

brightonSEO.

CORVIDAE: IDENTIFYING NEW CUSTOMER ACQUISITION OPPORTUNITIES

ROSS PATON // QueryClick //



@QUERYCLICK



[HTTP://BIT.LY/QC-BSEO](http://bit.ly/qc-bseo)



CORVIDAE

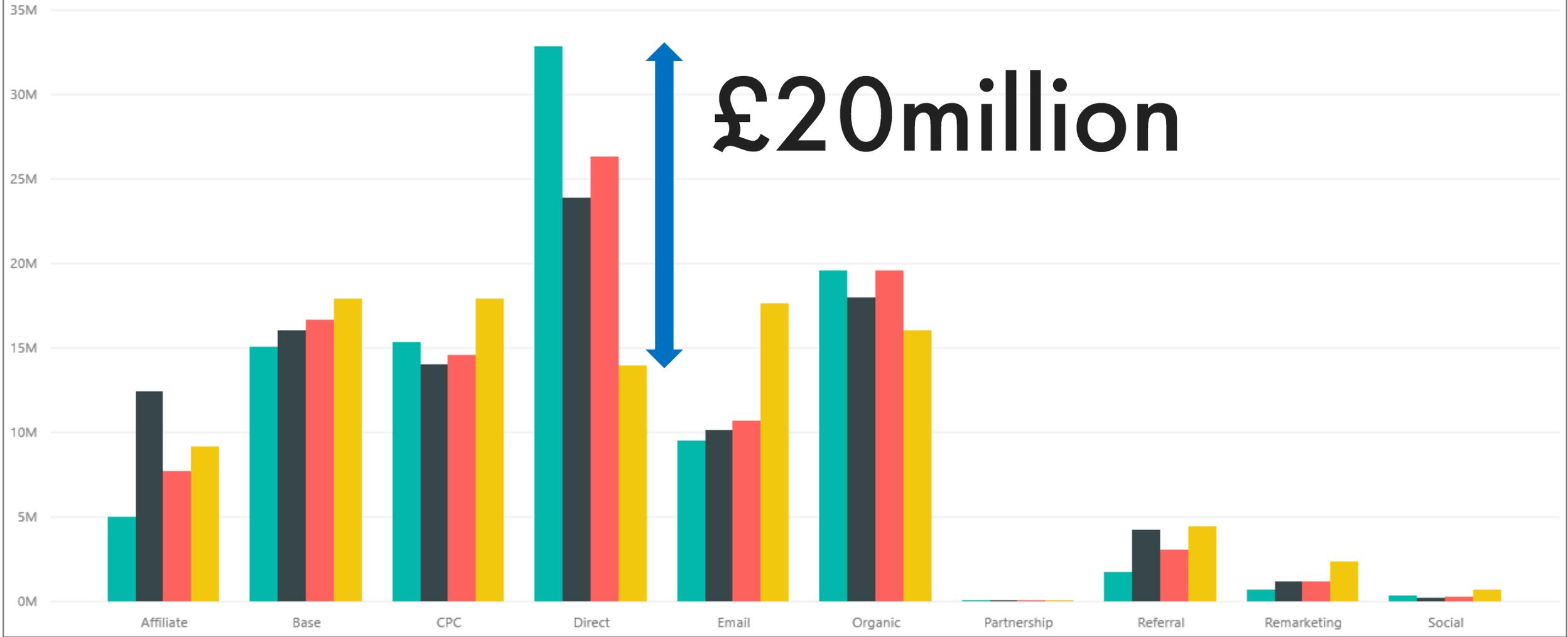
IDENTIFYING NEW CUSTOMER ACQUISITION OPPORTUNITIES





Revenue Attribution - Comparison on different Models

● First Touch Model ● Last Touch Model ● Linear Touch Model ● Markov Model



