



Understand conversion beyond the last click

Death of the last click – The future of campaign reporting

How often does a prospect see a banner ad for your product, realise they must buy it right now, click on the link, get to your site and pay? Probably not often.

Advertisers run sophisticated integrated campaigns because people rarely behave in this linear way. Users are influenced by any number of affiliate, search, email, banner, social media or offline campaigns and will probably visit your site more than once before completing a key action. Yet every day brands make business decisions based on analysis that ignores this behaviour and instead attribute sales to the last ad the consumer clicked.

For instance, did your last major campaign generate uplift in "direct" sales which you chalked up to brand awareness? Or perhaps you've been crediting branded search terms with huge volumes of conversions, but can't see that these sales were started by a search on a generic term such as "cheap insurance". Opportunities to optimise campaigns are lost because traditional reporting doesn't tell the full story.

In the near future all campaign payment models will convert to true attribution models. This will allow the influence of all touch-points in the process to be considered. By having this historical picture of all interactions leading to a sale, RedEye is perfectly positioned to help you achieve an accurate analysis of the influence of conversion.

Give your media credit where it's due

RedEye's suite of Media Mix reports help you understand the complex detail of what happened before that 'last click', showing how each component of your campaigns work together. This will enable you to optimise your media and give each placement credit where it's really due.

Purchase lifetime report

This report shows how many visits it takes over what time period before a visitor completes a key action. The report will answer questions such as, "Are customers who click-through from a generic search term taking longer to convert than customers who click on a branded search term?"

Campaign path report

The campaign path report provides detailed understanding of how different media work together to deliver conversions. It will show you the referring campaign, site, section, creative and phrase responsible for the last visits leading to a key action.

1st click vs. last click matrix

This report will enable you to understand the relationship between how a visitor first arrives on the site and how they arrive when they eventually purchase.

Campaign path report

RedEye produce a table per channel, indicating which channels most influenced the sale and at what stage each channel appeared in the sales pipeline. The report goes on to give a total contribution value for the master channel, including information on where the master channel has influenced other channels.

Call RedEye on:
0845 094 1114



www.redeye.com
0845 094 1114

online behavioural
marketing and analysis



www.redeye.com
0845 094 1114

Red Eye International Ltd · Alexandra House · Electra Way · Crewe · CW1 6HS · Registered in England N° 4035064 · Tel 01270 848 490