

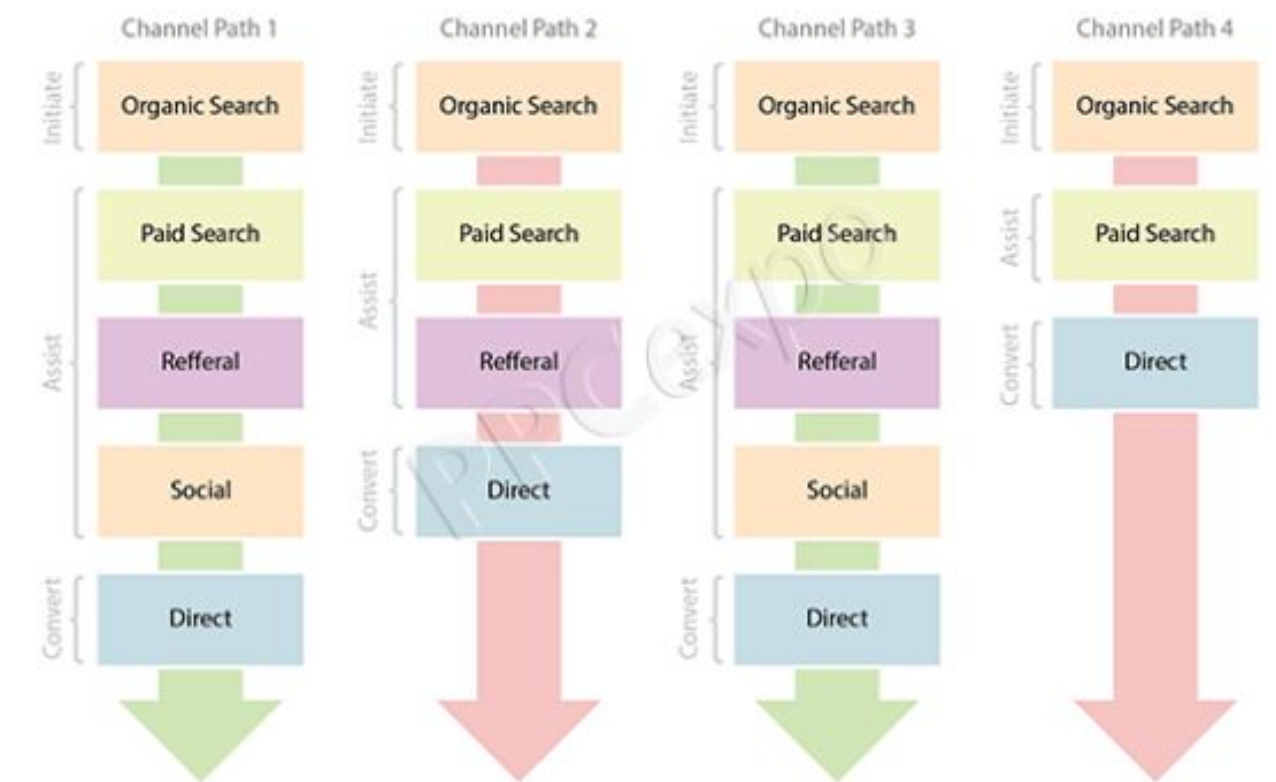
Sweet

Making every penny count **Attribution Getting Started**

What you will achieve today

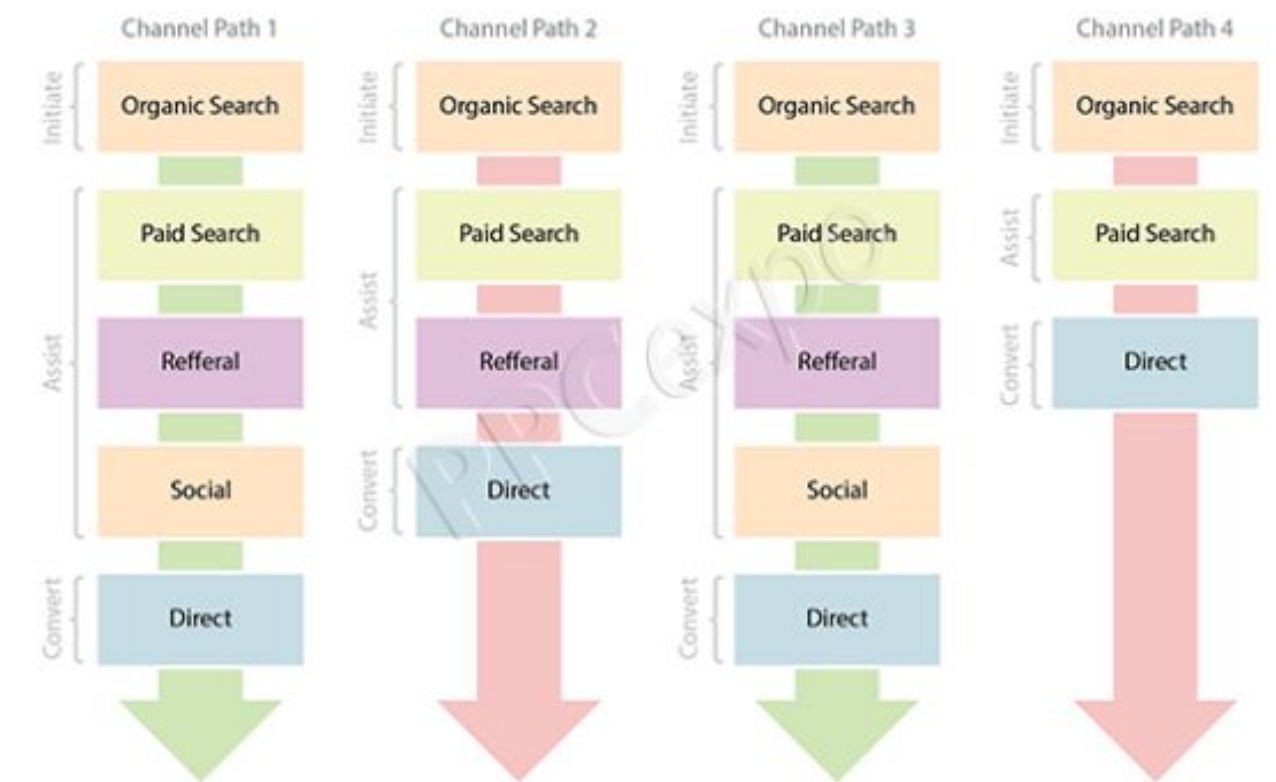
By the end of this short training session you will understand:

- 1 What is attribution?
- 2 Why is it important?
- 3 What to track and when?
- 4 What to use and when?
- 5 What else can you do?



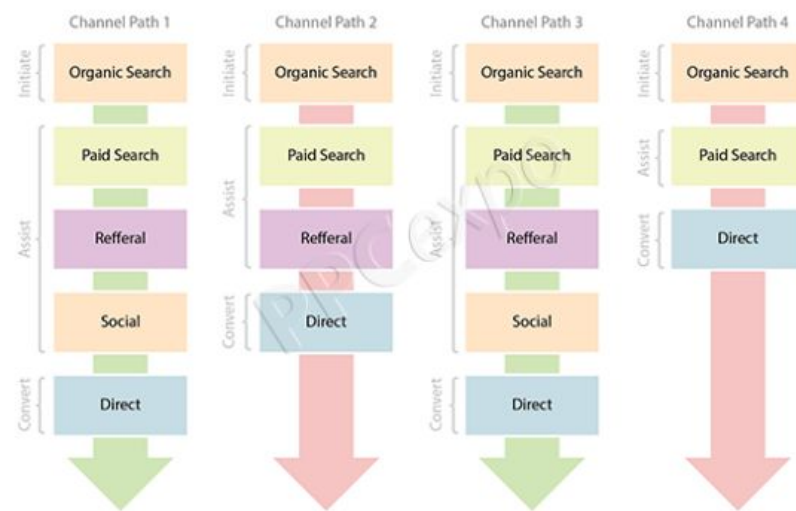
Making Every Penny Count ...

Marketing attribution can be one of the trickiest problems for marketers but without a level of understanding, it's impossible to know which marketing channels to invest in for profitable growth



What is Attribution - Art or Science?

ATTRIBUTION MODELS



CUSTOMER JOURNEY



Attribution is the process of determining which marketing tactics are contributing to sales or conversions

Attribution is rarely a one-to-one events so gets the credit?

Today's marketer uses an average of 13 tactics, seven different social media platforms and three paid media channels

Robust tracking will provide with data, however there is an art in interpreting and understanding what this information means and then taking action to make a difference.



Sweet Attribution: When and why to start?

What questions are you trying to answer?

Have an end goal before you start, what's the purpose?

Size matters!

Keep it simple if you don't have big budgets and multiple marketing channels

Optimise Marketing Spend

Are you spending enough? Are you spending in the right channel?

