

Understand the Multi-Touch Paid Search Funnel

The paid search universe is one with complex questions. That's what makes exploring and innovating within that universe so exciting. Read on to find out how Webtrends worked to shed light on a client's paid search funnel by tracking, segmenting and optimizing multi-touch attribution data.

What's attribution?

The process of assigning value to clicks that lead to a conversion.

What's attribution weight?

The amount of value each click in a converting path receives.

Getting started

There are a few minimum requirements needed to get started in the multi-touch universe. First, you need a platform that's able to track and report assisted conversions at a keyword level. With Webtrends, we can enable weighted, multi-touch *attribution* across an account of any size with a few mouse clicks. We can then track and attribute conversion and revenue data going back as far as 10 clicks for each unique visitor.

For this particular client, we limited our conversion value sharing to the last three clicks with an *attribution weight* of 85% (last click), 15% (second) and 5% (first click).

Extract actionable data

In a single month of collecting data, we brought in over 13,000 assists on the keyword level. The multi-touch multiverse was truly at our fingertips. We began segmenting and pivoting-up this data on a keyword level to extract insightful, actionable data.

First, we defined keyword attribution types based on specific performance criteria. Specifically, we created three keyword segments – Introducers, Influencers and Closers – based on the following criteria:

Introducer

Keyword that drove one or more assists with less than or equal to one last click conversion.

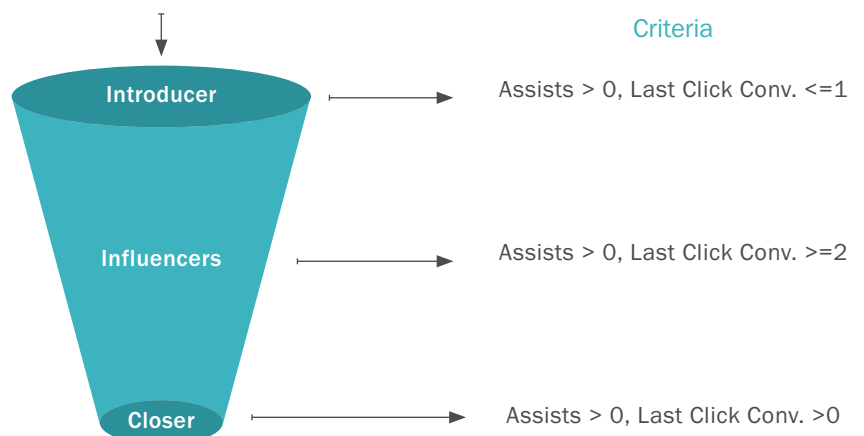
Influencer

Keyword that drove one or more assists with two or more last click conversions.

Closer

Keyword that drove a last click conversion without driving any assists.

Multi-attribution funnel



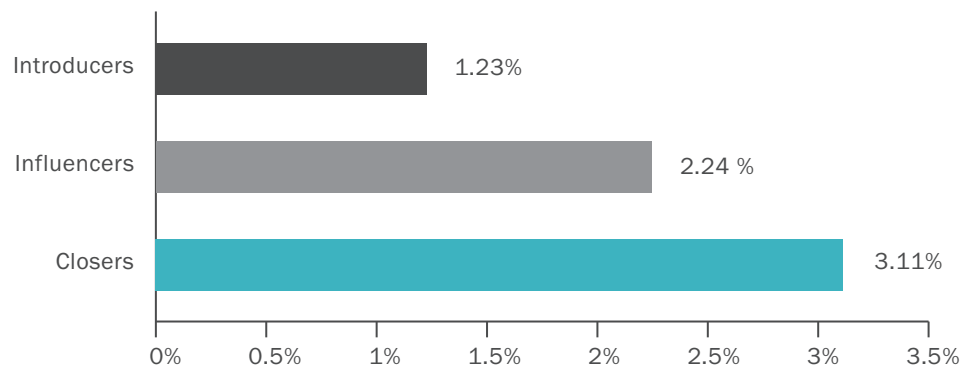
Develop actionable strategies based on findings

After we defined our criteria for the keywords, we pivoted our dataset and got to work culling insights and developing actionable strategies based on the findings.

