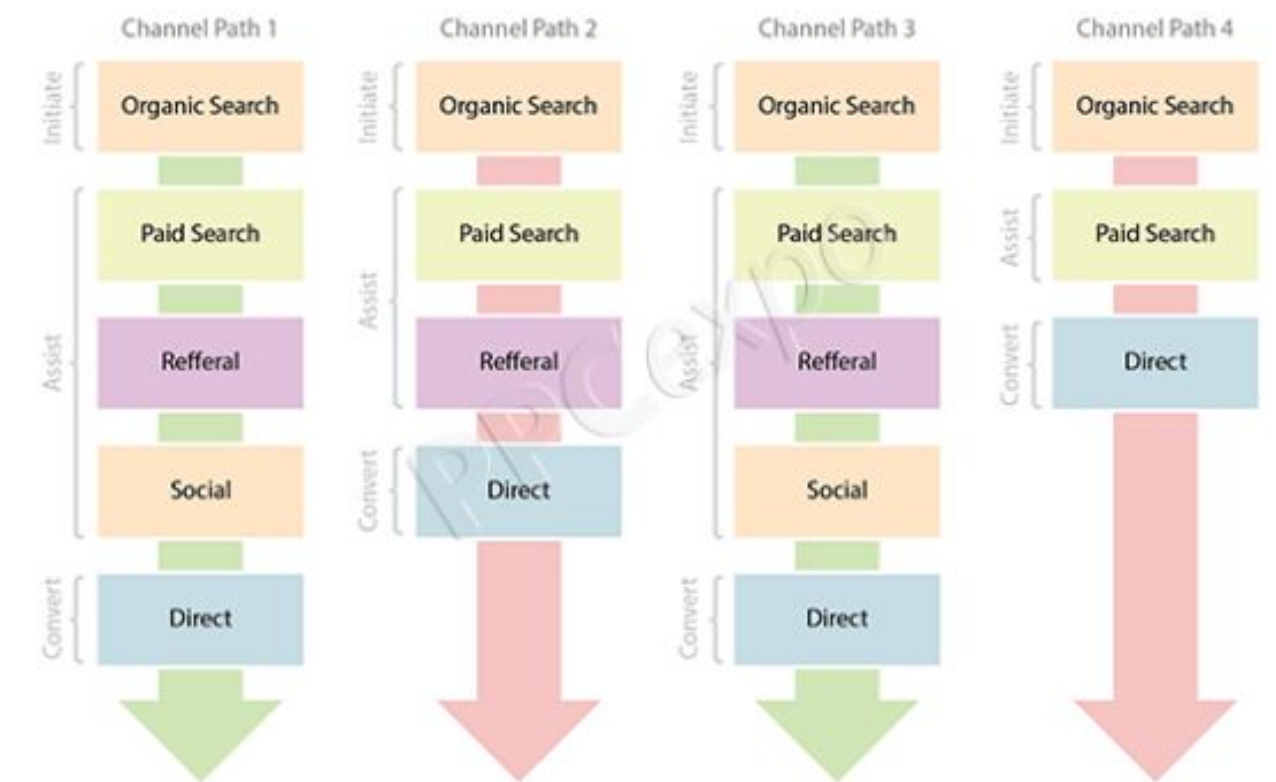# Sweet

Making every penny count

**Attribution Getting Started**

01 /

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?
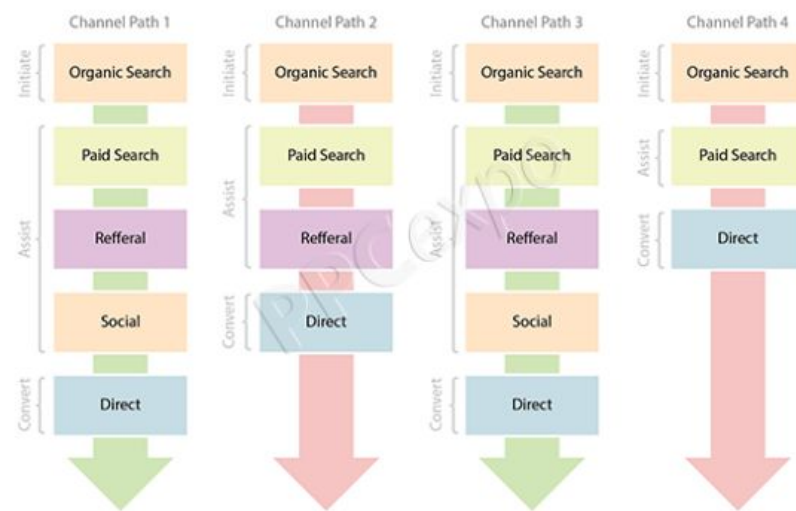
Click the link here: Sweet App

