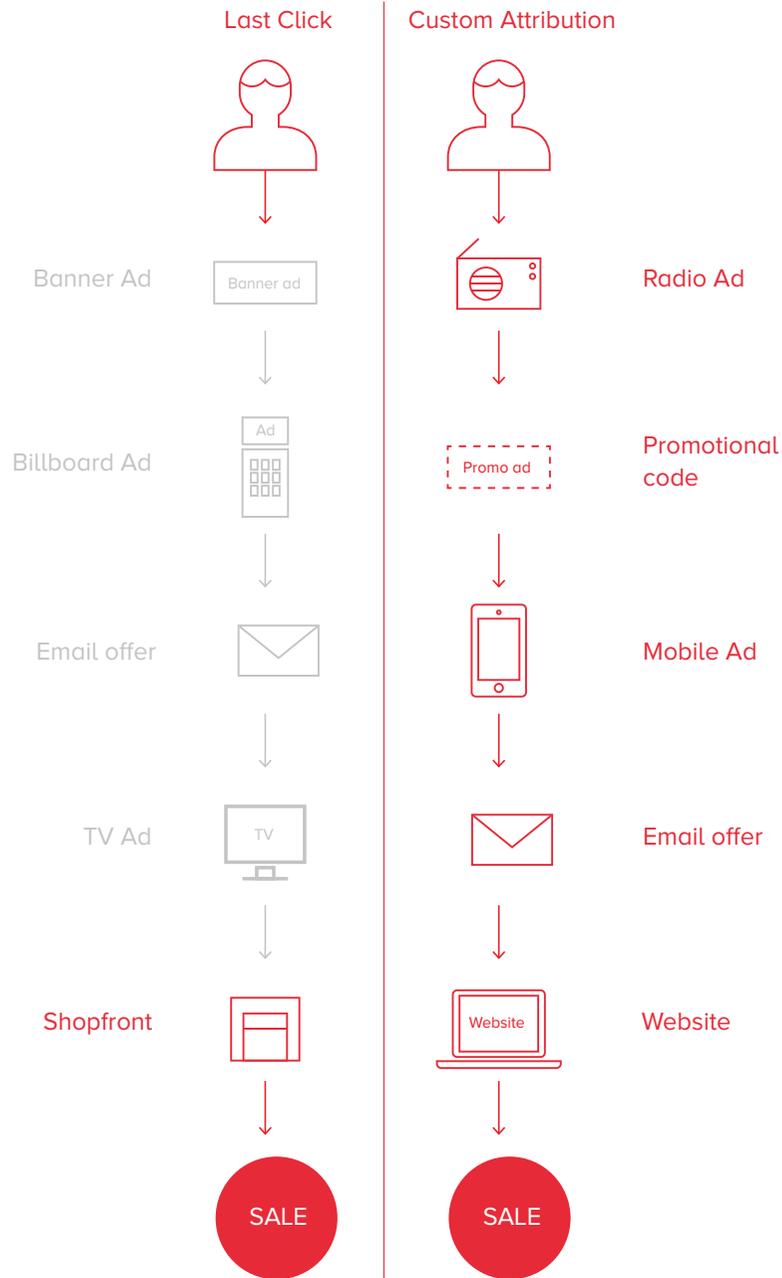# OPTIMISING DIGITAL MARKETING SPEND AT TELSTRA USING CUSTOM MEDIA ATTRIBUTION

CLIENT OVERVIEW

Telstra is Australia's leading telecommunications and information services company, provide 16 million mobile services, 7.5 million fixed voice services and 3 million retail fixed broadband services.

The agency works with Telstra to deliver custom multi touch attribution modelling return on marketing investment to optimise future media spend.

Last Click   Custom Attribution

Last Click		Custom Attribution	
Banner Ad	Banner ad	Radio Ad	
Billboard Ad	Ad	Promotional code	Promo ad
Email offer		Mobile Ad	
TV Ad	TV	Email offer	
Shopfront		Website	Website
SALE		SALE	

OBJECTIVES & CHALLENGES

The Telstra Chief Marketing Office team had historically relied on a last-click attribution model to measure the performance of digital marketing.

All conversion credit was given to the last campaign touch point in the purchase path, ignoring all other digital advertising that contributed to the conversion.

This led to an incorrect attribution of credits and a bias on the channels used to close the sale.

