

REAL-TIME CUSTOM ATTRIBUTION
MODELLING INSIGHTS WITH OPTIMAHUB
MEDIA ATTRIBUTION & DATALICIOUS



CLIENT OVERVIEW

Bupa is a leading global health and care company, offering health insurance, medical subscription and other health and care funding products such as workplace health services, home healthcare, health assessments and long-term condition management services.

Bupa employs a diverse marketing mix both online and offline to reach over 29 million customers in over 190 countries.

CHALLENGE

Due to a reliance on traditional measurement methods, Bupa has been struggling to understand the performance of their digital marketing budget and how to improve their Return on Media Investment (ROMI). Bupa's methods for tracking marketing activity:

- did not track all the different digital touchpoints each user interacted with on their path to purchase
- did not measure or weight the importance of each touchpoint
- had no clear reporting tool that recommended where to invest their media budget based on ROMI
- had no way of linking the impact of their digital advertising to offline sales

SOLUTION

Bupa engaged Datalicious to implement a tagging, marketing attribution and ROMI framework across health insurance and international businesses to deliver informed digital media performance insights and to demonstrate the impact digital marketing activity has on both online and offline sales.

The aim of the solution was to:

- implement custom tags utilising a tag management solution to effectively gather Bupa digital marketing and website data
- build a custom marketing attribution model that could process all relevant data, identify purchase paths, apply weights and classification to all of the touchpoints

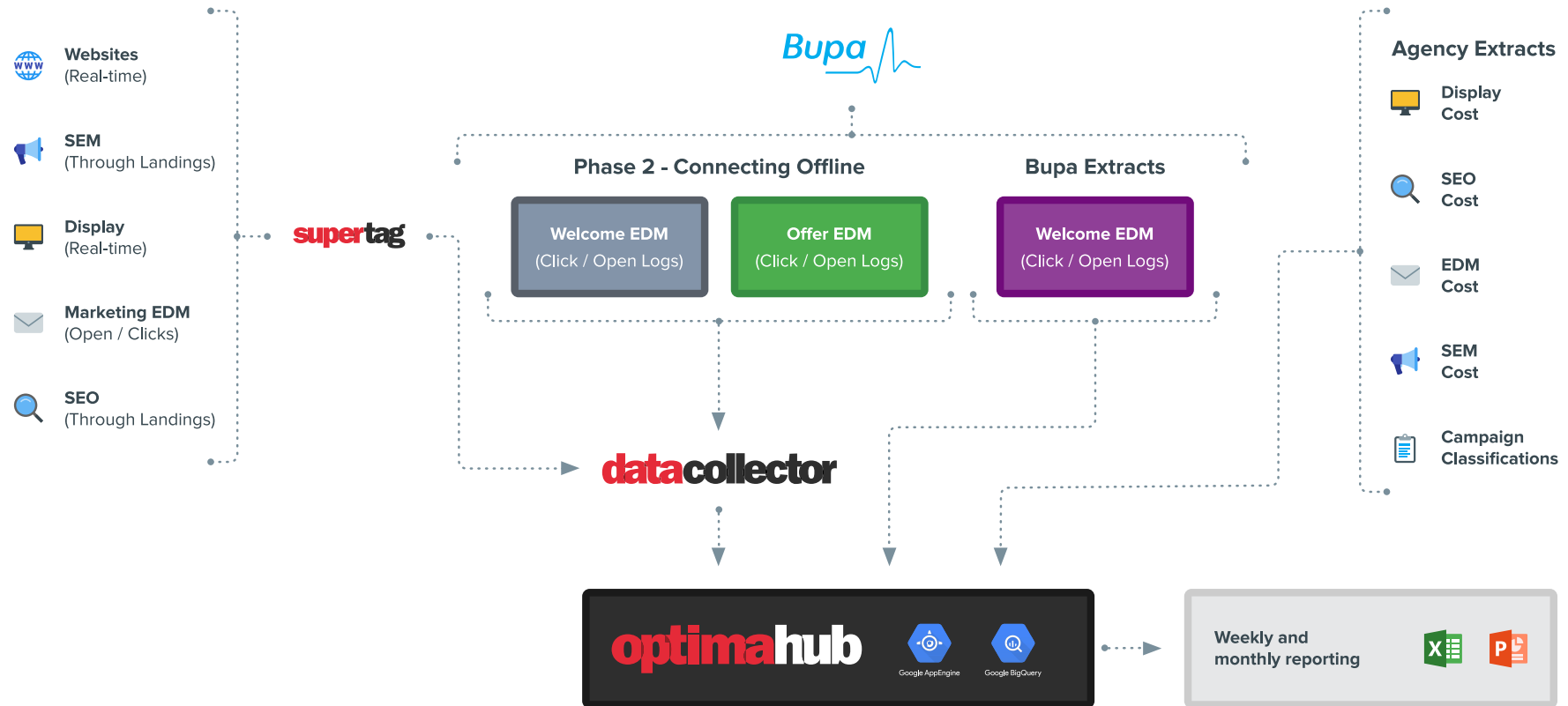
- deliver a complete view of media spend across Bupa's online marketing to help agency partners drive better performance
- present a real-time view of the impact of digital marketing activity on online sales through automated reporting