Increase ROI

- Improve conversion by targeting right customer, right time, right message

Improve Personalisation & Optimise Creative

- Which messages are most effective at which stage of the customer journey

Be Prepared to Take Action

- To test and learn you might need to be bold and turn something off



Attribution: The Solution in an Imperfect World

In summary **attribution is rarely a one-to-one event**

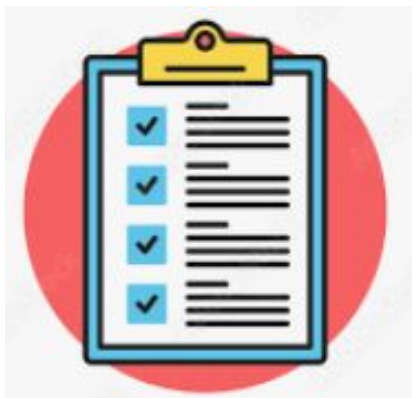
- We need to accept can't attribute and calculate with ROAS 100% accuracy
- So a combination of **art and science** is needed to gauge each marketing channel's performance
- Understand the difference between data sources (GA, native platform, Sweet)
- Sweet can help you with the heavily lifting to **collate and easily review data**
- Sweet attribution will **not double count** customers (new or existing) or orders and sales
- Sweet can provide **touchpoint analysis** to enhance understanding of customer journey if you want to drill down further



Sweet 1 First Get Tracking Set Up

Get data ready with this checklist:

1. Sweet tracker needs to be activated (onboarding process)
2. Tracker needs to collect data for a minimum of 60 days
3. Good practice to do UTM tracking check in Google Analytics and Sweet for best accuracy on attributing performance
4. Check what's in your **Marketing** dashboards reconciles to native platforms
5. If 'Others' attribution is over 15/20% in **Tracker Insights** reporting, review UTMs
6. Be aware of any seasonal peaks and troughs influencing attribution trends



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Click the link here:

[Sweet App/Sales Insights](#)

2 Now upload all of your Costs

- The first thing you need to do is to upload all of your marketing costs into Sweet
- Your costs from any integrated paid platforms will automatically be synced into [Costs Reports](#)
- Any costs you upload into [Campaign Manager](#) (direct mail, other digital campaigns) will sync automatically into [Costs Reports](#)
- Any other marketing costs eg recurring SEO costs or 'one off' events you will need to upload into [Campaign Manager](#)
- Review your costs in [Costs Reports](#) once you have uploaded your marketing spend. For any time periods you can see and compare ROAS, % Marketing Cost, CAC and CPO



Input and review costs - Costs Manager & Cost Reports



You can use your **Costs Reports** dashboard as your marketing budget spreadsheet
It's easy to copy and paste each cost line over any time period onto a spreadsheet



3 Calculate your target ROAS - Margin Calculator

Margin

Enter your product margin.

%

Margin Value £68.89
The margin value is the net AOV x margin % - the margin (£) derived from a customers first order.

Marketing Cost £61.44
This is the calculated amount spent on marketing driven by the ROAS requirement. This marketing cost (£) is the allowable cost to acquire a customer (CAC).

Delivery Cost £ 10
Enter the delivery cost per order that you incur.

Overheads £ 1.31
Enter any other per order costs.

Returns Proc. Cost £ 10
Enter the returns processing cost per order that you incur.

Costs £74.95
The costs associated with each order are calculated from the inputs around delivery, overheads and returns processing; plus the Marketing Cost. These are the costs associated with creating and processing the customers first order.

Gross Profit Margin % -3.90%
The gross profit margin % is the profit % created from each first customer order. This amount can be positive or negative depending on the businesses requirements and the additional value created from CLV (box below).

Gross Profit (£) -£6.06
The gross profit margin (£) is the profit (£) created from each first customer order. This amount can be positive or negative depending on the businesses requirements and the additional value created from CLV (box below).

CLV

Based on 12 months sales post primary purchase where the customers have most recently completed the 12 month post purchase window.

Net Residual CLV £6.10
Based on the CLV, the net residual CLV is the value (post returns) of the additional orders beyond the first order.

Residual Margin Value £4.21
Based on the margin of x% included above, this is the margin value of the residual CLV

Number of Orders
0.061

Delivery Cost
£0.61

Overheads
£0.08

R. Processing Cost
£0.13

Residual Profit £3.39
The residual profit is the value created from the residual CLV after deducting the costs defined in the costs above (excluding additional marketing costs) and is based on the number of incremental CLV orders above.

Gross Profit Margin Per Customer -1.70%
The gross profit margin % is the profit % created from each customer based on their CLV. This amount is the contribution per customer over the CLV and is the amount of value created based on the ROAS above.

Gross CLV Profit Margin -£2.67
The gross CLV profit margin is the profit created from each customer based on their CLV. This amount is the contribution per customer over the CLV and is the amount of value created per customer based on the ROAS above.

