

## No Comparisons?

If you ever ran advertising campaigns across different channels (TV, print, online, mobile etc) then you probably wanted to analyze them together and really understand how the different channels impact each other. But our guess is you weren't able to do so. We're happy to announce that those days are gone. Today you can make a first step towards that goal by holistically analyzing your search and display campaigns. Curious to know what and how? Then read on...

Holistic campaign analysis across search and display campaigns has two key components: path to conversion analysis and cross channel synergies. The first component, path to conversion analysis, requires you to neglect the last ad or last click conversion attribution methods and start assessing all the branding events in the consumer pathway that you have overlooked so far. The last ad or last click methods are flawed and artificial since it's clear that each consumer's exposure to an ad (whether it happens offline or online) has some level of contribution to the consumer's conversion at the end of the path. If you have the consumer's path to conversion data, then don't settle on the last ad or last click methods just because it's easy and quick. If you don't have that data, then go and get it.

The second component, identifying cross channel synergies, requires you to stop comparing the performance of display campaigns to search campaigns. Comparing these channels as if they were isolated from each other is simply wrong as these two channels are different by nature and play different roles yet work together in moving the consumer through the purchase funnel. Display is at the top of the funnel channel, designed to increase awareness and search is at the bottom of the funnel channel, designed to drive conversions of interested consumers.

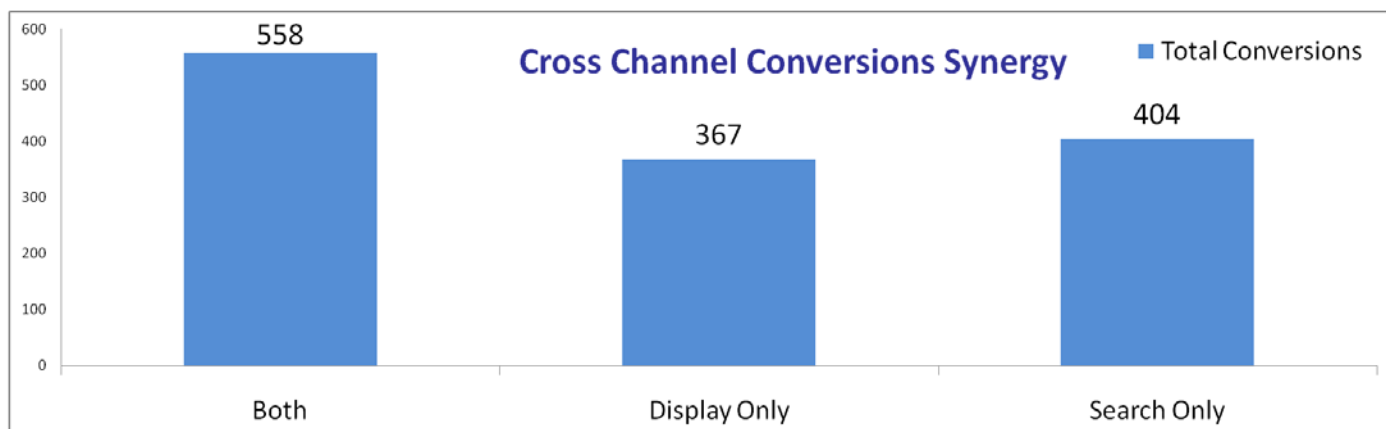
So you understand the two components – now what? Analyzing your campaign in such a holistic manner can answer questions such as:

- What was the percent of paths to conversion that included both display events and search events? What was the ratio between search events and display events?
- What was the percentage of display events in the paths that ended in a search event and vice versa?

The answers to these questions will allow you to understand the different touch points between display and search. The more touch points in each path to conversion the stronger the synergy is.

Campaign Type	Campaign	Publisher/SE	Flight ID/d Group	Total Clicks	Served Impressions	CTR	Other Channel Impact Rate	Total Conversions
Search				7,132	249,414	2.86%	60.12%	1,216
	Chocolate - G			4,246	149,501	2.84%	58.67%	588
		Google		4,246	149,501	2.84%	58.67%	588
			Chocolate	451	22,997	1.96%	50.68%	73
			Dark	504	24,501	2.06%	64.86%	74
			Fine	242	11,713	2.07%	25.93%	27
			Gifts	691	33,878	2.04%	52.88%	104
			Truffles	304	13,610	2.23%	62.00%	50
			X - Brand	2,054	42,802	4.80%	64.23%	260
Display				4,293	537,523	0.80%	28.22%	165
	Chocolate US			2,113	266,215	0.79%	29.70%	81
		MSN \ MSNBC		798	67,931	1.17%	37.88%	14
			377193	798	67,931	1.17%	37.88%	14
		Fox New s.com		236	50,714	0.47%	15.79%	22
			377192	236	50,714	0.47%	15.79%	22
		Turner / CNN		1,079	147,570	0.73%	35.42%	45
			377191	1,079	147,570	0.73%	35.42%	45

But don't stop there. Dive deeper and segment your consumers into different exposure groups: those who were exposed to your display campaigns, those who were exposed to your search campaigns and then those who were exposed to both. Then ask yourself which exposure group had the most total number of conversions, lowest cost per conversion or highest ROI? Ideally you would see that the "both" exposure group performed better than the other two groups and, if this was the case, then it should prove a synergy.



Next, you could go even further and analyze performance per path to conversion to identify patterns and drivers of higher performance. You could divide the paths based on search and display events and even identify the different sites within search and display. Then you could take a look at the best, average and worst performing paths and see if any of them had a particular structure. For example, did a path that started with display and ended with search generate more conversions than a path that included only search events? Did any specific combination of sites drive more revenues or have a lower cost per conversion?

Ad1 (First Viewed)	Ad 2	Ad 3	Ad 4	Ad 5	Percentage of Total Paths	Total Conversions	Total Revenue (\$)	Percentage of Total Revenue
Display	Display	Search	Display		1.05%	14	460.19	1.54%
Display	Search	Display	Display	Search	0.90%	12	575.16	1.93%
Display	Search	Display	Search	Search	0.75%	10	358.44	1.20%
Display	Display	Display	Search	Search	0.68%	9	333.77	1.12%
Search	Display	Display	Display		0.60%	8	225.63	0.76%
Search	Search	Display	Search	Display	0.53%	7	337.10	1.13%

Once you've done all the above, you will have reached a new, and deeper understanding of your advertising campaigns.