Datalicious proposed to gather Bupa touchpoint data using independent DataCollector tags deployed via SuperTag, an enterprise tag

management platform developed by our team. Bupa's data would then be processed, analysed and results displayed in the OptimaHub Marketing Attribution platform. The OptimaHub platform helps marketers understand how each channel, campaign or placement impacts sales both online and offline. Developed by Datalicious, Optimahub is designed to assist marketers in optimising media budgets and to deliver experiences based on a deep understanding of how customers actually behave.

ARCHITECTURE

OptimaHub collects all relevant media data sources (web, display, social, mobile, SEO, SEM, eDM) via the Datalicious DataCollector tags deployed via SuperTag Platform. OptimaHub also integrates additional data sources including classification and cost data from the media agency and offline sales data from Bupa, to build an accurate marketing attribution model and ROMI simulator.



A diagram of the media touchpoints OptimaHub was able to collect, process and analyse before providing automated reports to the Bupa marketing team.

METHODOLOGY

A Bupa specific attribution methodology was devised for this solution. A sample of parameters that this methodology followed include:

All channels included in attribution process

Display Media impressions, Display Media clicks, all site traffic sources.

Channel-based touchpoint exclusions

No credit is given to 'direct' touchpoints if they occur AFTER other channels in the path to conversion.

Time-based touchpoint exclusions

No credit is given to touchpoints older than 32 days prior to conversion.

Impression De-duplication

Successive impressions served within 3 hours are only counted once.

Impression Frequency exclusions

No credit is given to the 39th de-duplicated impression and beyond in a path.

Each de-duplicated impression also receives diminishing credit.