Input your:

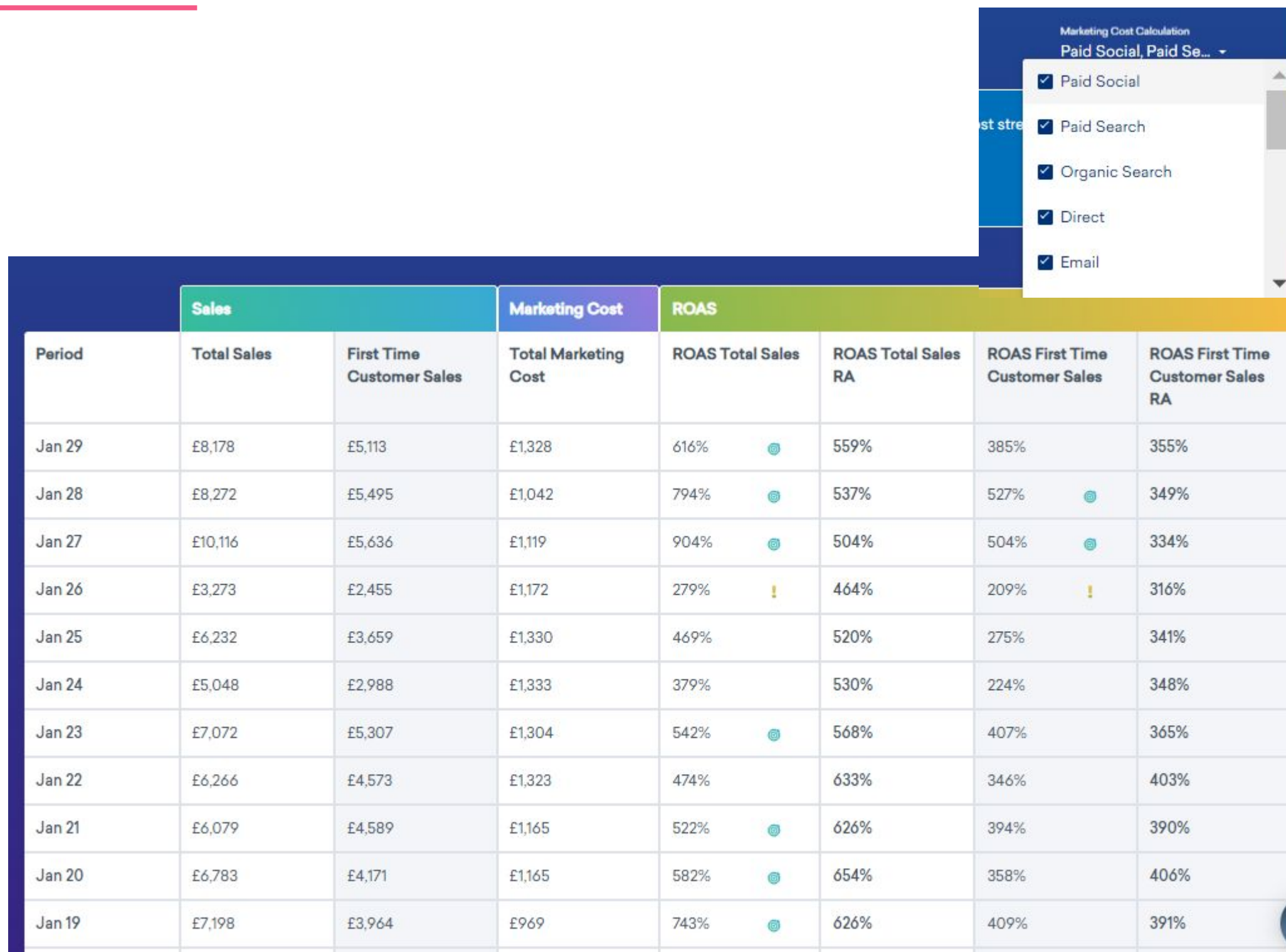
- 1 Target ROAS goal
- 2 VAT rate per order
- 3 Average product margin %
- 4 Average delivery cost per order
- 5 Average overheads cost per order
- 6 Average returns processing cost per order

Input for you:

- 1 Average order value
- 2 Customer lifetime value



4 Track your target ROAS - Drop by Drop



The screenshot shows a dashboard with a table of sales and marketing data. A dropdown menu is open, showing options for marketing cost calculation: Paid Social, Paid Search, Organic Search, Direct, and Email. The table has columns for Sales, Marketing Cost, and ROAS, with sub-columns for Total Sales, First Time Customer Sales, Total Marketing Cost, ROAS Total Sales, ROAS Total Sales RA, ROAS First Time Customer Sales, and ROAS First Time Customer Sales RA. The data is for the period of Jan 19 to Jan 29.