Sweet

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

Click the link here: Sweet App
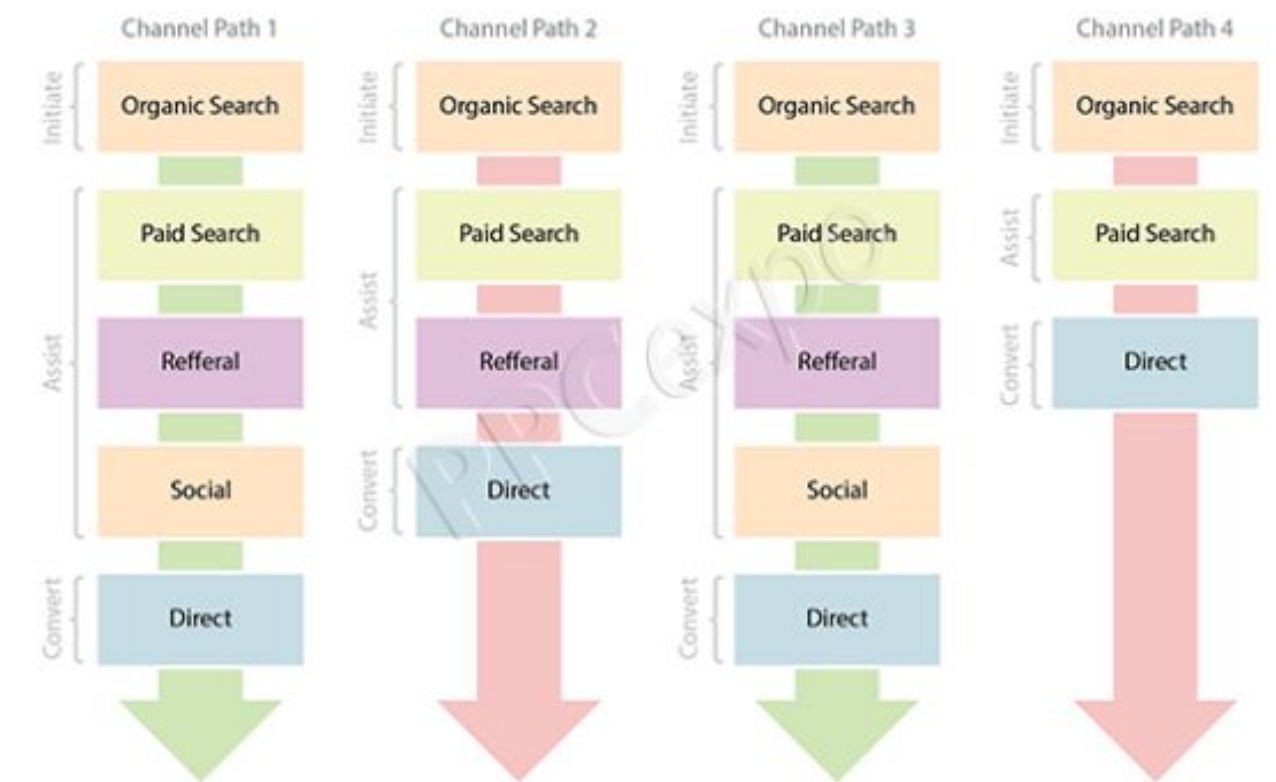
What is Attribution - Art or Science?

Sweet

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.

04/

👆 Click the link here: Sweet App

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

Click the link here: Sweet App

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

06/

Click the link here: Sweet App

Science   Art

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
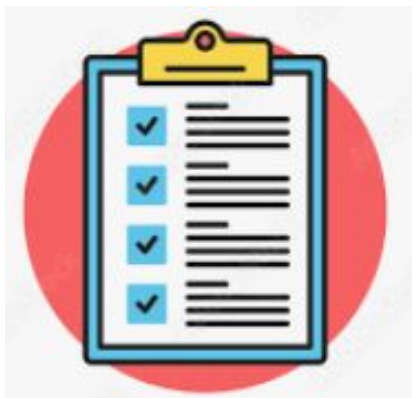
Click the link here: Sweet App/Sales Insights

Sweet

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 uploaded 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