Weights

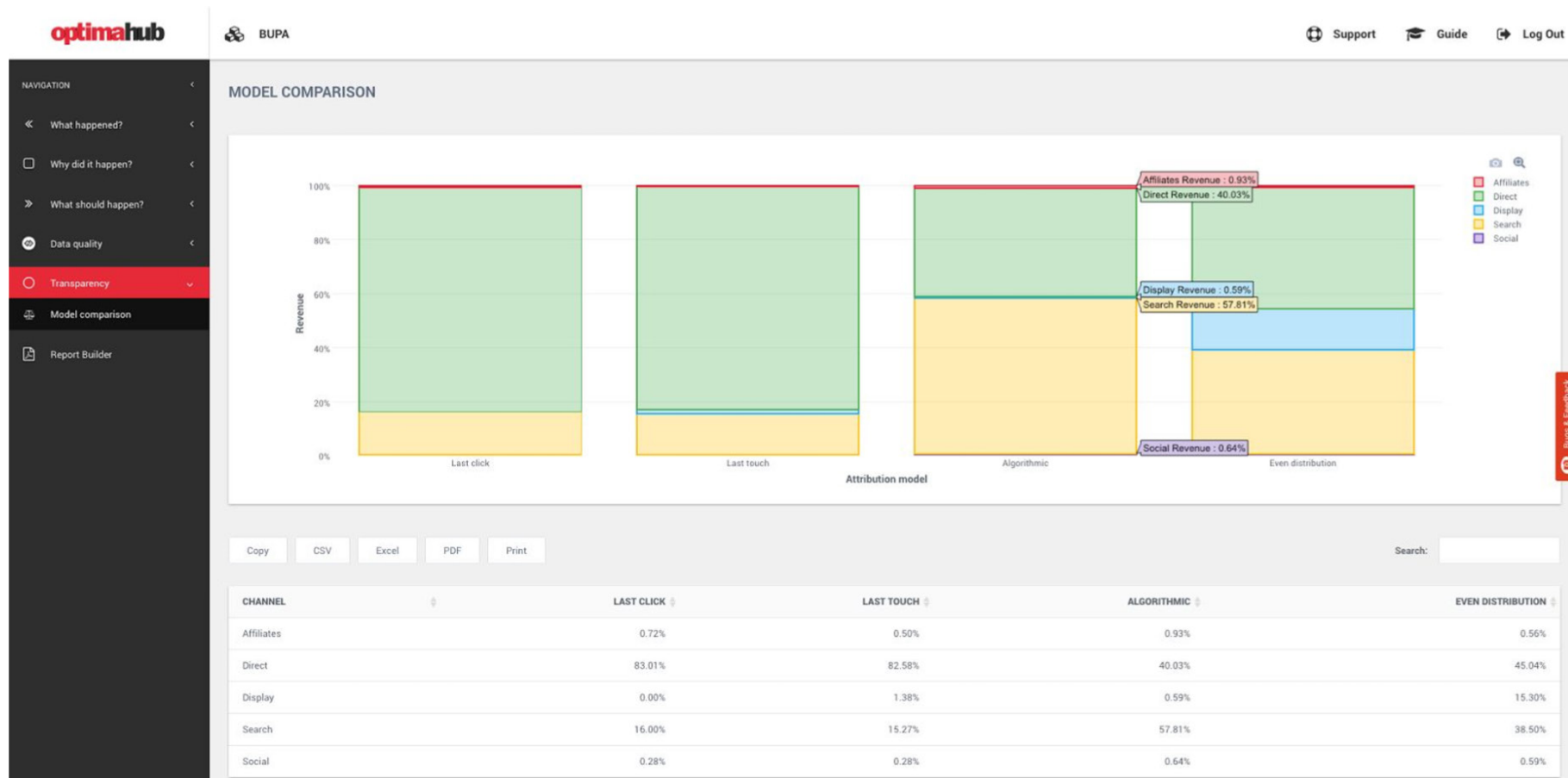
Weights are applied on a per channel tactic basis; meaning some channels get more credit than others if they are both in the same path. Weights are calculated using logistic regression analysis of converting and non-converting paths. Weights reflect the average efficacy of a channel.

OPTIMAHUB - THE REPORTS

After initial analysis and reporting, Bupa data was integrated into the OptimaHub Marketing Attribution platform, where near real-time dashboards provide Bupa digital marketing team with contextual and relevant insight into true digital marketing performance.

This performance data has not only impacted Bupa's decision-making process when it comes to media spend, it has also affected internal changes, with adjusted KPIs that are more relevant to Bupa's marketing goals, and has also changed the way Bupa remunerates their media agencies.

Model comparison: (Compares the credit allocation between OptimaHub’s custom algorithm and standardised attribution models)



For more detail on the Optimahub reports, please see the appendix.

RESULTS AND INSIGHTS

As a result of Datalicious' recommendations, Bupa was able to achieve an incremental gain in ROMI on the same overall level of spend as before the engagement. The following is a sample of key results and insights that Bupa attained and actioned from this project that added towards the increase in ROMI.

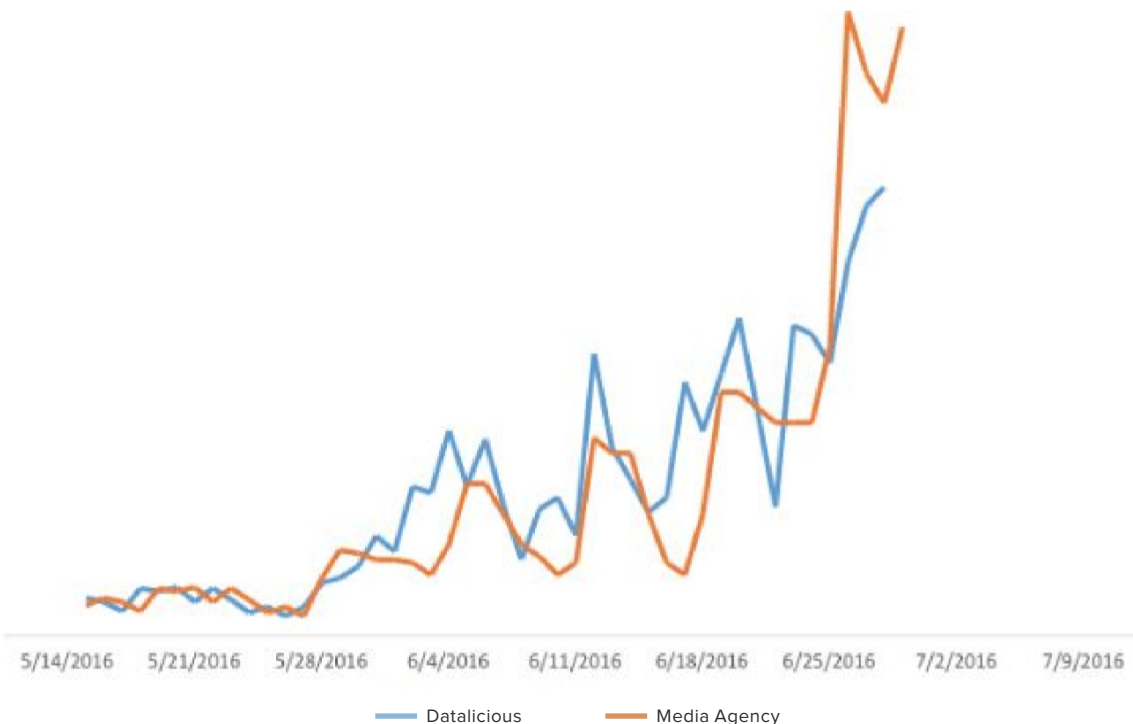
- An increase in ROMI of 61% was achieved in branded search marketing
- A multiplier of 3.3 was developed to help Bupa measure the true impact of Digital Marketing on offline sales
- New and untested digital strategies could be measured accurately
- The true impact of display advertising outside last click attribution could be measured