£20million

Date Range

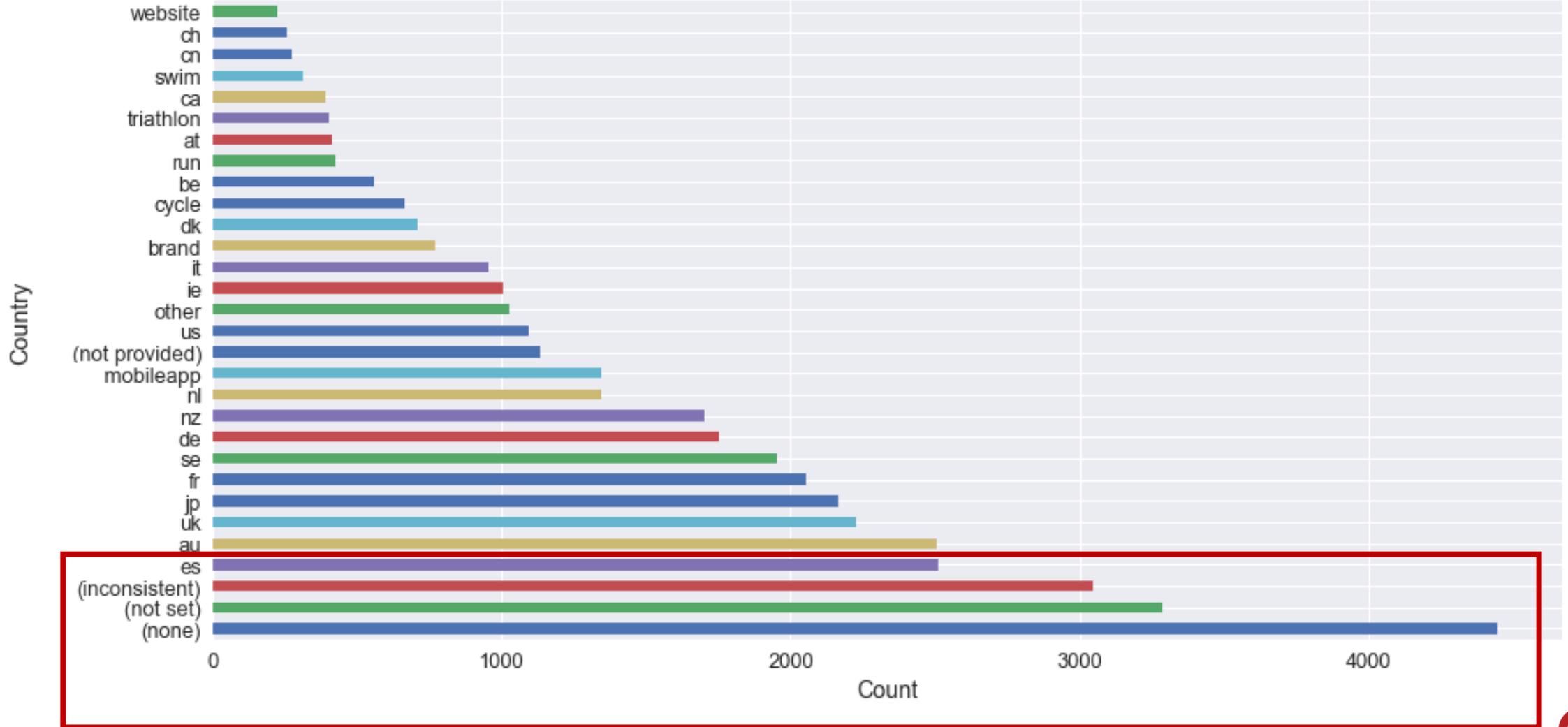
The Markov is based on the probabilities of users making a transition from one channel to the next. It highlights that direct traffic is not really major driver to conversion, but that visits via emails, remarketing, CPC or Display Ads (Base?) lead to higher conversions and conversion values.

