Building Bridges: Current Practices in Attribution and ROI Analysis

- Jim Spaeth
- Alice K. Sylvester







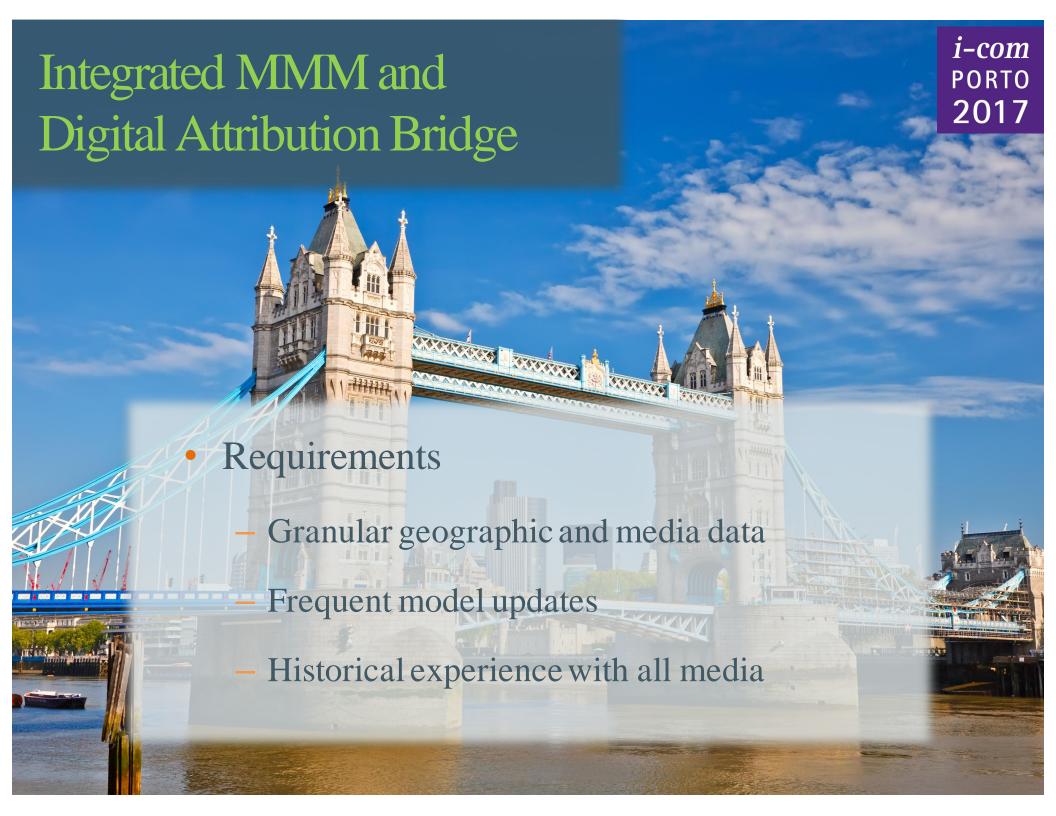


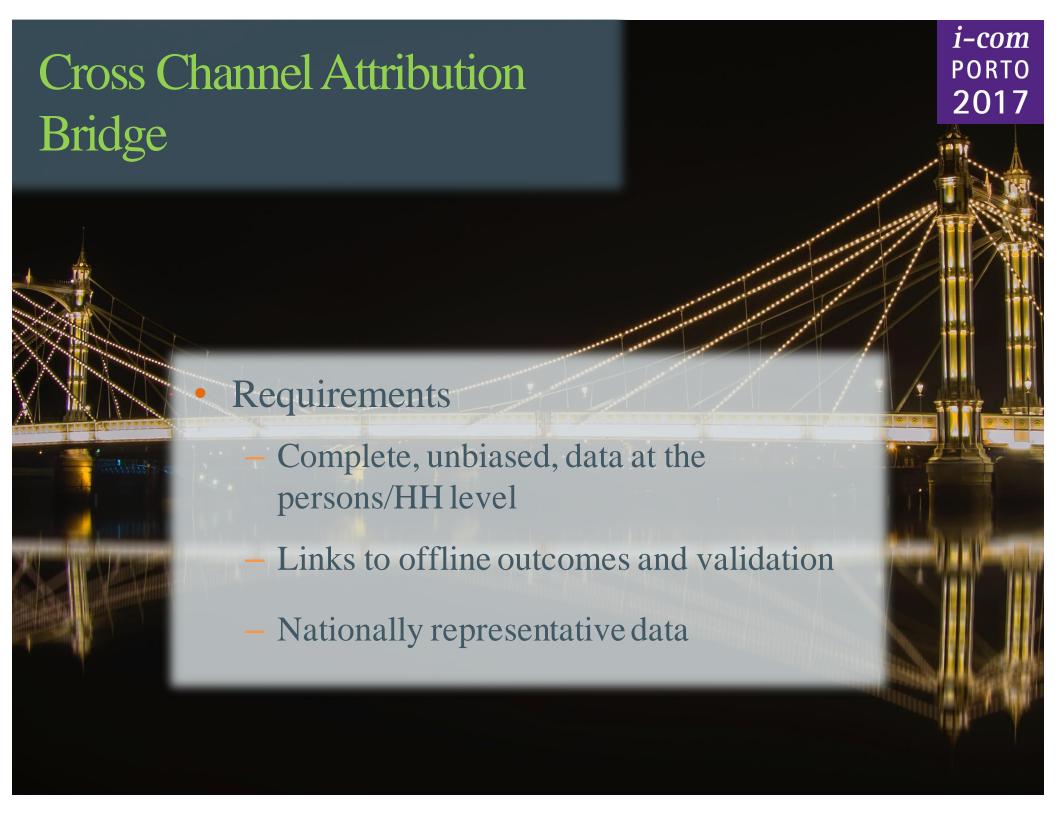


Two Bridges Being Built Today



and Digital Attribution

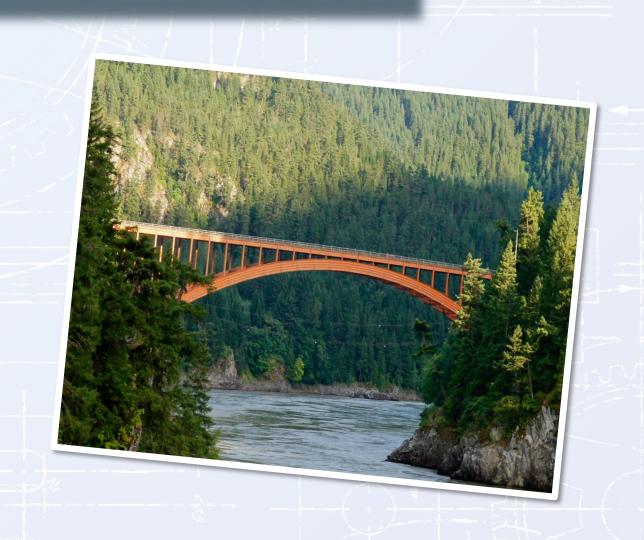






Will A Gold Standard Emerge?

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Four Working Groups To Construct The Bridges

1. Complete Digital Attribution

- Address cost components
- Link offline outcomes
- Add brand baselines
- Offline marketing drivers

2. Develop Cross-Platform Attribution

- Television Data
- Other media data
- Brand metrics integration
- 3. Make Attribution Transparent •
- Laymen's guide
 - Modeling validation

- 4. Create Smarter Users and Organizations
- Training programs
- Establish Benchmarking