Click the link here: Sweet App

Sweet

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 spreadhseet

08/

Click the link here: Sweet App/Product Report

3 Calculate your target ROAS - Margin Calculator

Input your:
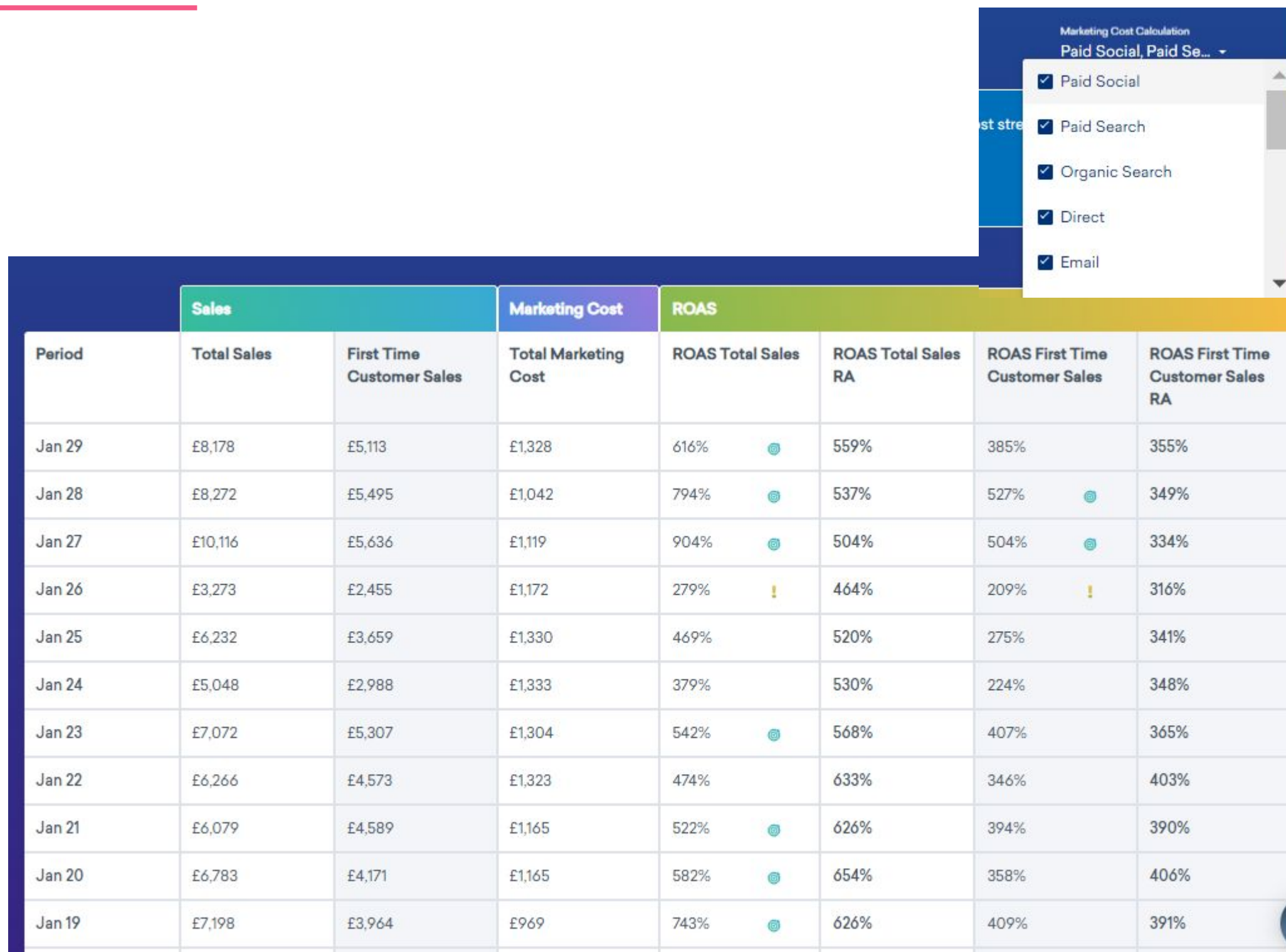
1 Target ROAS goal

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

Click the link here: Sweet App/Product Report

Sweet

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?

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%

Marketing Cost Calculation
Paid Social, Paid Se... ▾
☑ Paid Social
☑ Paid Search
☑ Organic Search
☑ Direct
☑ Email

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Click the link here: Sweet App/Product Report

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

Click the link here: Sweet App/Product Report

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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

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Click the link here: Sweet App/Product Report
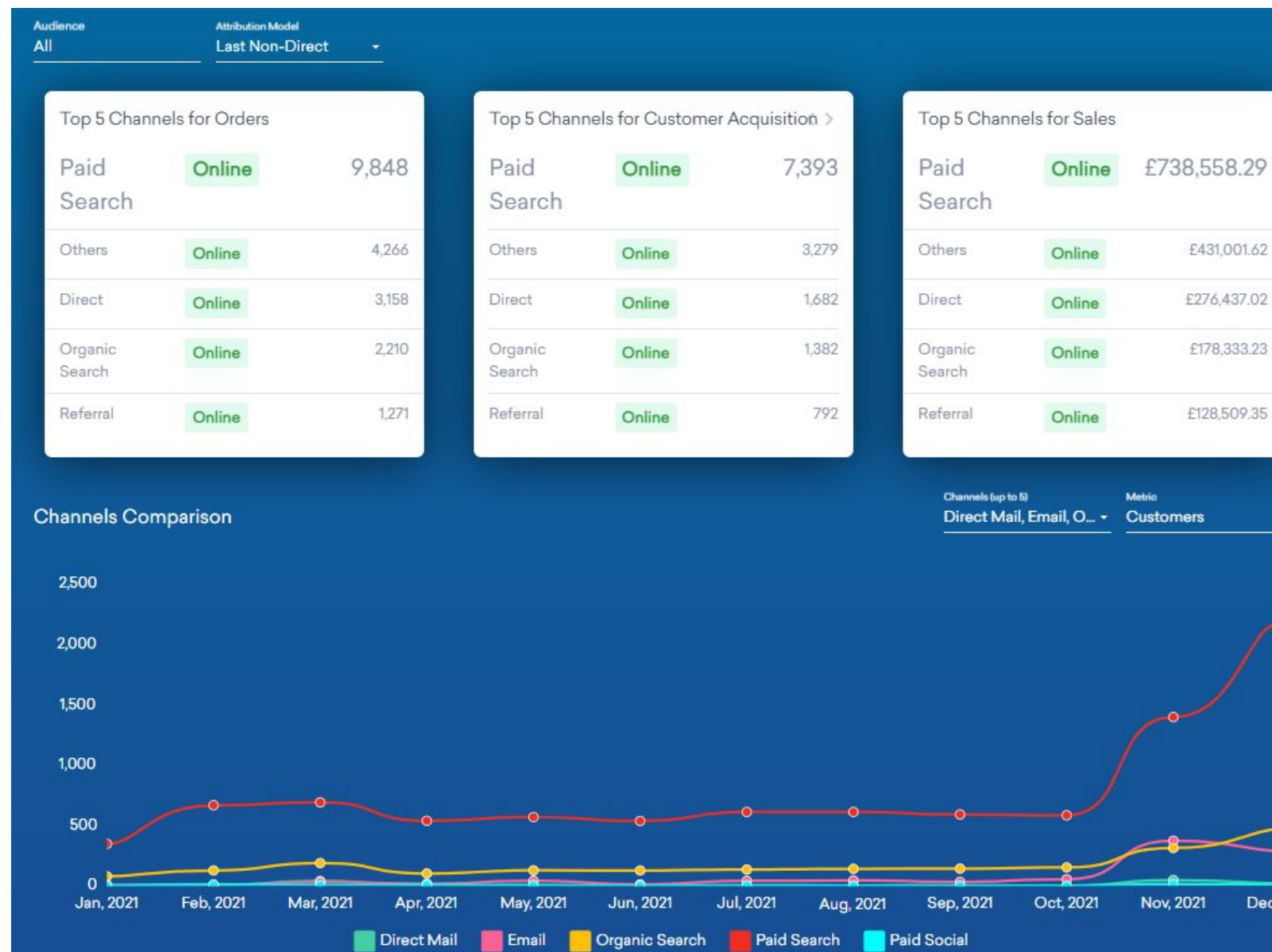
- View top 5 channels

- 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

Click the link here: Sweet App/Product Report

	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

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Click the link here: Sweet App/Product Report

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ATTRIBUTION MODELS	POSITION				USE IT FOR …
	1st	Middle	Middle	Last	
1 First click	100%				Which campaigns drive awareness? Which campaigns drive acquistion?
2 Last click				100%	Which channels driving most conversions and bottom of funnel engagment? 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?

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Click the links here: Sweet App Dashboard Details

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

Click the links here: Sweet App   Dashboard Details

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

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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

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

Click the link here: Sweet App

- 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

Click the link here: Sweet App/Product Report

Summary to Getting Started

Match you 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 Peformance for more detail

Accept that Attribution perfection is not the end goal

Click the link here: Sweet App/Sales Performance

Additional Resources & Training

Weekly live training sessions

• To sign up for the sessions use the link <u>here</u>

Access all video training 24/7

In dashboard help:

• How to navigate videos

• Help content

• Live chat

Click the link here: <u>Sweet App</u>

Community & Marketing

Weekly breakfast club live session

Weekly marketing emails

Weekly training update emails

Join us on:

- Linked In

- Instagram

- Facebook

Bi-monthly CEO Event

Click the link here: Sweet App

THANK YOU!

Sweet

Contact our support team if you need more help

support@sweetanalytics.com