Period	Sales		Marketing Cost	ROAS			
	Total Sales	First Time Customer Sales	Total Marketing Cost	ROAS Total Sales	ROAS Total Sales RA	ROAS First Time Customer Sales	ROAS First Time Customer Sales RA
Jan 29	£8,178	£5,113	£1,328	616%	559%	385%	355%
Jan 28	£8,272	£5,495	£1,042	794%	537%	527%	349%
Jan 27	£10,116	£5,636	£1,119	904%	504%	504%	334%
Jan 26	£3,273	£2,455	£1,172	279%	464%	209%	316%
Jan 25	£6,232	£3,659	£1,330	469%	520%	275%	341%
Jan 24	£5,048	£2,988	£1,333	379%	530%	224%	348%
Jan 23	£7,072	£5,307	£1,304	542%	568%	407%	365%
Jan 22	£6,266	£4,573	£1,323	474%	633%	346%	403%
Jan 21	£6,079	£4,589	£1,165	522%	626%	394%	390%
Jan 20	£6,783	£4,171	£1,165	582%	654%	358%	406%
Jan 19	£7,198	£3,964	£969	743%	626%	409%	391%

How to use this dashboard:

- 1 Input your Target ROAS goal
- 2 Check daily actuals topline
- 3 Review ROAS Total Sales
- 4 Review First Time Customer Sales
- 5 Review Rolling Average
- 6 Filter on relevant time period

Next drill down:

- 1 Filter by different marketing channels
- 2 What marketing adjustments can you make if you are over or under achieving versus ROAS?



5 Tracker Insights - Channel/Source/Medium

Attribution Analysis			
Channel			
Channel	Revenue	Conversions	
Paid Search	£738,558.29	9,848	
Others	£431,001.62	4,266	
Direct	£276,437.02	3,158	
Organic Search	£178,333.23	2,210	
Referral	£128,509.35	1,271	
Email	£88,818.74	1,001	
Direct Mail	£10,401.17	115	
Social	£6,748.47	79	
Paid Social	£6,647.62	75	
Local	£0.00	0	
Total	£1,865,455.51	22,023	

Source Medium			
Filter by name...			Dimension Source/Medium
Name	Channel	Revenue	Conversions
google/cpc	Paid Search	£708,394.35	9,448
others/	Others	£431,001.62	4,266
direct/none	Direct	£276,437.02	3,158
google/search	Organic Search	£165,900.16	2,040
www.addisonross.com/referral	Referral	£80,392.77	766
bing/cpc	Paid Search	£29,292.64	387
newsletter/email	Email	£23,402.65	260
swym-watchlist/email	Email	£18,819.59	207
email/newsletter	Email	£16,708.00	184
addison+ross+newsletter/email	Email	£15,817.83	205

- Sales, customers and orders reconcile with Sales Performance dashboard - no double counting
- Ranks marketing channels by volume or value
- Check weekly or monthly