1. AN INCREASE IN ROMI OF 61% WAS ACHIEVED IN BRANDED SEARCH MARKETING

With the custom marketing attribution algorithm developed by Datalicious, Bupa were able to utilise an optimal media pacing plan at a daily level that resulted in a much higher ROI than was possible from their traditional media planning insights.

The below chart compares the OptimaHub spending recommendations compared to the spend recommendations provided by the media agency.

Datalicious vs Media Agency Daily Plan



For the month of May'16, the overall ROI of branded search was 204.0% but for the month of Jun'16 which is also one of the months with the highest SEO competition from the market, with the recommended pacing plan, the ROI was 264.3% - causing an increase of 64% in ROI in a pre-post analysis of the media pacing plan.

This is huge considering the fact that our pacing plan combined with the ideal short-list of branded keywords resulted in a media-efficiency of almost **\$250 K for just one month.**

2. A MULTIPLIER OF 3.3 WAS DEVELOPED TO HELP BUPA MEASURE THE TRUE IMPACT OF DIGITAL MARKETING ON OFFLINE SALES

By sending welcome emails to both consumers who purchased both online and offline, Datalicious was able to add in online digital touchpoints for people who consumed digital advertising online but purchased offline (phone, direct).

This online-offline stitching helped quantify the value of online digital marketing on both trackable online conversions and indirect offline conversions.

Datalicious calculated an online-offline multiplier of 3.3 - i.e. for every 1000 online conversion driven by digital marketing, there were 3,300 equivalent offline conversions that could be attributed to the same digital marketing.

This multiplier was also provided at a product, channel, campaign and even day of week level to better understand how digital marketing can assist

in targeting consumers who may make an offline purchase.

Understanding the true impact of digital marketing also helps in justifying the importance digital marketing to executive teams and ensuring adequate budget is spent on digital.

3. NEW AND UNTESTED DIGITAL STRATEGIES COULD BE MEASURED ACCURATELY

BUPA and their partner agencies wanted to try out new display marketing strategies on Pandora and Spotify. Interestingly there were only very few campaigns in the past and very little spend on these channels.