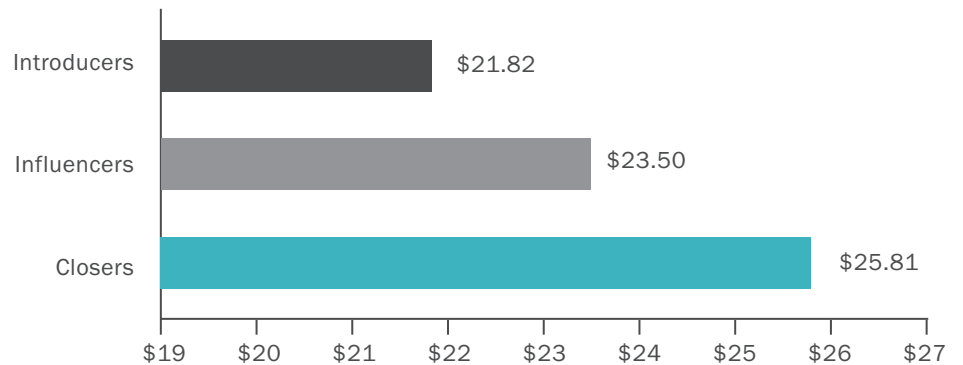
Here is an example of the workflow:

First, we wanted to take a look at performance per attribution type. Closers led the group in terms of revenue-per-click and conversion rate, followed by Influencers and, finally, Introducers.

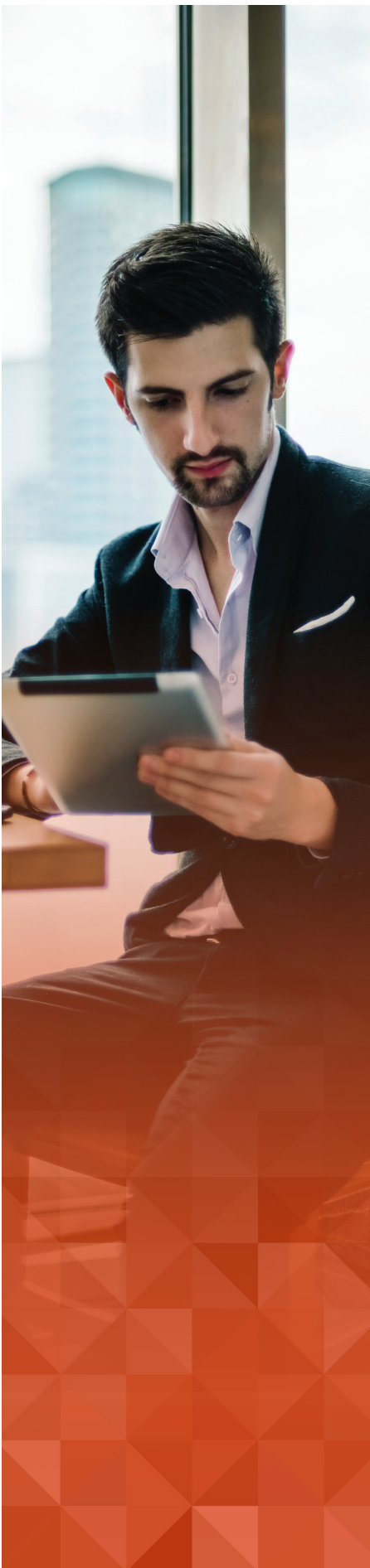
Conversion rate by attribution type



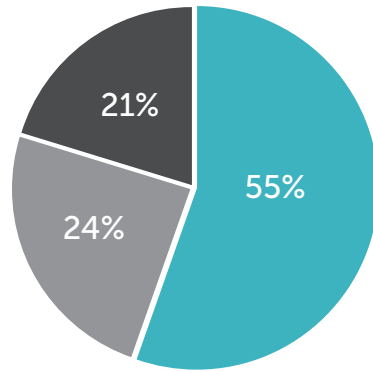
Revenue-per-click by attribution type



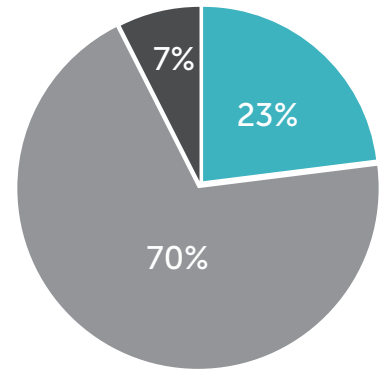
Do you know which clicks are most influential in your PPC campaigns?
Webtrends can help!



Next, we looked at the share of keywords by attribution type



From this, we learned that more than half of the account's keywords were considered Closers. That's interesting data in terms of keyword count, but what about share of clicks from these keywords?



For 55% of keywords being Closers, they only drove 23% of the traffic. Influencers drove 70% of the traffic with only a 24% share of overall keywords.

Discover new perspectives on paid search funnels

So there's a bit of light shining on our client's funnel now. Even our bidding algorithm is more informed now that it's working off the weighted attribution. This optimization model supports our Influencers and Closers, who, just a month ago, before the move to a weighted, multi-touch model, were attributed with nothing.

It's important to note that all of these attribution types are important to our client's overall account performance. However, tracking, segmenting and defining data within this multi-touch model gives us the ability to drill into our inventory to pinpoint wins or weaknesses.

The result

A solid understanding of how customers are interacting with a paid search campaign, the insights to make data-driven decisions going forward and a better return on your search advertising investments.

Learn more about Webtrends Search & Social Marketing now by visiting webtrends.com



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