A custom weighted attribution model was required to deliver accurate performance tracking and insights for future media spend.

The output of the custom weighted attribution model would then be used by Digital Marketing to make speed of light, robust decisions about marketing investment.

SOLUTION & TECHNIQUE

**EXAMPLE OF A
LOGISTIC REGRESSION MODEL**

Pool of consumers exposed to
Display Performance impressions

→ *12% went on to convert*

*Therefore, Display
Performance increases
a consumer's likelihood
of conversion*

Pool of consumers **NOT** exposed to
Display Performance impressions

→ *8% went on to convert*

Pool of consumers that clicked on
a Brand SEM Campaign

→ *45% went on to convert*

*Therefore, Brand SEM
better targets those
consumer's likely to
convert; and would receive
a much larger weight from
Display Performance*

Pool of consumers that **DID NOT**
click on a Brand SEM Campaign
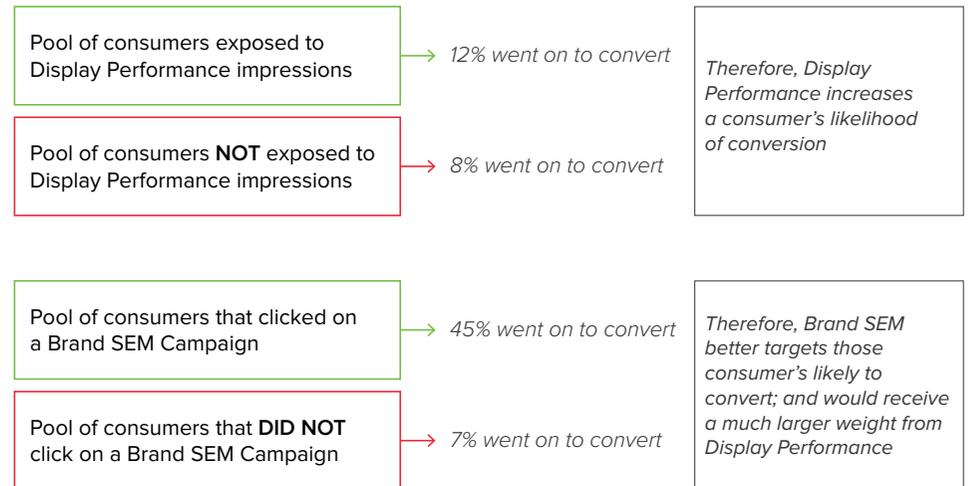
→ *7% went on to convert*

The agency developed a custom attribution model designed to provide accurate credits to each touch point in the path to conversion.
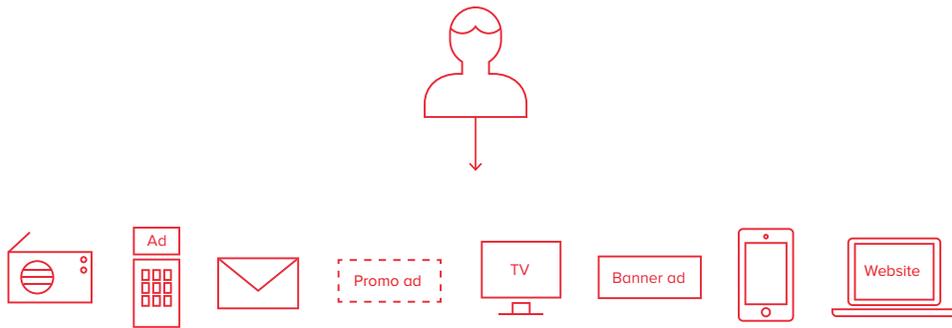
The solution involved setting up a combination of container tag (SuperTag) and DoubleClick tags to gather the raw data. The data is then standardised and stored until required for data modelling.

The agency's approach uses logistic regression. The impact of each channel's ability/tactic to engage consumers likely to convert can be measured by conversion rates among paths where the channel tactic was present compared to those paths where the tactic was not present.

Logistic regression is used to combine these channel tactics together and determine the relative impact of each channel when there are multiple tactics present or absent in path.

Online channels are awarded credits based on their contribution to the order from the custom weighted attributoin model.

SALE

All digital planning is based on the new attributed view. The weighted modelling data is used to identify sales and media opportunities.

EXECUTION

Weekly attribution data is now provided to Telstra analysts and media agency teams. All digital planning is based on the new attributed view.