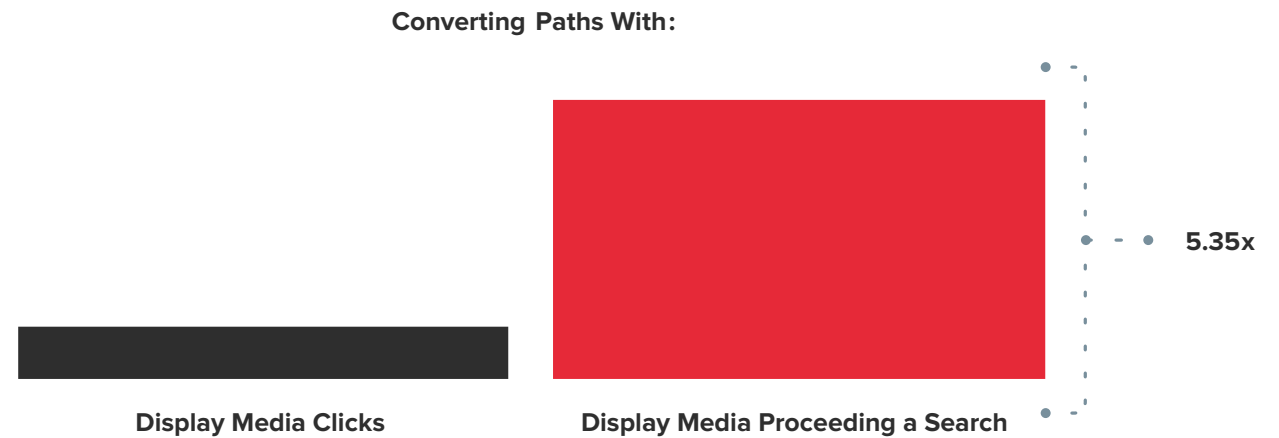
Thanks to the Optimahub platform, Datalicious were able to derive the exact impact of Pandora/Spotify on overall customer journey and thereby quantify the dollar value of every single touchpoint from these new digital marketing strategies.

Datalicious came up with a regression equation that predicted that every 100 Pandora/Spotify ads drove an incremental revenue of \$34.

This not only helped quantify the value of these new channels using accurate methods, but also helped define marketing strategies and future budgets.

4. THE TRUE IMPACT OF DISPLAY ADVERTISING OUTSIDE LAST CLICK ATTRIBUTION COULD BE MEASURED

The attribution model used for Bupa tracked the impact of display advertising outside basic conversions directly from clicking on the ad. The power of display advertising for Bupa was confirmed with x5.35 increase in the number of conversions that were drawn from a user seeing a display ad, and then later going on to search for Bupa products compared to users who only clicked on a display ad.



CLIENT TESTIMONIAL

“I would love to say that we increased the HI test volume from 30% to 80% because we followed your same rationale, truth is we increased because we could see next to no volume after we ceased the SEM/PPC test. Good to know that our decision can be backed up with numbers - thanks!”

Luke Durante

Digital Marketing Manager, Bupa Australia

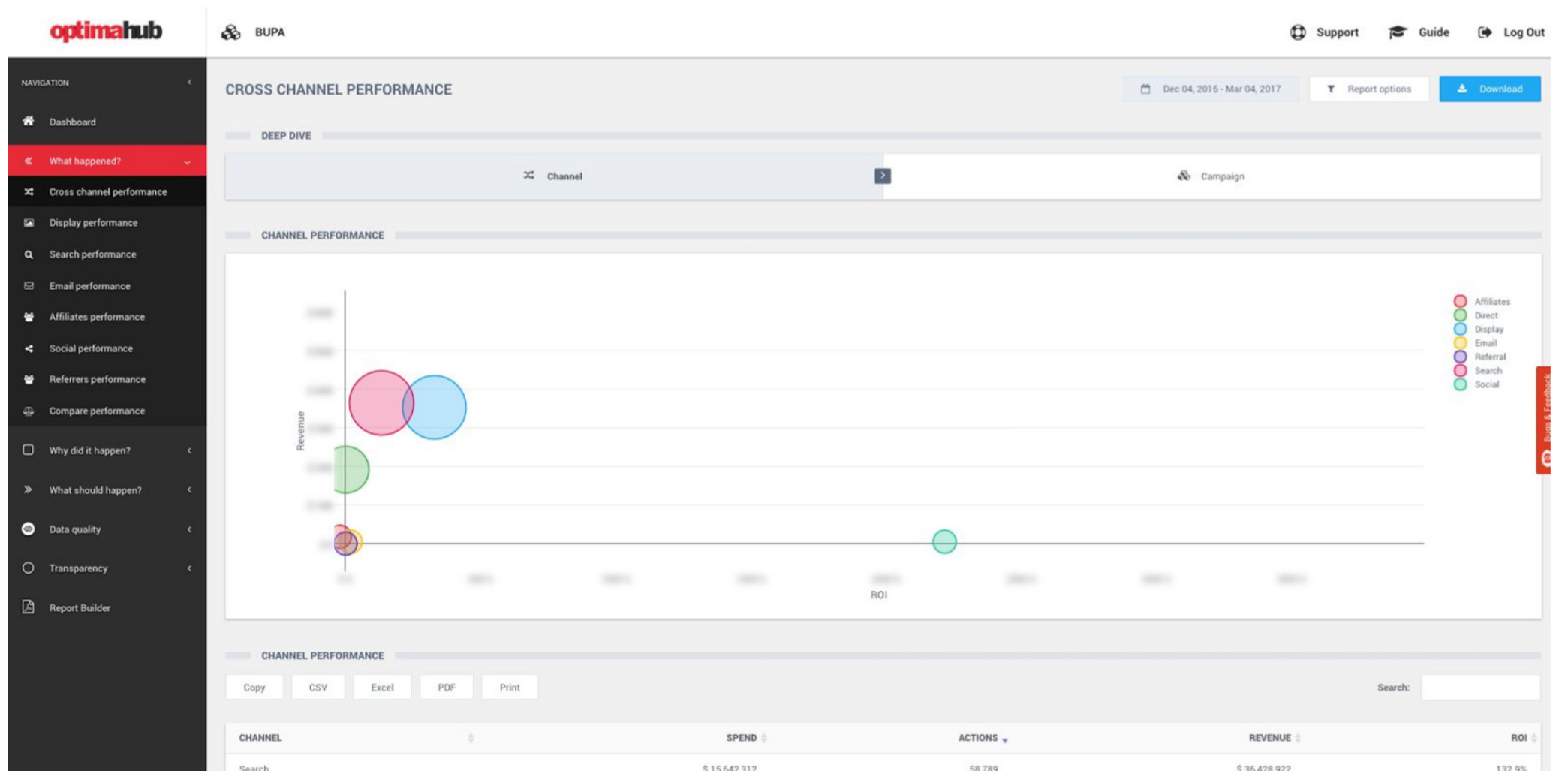
“[...] thanks to [the Datalicious team for] the endurance you’ve all shown to date [which] has delivered a fantastic outcome [...] getting the code implemented with quality and delivered on time [...] provided us with advice around the new implementation and testing. Great teamwork all around. Well done!”