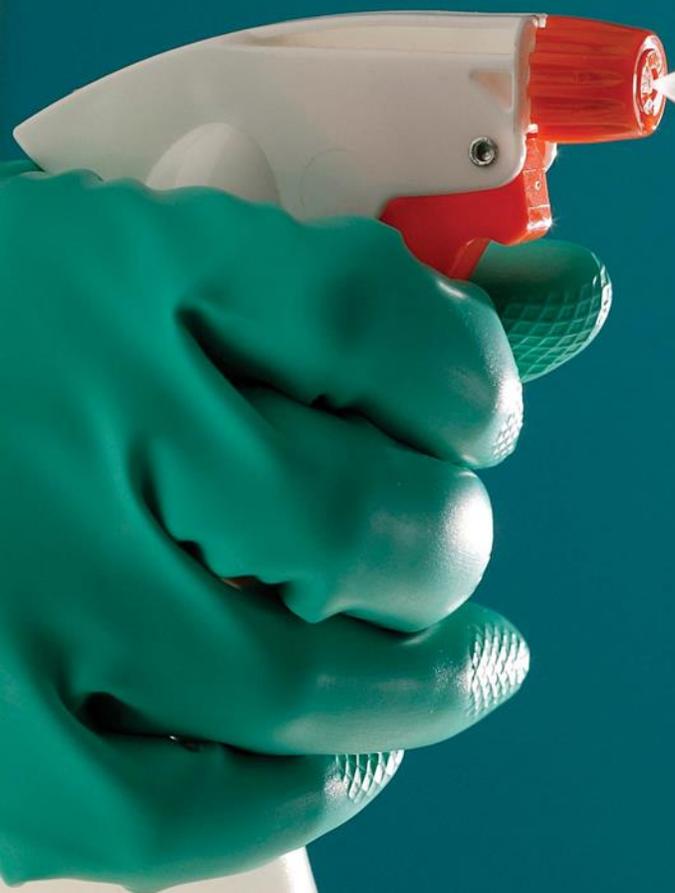


DATA

CORVIDAE DATA CLEANSING

Count of Country Occurances - Last Touch Non-Direct





CLEANSING



Google Analytics