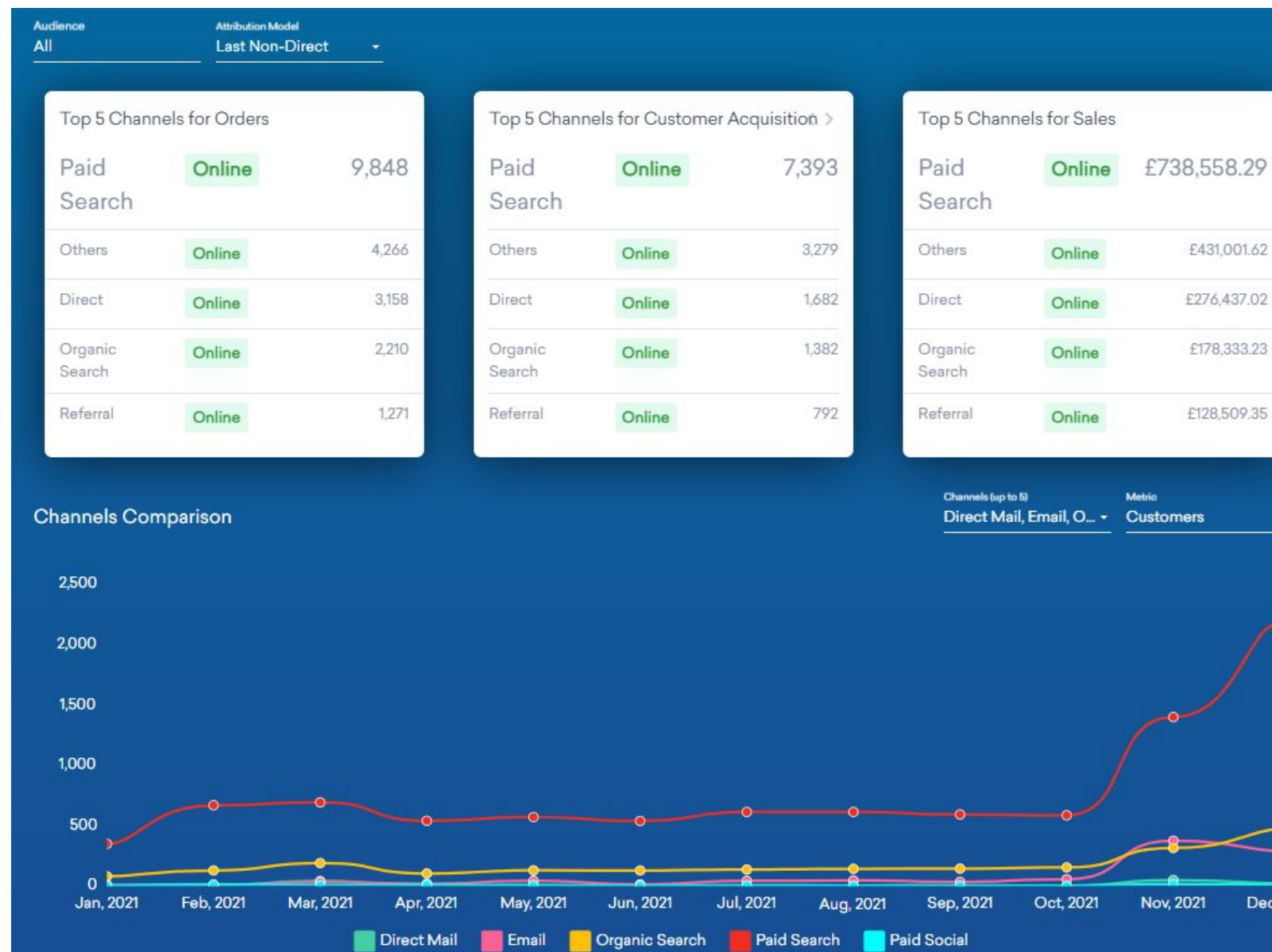
Channel Breakdown				
Dimension Customers				
Name	New Customers		Existing Customers	
Direct	1,682	60%	1,141	40%
Paid Search	7,392	80%	1,853	20%
Organic Search	1,382	67%	694	33%
Others	3,278	81%	792	19%
Email	297	33%	613	67%
Referral	792	68%	372	32%
Direct Mail	20	18%	92	82%
Paid Social	58	77%	17	23%
Social	66	84%	13	16%
Local	0	0%		0%
Totals	14,967	0%		0%

« Previous 1 Next »

- Filter by customer or orders by marketing channel
- See split between new and existing
- Check weekly or monthly



6 Channel Performance - Cross Channel Impact



- View top 5 channels
- Track the impact of activity on other marketing channels in the graph, see the 'halo' effect of increasing or decreasing spend
- Check weekly or monthly



6 Channel Performance - Compare Attribution Methods

Sales Type Gross Sales		Display as Value			Compare Dimension Attribution Model				
		Attribution Model Last Interaction		Compare Attribution Model First Interaction			Variance		
Channel	Orders	Customers	Sales	Orders	Customers	Sales	Orders	Customers	Sales
Direct	9,103	7,226	£889,795.98	4,879	3,893	£514,006.82	-4,224	-3,333	-£375,789.16
Direct Mail	22	21	£2,772.46	794	768	£81,550.32	+772	+747	+£78,777.86
Email	1,643	1,413	£181,973.87	2,060	1,693	£228,685.78	+417	+280	+£46,711.91
Organic Search	1,898	1,725	£175,707.17	2,502	2,205	£248,704.14	+604	+480	+£72,996.97
Others	3,692	3,369	£490,842.39	3,692	3,369	£490,842.39	0	0	£0.00
Paid Search	10,210	9,001	£959,635.71	13,126	11,404	£1,202,900.21	+2,916	+2,403	+£243,264.50
Paid Social	132	126	£15,012.45	175	160	£18,950.40	+43	+34	+£3,937.95
Referral	1,395	1,283	£167,817.24	813	733	£92,551.65	-582	-550	-£75,265.59
Social	116	113	£11,082.72	170	157	£16,448.27	+54	+44	+£5,365.55
Totals	28,211	21,281	£2,894,639.99	28,211	21,281	£2,894,639.98	0	0	-£0.01

- Easily compare different attribution models
- View the impact of different marketing channels by value or % mix
- Check monthly or quarterly



Why use different Attribution Models?

ATTRIBUTION MODELS	POSITION				USE IT FOR ...
	1st	Middle	Middle	Last	
1 First click	100%				Which campaigns drive awareness? Which campaigns drive acquisition?
2 Last click				100%	Which channels driving most conversions and bottom of funnel engagement? Good baseline comparison model
3 Last non direct click			100%		Useful to assess channel impact when you don't want to consider Direct. Good for understanding triggers prior to typing in your brand directly.
4 Linear	25%	25%	25%	25%	Good for measuring holistic channel impact Track over time and see which channels convert more frequently. Good for measuring campaigns that are designed to maintain contact with the customer during the sales cycle.

