, automated multichannel attribution environment to match your unique business needs.

Calibrate marketing activity with confidence. Benefit from significant analytical experience and business acumen as SAS experts highlight observations, identify opportunities to tune marketing activities, and recommend next steps in your marketing and attribution programs.

Solution

The SAS 360 Analytic Attribution Service helps organizations establish the automated digital data collection environment needed to run comprehensive marketing attribution. Customizable hierarchies for traffic sources and key performance indicators ensure that the attribution environment is tailored to meet marketing strategies and measure goals that may differ across products or customer segments. The service identifies journey paths using decision-tree techniques. SAS creates paths only if observed paths exist in the data that are significantly different from other paths, and only if events in the path significantly affect conversation goals.

Analytic attribution models are run against the digital journey data across all included channels and traffic sources. SAS generates clear, easily understandable reports that illustrate attribution results, highlight the differences between attribution methodologies (e.g., analytical versus first touch), specify the different journeys that are occurring – successful and unsuccessful – and illustrate the impact of time on these journeys.

SAS experts interpret attribution results, document notable observations and develop recommendations, such as which channel to invest in or when to follow up on a path that has yet to finish.

The service includes the following steps:

- SAS expert-led workshops to identify traffic sources, nondigital marketing touch points, conversion goals and customer hierarchies.
- Configuration of traffic sources, data views, events and nondigital channel data capture.
- Attribution algorithm execution across all channels and sources.
- Results reporting, interpretation and recommendation generation.

Commitment

The duration of the service offering delivery will be determined based upon customer-specific requirements. A custom scope will be required, with ongoing session volumes considered.

In addition, the service offering requires an ongoing global consulting subscription of approximately 20 hours per month once initial delivery is complete. All of these services can be performed remotely, provided that the proper connection technology is in place.

Please visit our [SAS Customer Intelligence 360 Services](#) page for more information.