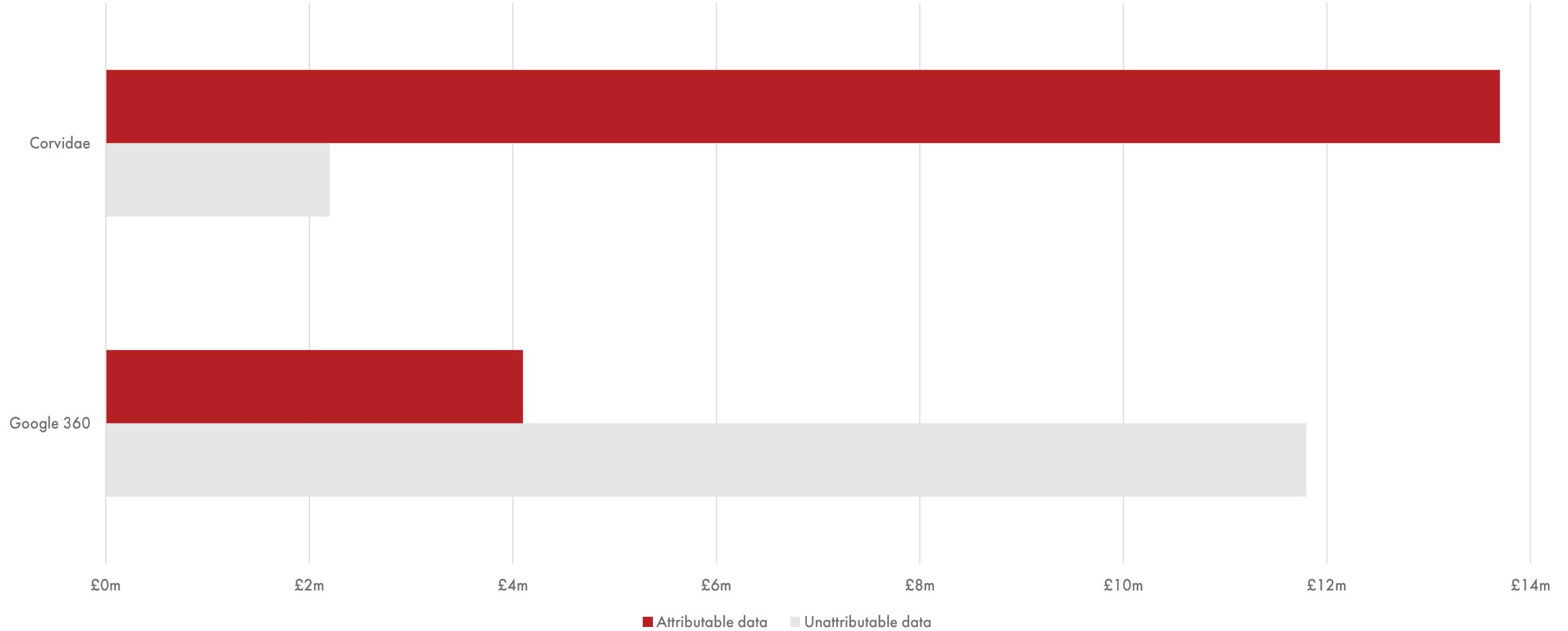


Adobe Analytics



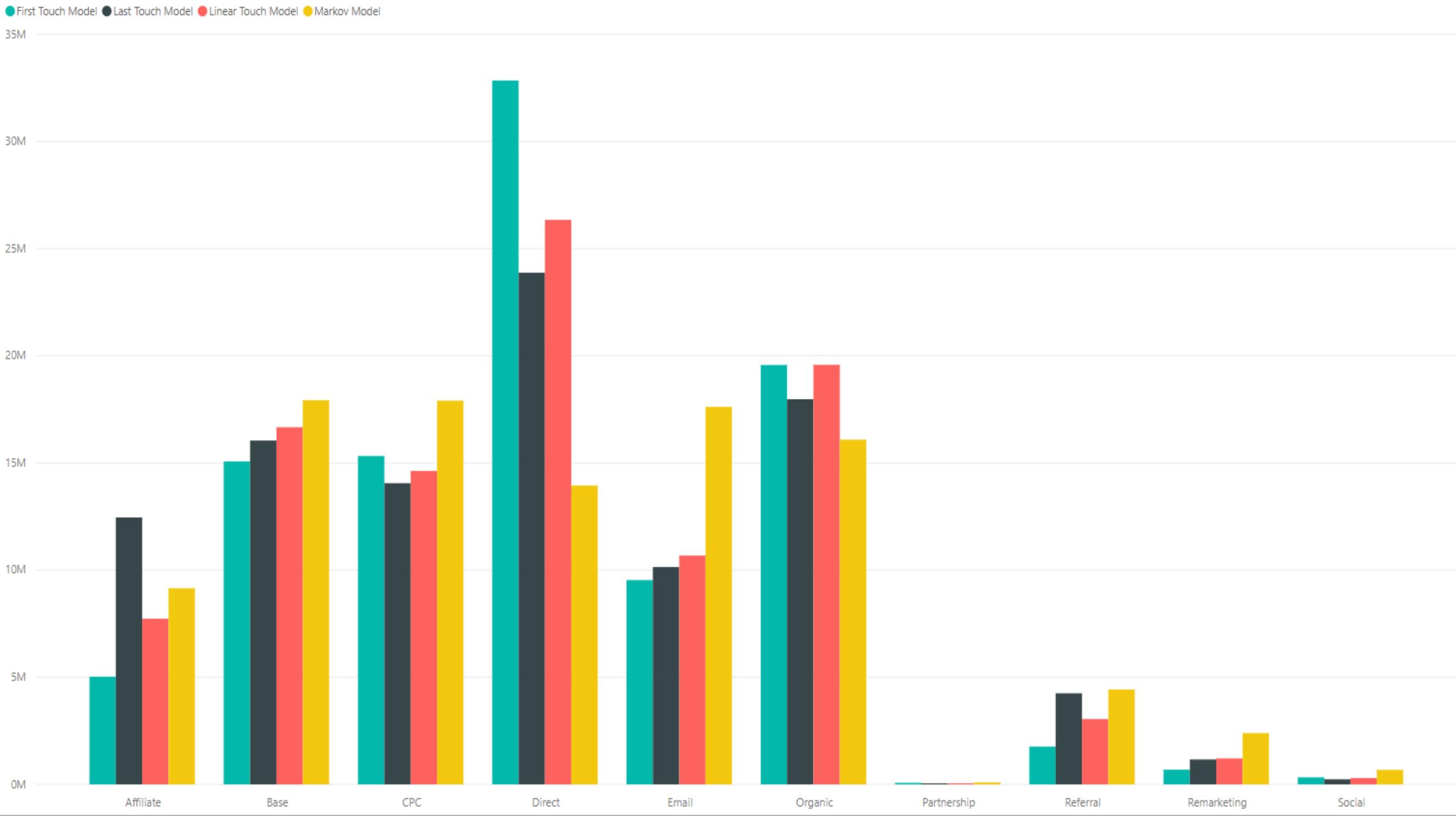
SNOWPLOW

£9.7M ADDITIONAL ATTRIBUTABLE REVENUE PER DAY VS GOOGLE/ADOBE





SESSION STITCHING

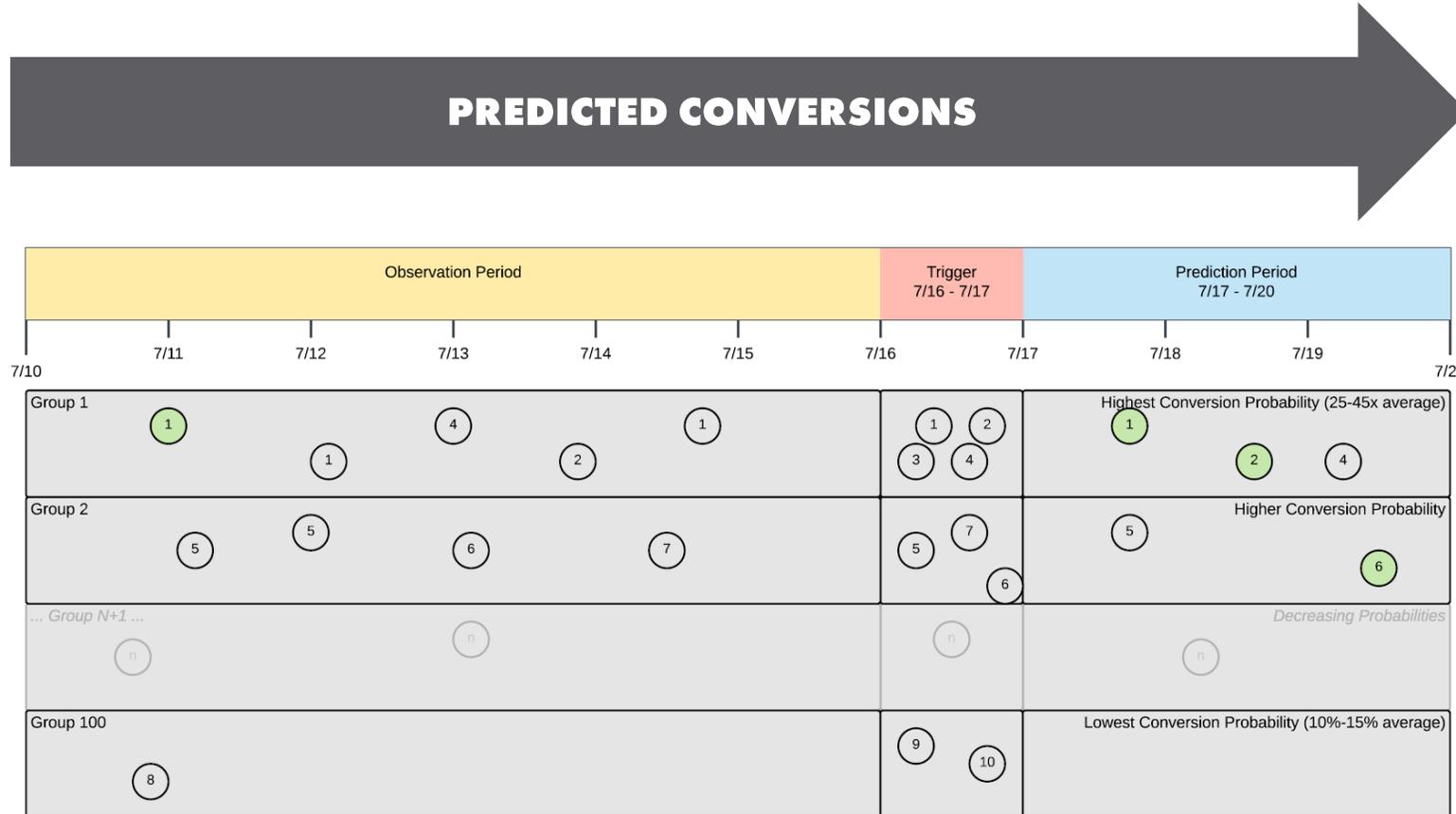




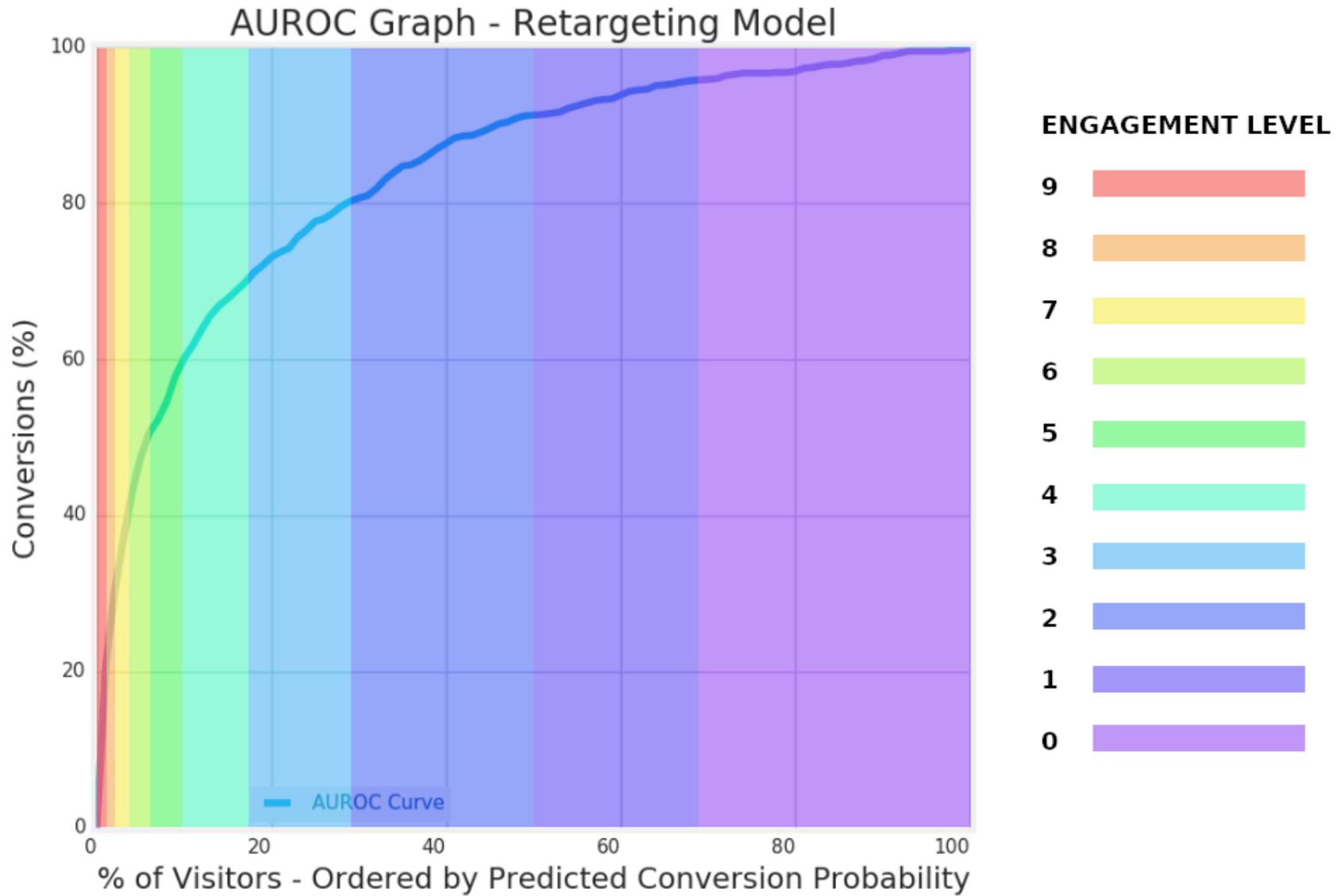
EFFICIENCY

CREATE AUDIENCES ON THEIR LIKELIHOOD TO CONVERT

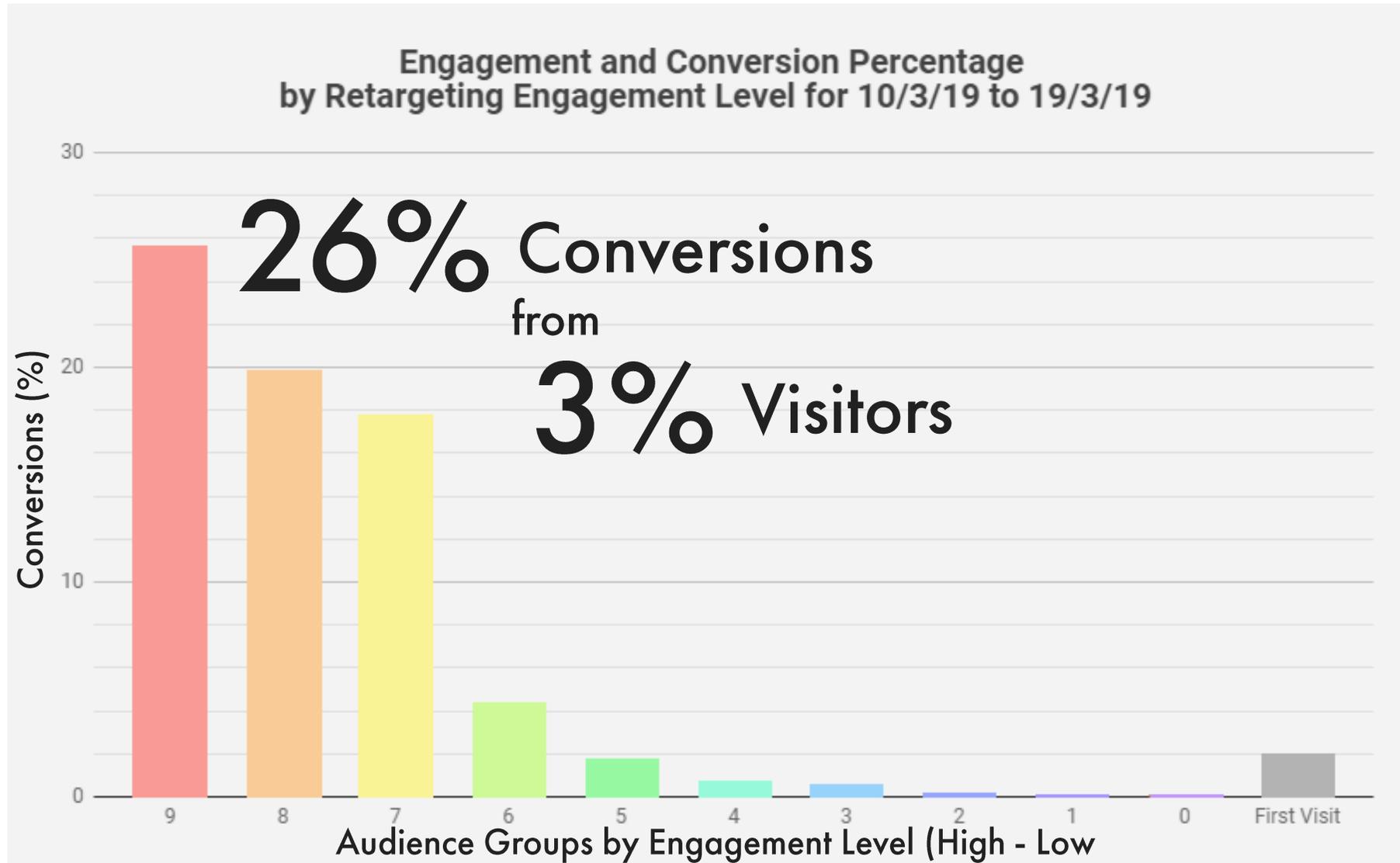
Choose cohort segment criteria for predictive modelling (45x Conv Rate).



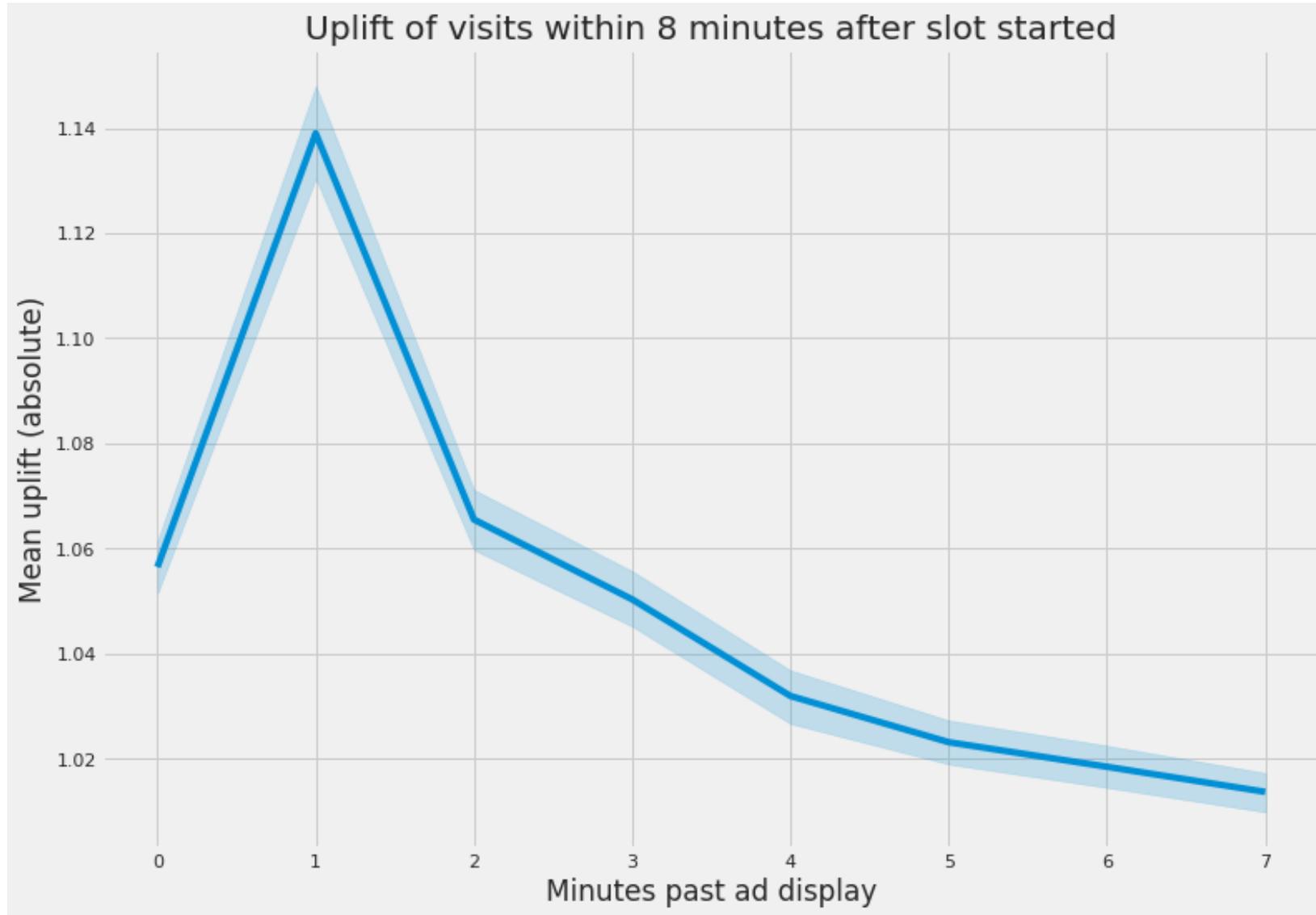
EFFICIENCY IN RETARGETING



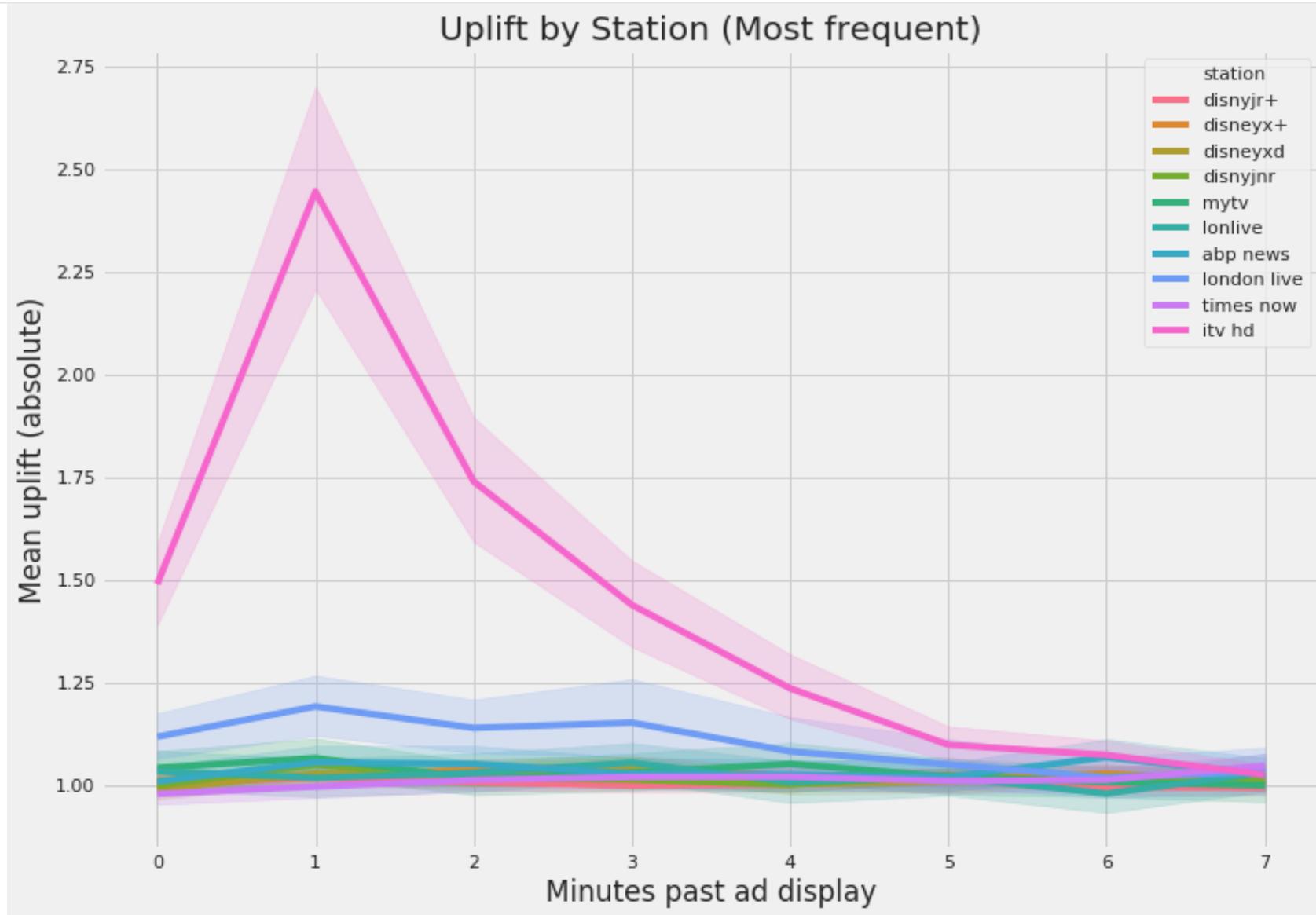
EFFICIENCY IN RETARGETING



ATL: TV/RADIO ATTRIBUTION



ATL: TV/RADIO ATTRIBUTION





CLEANSE

ATTRIBUTE

DISCOVER

TARGET

CONVERT



CORVIDAE

THANK YOU