- Ask the question, what is the end goal of my marketing activity and which models are most relevant?



Why use different Attribution Models?

ATTRIBUTION MODELS		POSITION				USE IT FOR ...
5	Linear non direct	25%	25%	25%	25%	As above excludes Direct
6	Position based	40%	10%	10%	40%	Good for showing which channels best for attracting an audience and which for converting
7	Time decay	5%	20%	25%	50%	Good for showing which channels good for top of funnel and which channels strongest for conversion Good to asses campaigns with short sales cycles eg promos
8	Last Paid Ads/Paid Social/Email/Direct Mail/					Tracks any Ad/Paid Social/Email/Direct Mail touchpoint Last Ads good for which keywords driving most revenue Last Paid Social which Ads best for TOF/MOF/BOF Last Emails impact of email on TOF/MOF/BOF Last Direct mail impact of DM on TOF/MOF/BOF

- Data driven models weight channels based on algorithms and more complex analyses



6 Channel Performance - Review marketing mix

Sales Type Gross Sales		Display as Percentage		Compare Dimension Period					
Apply Ranges		Time Range January 01, 2022 - December 31, 2022			Compare Time Range 01/01/2021 - 12/31/2021			Variance	
Channel	Orders	Customers	Sales	Orders	Customers	Sales	Orders	Customers	Sales
Direct	32%	34%	31%	25%	26%	25%	-40%	-38%	-47%
Direct Mail	0%	0%	0%	0%	0%	0%	+5%	+5%	-40%
Email	6%	7%	6%	4%	4%	4%	-49%	-47%	-60%
Local	0%	0%	0%	0%	0%	0%	0%	0%	0%
Organic Search	7%	8%	6%	8%	10%	8%	-6%	-6%	-20%
Others	13%	16%	17%	19%	22%	23%	+16%	+12%	-12%
Paid Search	36%	42%	33%	39%	44%	34%	-17%	-16%	-34%
Paid Social	0%	1%	1%	0%	0%	0%	-48%	-47%	-60%
Referral	5%	6%	6%	5%	5%	5%	-29%	-31%	-41%
Social	0%	1%	0%	0%	0%	0%	-41%	-41%	-47%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%

- Easily compare changes to marketing mix over different time periods
- View the impact of different marketing channels by value or % mix
- Check monthly or quarterly



Click the link here:

[Sweet App/Product Report](#)

6 Channel Performance - Growth Model impact

GM Order Analysis

Sales Type: **Gross Sales** | Display as: **Value** | Metric: **Orders** | Select Periods: January 01, 2022 - December 31, 2022

Channels	NEW		PYNEW	PYNON	PY1INACT	PY2INACT	PY3INACT	Total
	Primary	Secondary	Secondary	Secondary	Secondary	Secondary	Secondary	
Paid Search	2,006	1,904	892	309	169	31	0	5,311
Others	1,208	473	198	28	24	6	0	1,937
Direct	401	654	267	79	41	22	0	1,464
Organic Search	383	495	235	86	50	14	0	1,263
Referral	153	303	112	29	15	3	0	615
Email	91	712	386	83	41	9	0	1,322
Paid Social	40	12	6	1	0	1	0	60
Social	21	13	8	0	1	1	0	44
Direct Mail	0	35	33	15	8	1	0	92
Totals	4,303	4,601	2,137	630	349	88	0	12,108

- Track how the marketing channels impact new and existing customers segments
- Do customers stay in channel or migrate from Paid to eg Email?
- Review mix of orders and sales at gross or net level
- View the impact of different marketing channels by value or % mix



Click the link here:

[Sweet App/Product Report](#)

7 What else Can You Measure and Where?

If you are just starting out with small budgets keep it simple

If you have bigger marketing budgets with multiple channels you may want to do more:

- Be clear on your Attribution Project objectives
- Know what information you can track and need to gather
- Is there information missing?
- Are UTMs accurate and costs uploaded?
- Understand what your touchpoints and what you are spending per channel
- Who needs to be involved, it's a multi-channel project
- Be prepared to take action and turn things on and off!
- How long do you need to run the tests for?
- Keep going, it's a continuous process