The model includes Display, SEM, SEO, Paid Social, Email, Affiliates & Organic Social. Offline credits are also measured using robust email tracking as well.

The weighted modelling data is used to identify sales and media opportunities as well as additional revenues and investments.

The agency is also undertaking further enhancements on the solution, with FY15 seeing the delivery of:

· New channels included in the model such as call data and video
· Enhanced offline data
· Cross device tracking
· Closer integration of technology platforms and imrpoved accuracy via use of browser fingerprint
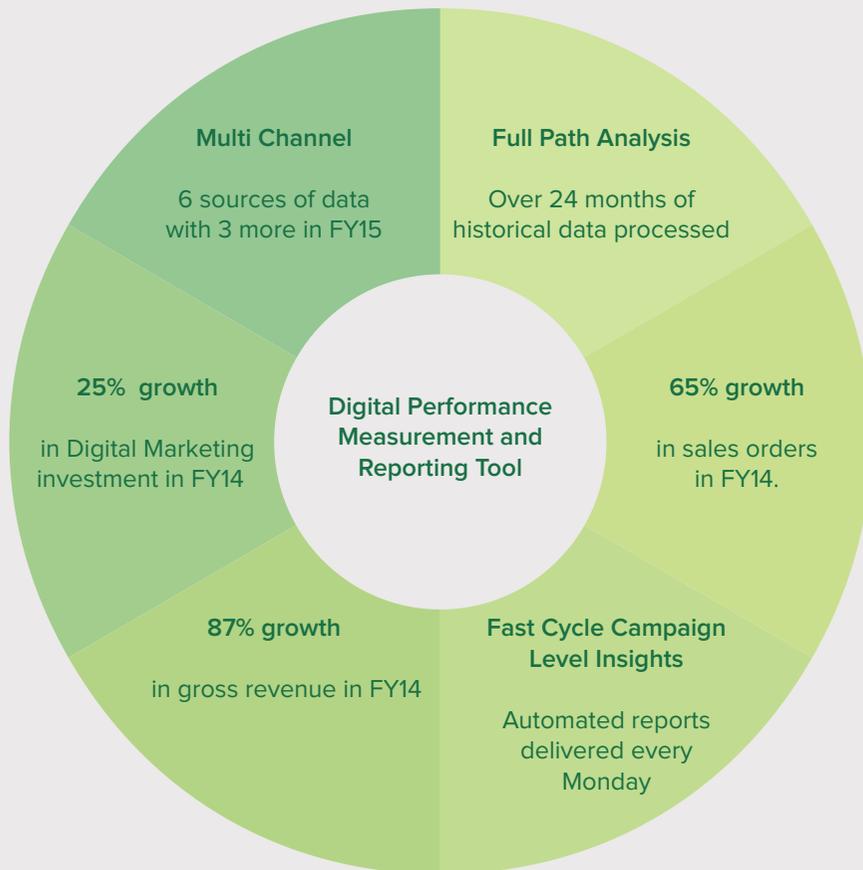
25%
growth in Digital
Marketing Investment

87%
growth in gross
revenue for FY14

65%
growth in sales
orders in FY14

RESULTS

Multi Channel

6 sources of data
with 3 more in FY15

Full Path Analysis

Over 24 months of
historical data processed

25% growth

in Digital Marketing
investment in FY14

**Digital Performance
Measurement and
Reporting Tool**

65% growth

in sales orders
in FY14.

87% growth

in gross revenue in FY14

**Fast Cycle Campaign
Level Insights**

Automated reports
delivered every
Monday

Since the commencement of the media attribution project the agency has processed approximately 3 billion user touch-points each financial year to date. These were used to build over 2 million paths to purchase in FY14 and an estimated 2.5 million in FY15. The tracking and processing spans 29 different Telstra products and now attributes sales to 7 different digital media channels.

The custom weighted attribution model accurately captured purchase path data and provided an accurate view of Digital Marketing's media performance.

The solution reprocessed over 24 months of conversion data to provide full path analysis. 2.2m conversions are de-deplicated every month to ensure accuracy and automated reports are delivered to 20 key stakeholders every Monday.

The agency's solution led to a 25% growth in Digital Marketing investment in FY14.

Gross revenue grew 87% in FY14 as a result of media optimisation insights. This led to a 65% growth in sales orders in FY14.