Seth Wibisono

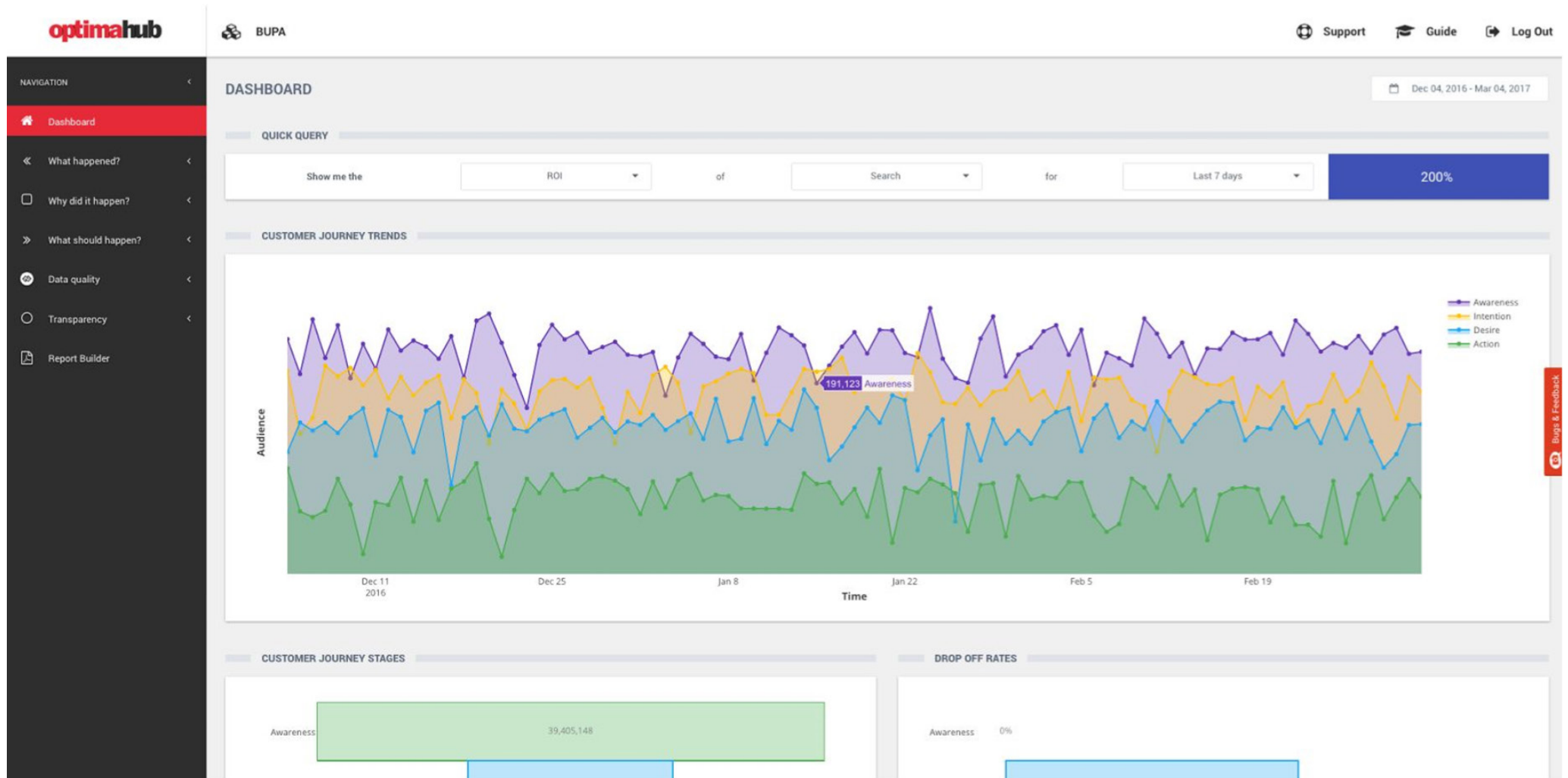
Bupa Australia

**APPENDIX - A SAMPLE OF BUPA'S
DASHBOARDS WITHIN OPTIMUHUB ARE