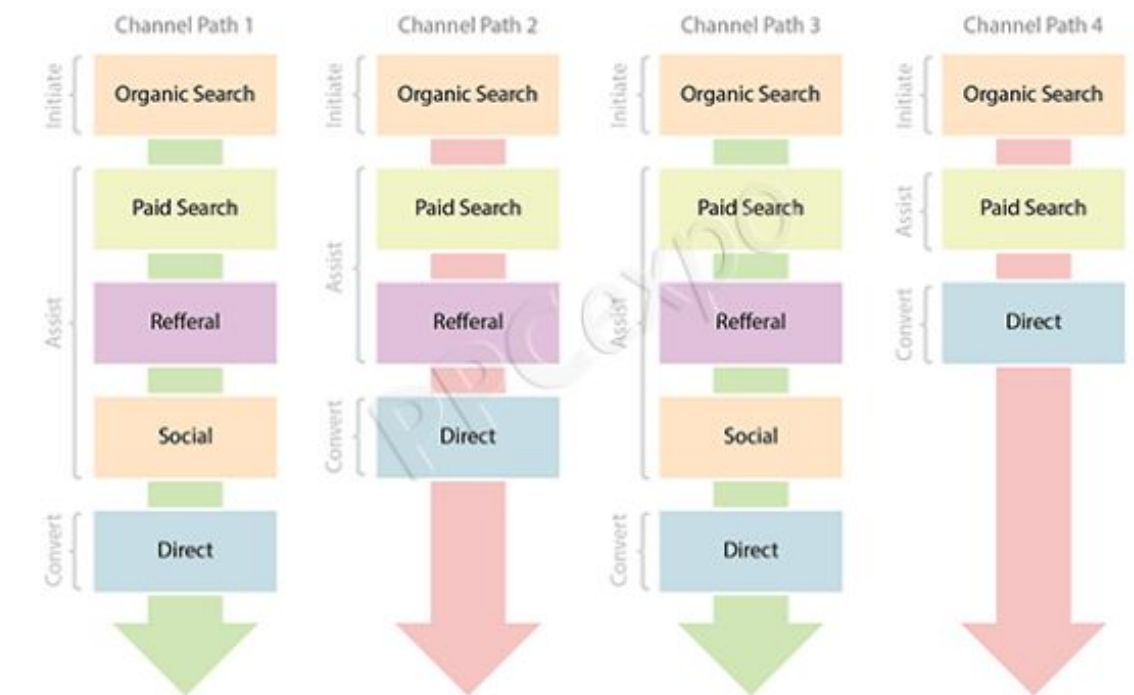


7 Orders - drill down with touchpoint analysis

Channel: All Channel Group: All Audience: All No tax Tax Select Periods: January 01, 2022 - December 31, 2022 Export Report

Use advanced filters to drill down and find orders you are looking for. Change the attribution model to see to which channels the orders would be attributed to.

Order ID	Order Date	Customer Name	New or Existing	Channel	Last Interaction	Number of Touchpoints	Gross Sales	Refund Value
47006	Dec 31, 2022	Alex Pejacevich	New	Online Store	Paid Search	2	£42.00	£0.00
47005	Dec 31, 2022	Ann Munks	New	Online Store	Email	3	£28.90	£0.00
47004	Dec 31, 2022	Catherine Vickery-Biddulph	Existing	Online Store	Email	2	£35.70	£0.00
47003	Dec 31, 2022	Catherine Vickery-Biddulph	Existing	Online Store	Email	2	£29.75	£0.00
19922	Dec 31, 2022	Kathleen Loughry	New	Online Store	Email	9	£163.00	£0.00
19921	Dec 31, 2022	Margo Goodman	Existing	Online Store	Referral	6	£311.25	£0.00
47002	Dec 31, 2022	Joanna Stephen	Existing	Online Store	Direct	4	£68.00	£0.00
19920	Dec 31, 2022	Bethanie Moriarty	New	Online Store	Paid Search	2	£170.03	£0.00
47001	Dec 31, 2022	Catherine Vickery-Biddulph	Existing	Online Store	Email	2	£26.35	£0.00
47000	Dec 31, 2022	Jeffrey Dawson	New	Online Store	Paid Search	4	£75.65	£0.00



- If you want to drill down further into channel impact do touchpoint analysis
- Export data from here (advanced filtering options by sales channel, audience, attribution)
- Ask the support team for help on getting started with how to create the reports
- This is something you might do quarterly or seasonally or in response to specific question



Summary to Getting Started

Match your attribution effort to your budget. It's fine to keep it simple!

Get your UTMs tracking accurately

Upload all relevant marketing costs

Set up your target ROAS

Check your Drop by Drop daily

Review Tracker Insights and Channel Performance for more detail

Accept that Attribution perfection is not the end goal



Additional Resources & Training

Weekly live training sessions

- To sign up for the sessions use the link [here](#)

Access all video training 24/7

In dashboard help:

- How to navigate videos
- Help content
- Live chat



Sweet Community & Marketing

Weekly breakfast club live session

Weekly marketing emails

Weekly training update emails

Join us on:

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Bi-monthly CEO Event



THANK YOU!



24/

Contact our support team if you need more help
support@sweetanalytics.com