OUTLINED ON THE FOLLOWING PAGES**

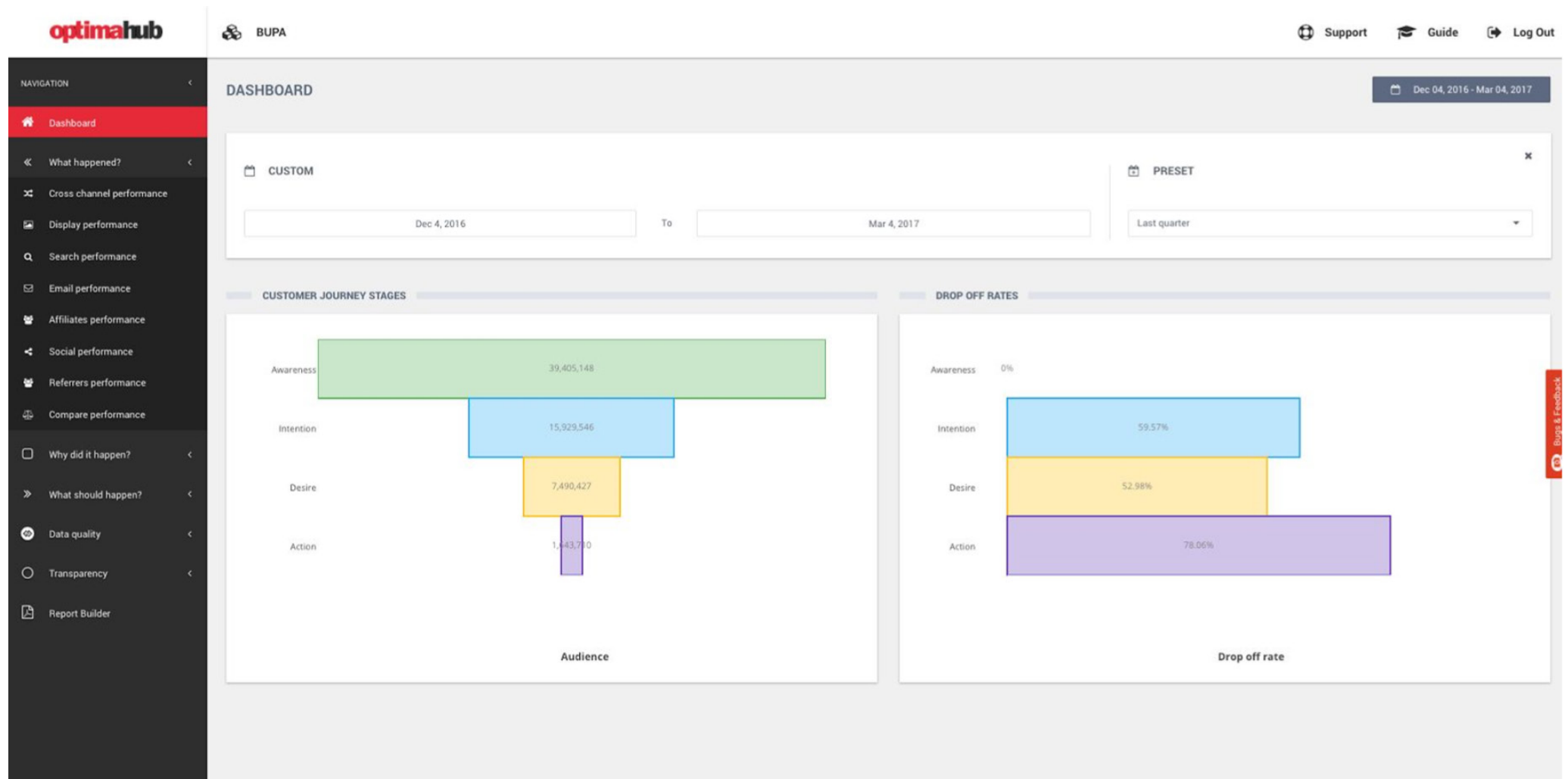
Compare channel performance over time:



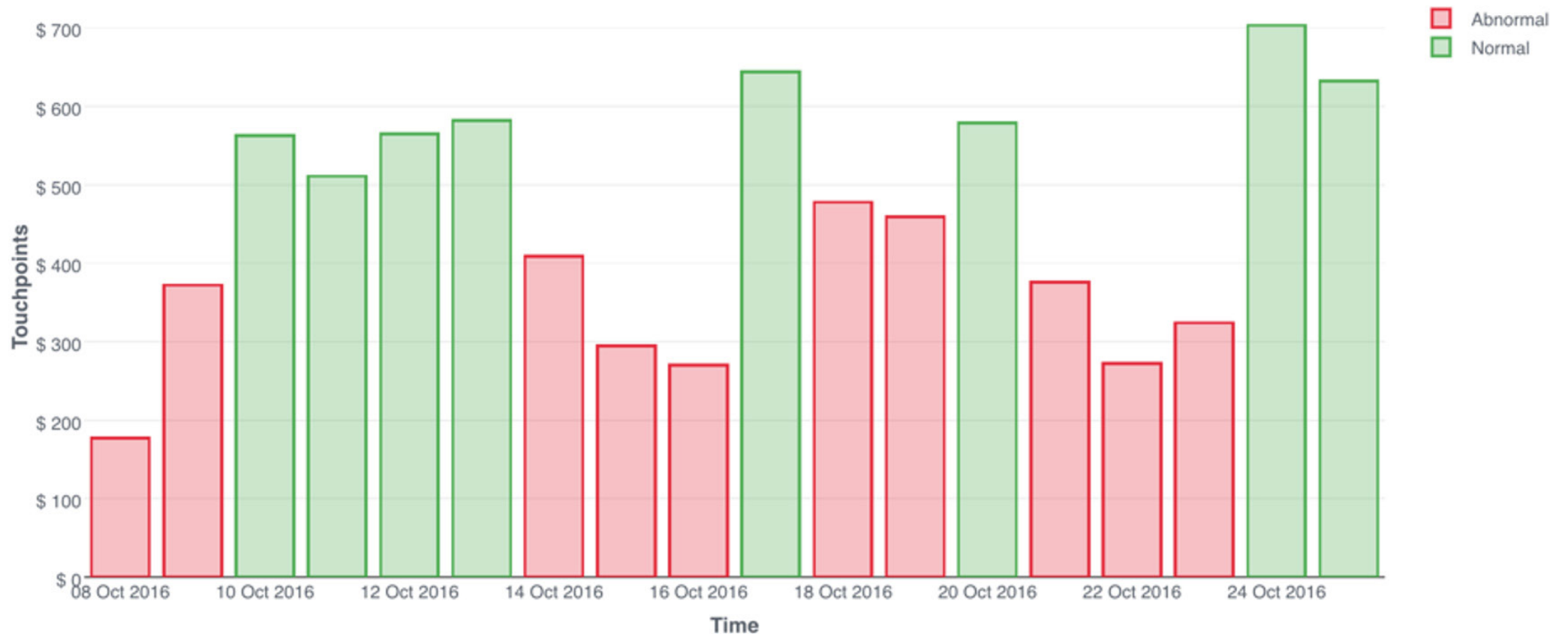
Customer journey trends:



Customer journey drop-off rates:



Data quality:



Unique audience:

