ATTIBUTION ACCELERATOR 2018

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Meredith
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Attribution Accelerator imagined & presented by

Attribution Accelerator 2018 is supported by
The customer purchase path can be chaotic. Consumers are on their devices all day long and messages are being thrown at them from every direction. How can marketers know which touchpoints are the most effective at driving conversions? How can they better reach consumers that offer the highest ROI? Better yet, let's put this together: how can marketers determine the optimal touchpoints to reach the highest value consumers?

Attribution modeling is all about determining the value of various touchpoints so you know where to invest your budget. Some attribution techniques rely on regression models which can treat each touchpoint generically. This doesn't factor in how different touchpoints influence each other and where the consumer is in the engagement funnel – are they just becoming aware of the product or are they comparing offers as they get ready to buy?

Marketers can benefit from knowing which channels are most likely to be considered “engaged touchpoints;” those touchpoints that are well along the customer purchase path and are most effective at pushing consumers toward transactions. OptimaHub from Equifax employs Hidden Markov Modeling which uses visible events to approximate hidden customer journey states. By better identifying engaged touchpoints, marketers can allocate more of their budget toward optimizing those touchpoints in terms of media bidding, placement, frequency, message and creative.

From Ad ROI to Customer ROI: Leveraging Wealth-Based Segmentation as Part of Attribution

It is not just about identifying engaged touchpoints and which ads perform the best. What if you identify several online channels and specific ads that lead to the highest percent/number of conversions, but then realize that those purchasers are not very valuable? A typical attribution analysis might show an optimal cost per conversion, but if your assessment of the ROI of the converters is not what you had hoped, you might want to rethink your ad strategy.

Marketers can benefit from profiling and segmenting their best customers in terms of financial capacity to purchase, buying attitudes, channel preferences, demographics, and more. Then, by overlaying segmentation on attribution, analysts can assess which channels, sites, ads, and creative will best reach and resonate with consumers that have similar profiles. Online advertisers can also leverage digital targeting segments to reach visitors with desired characteristics or that have similar profiles of a company’s best customers to enhance acquisition and cross-sell campaigns.

Segmentation based on households’ likely financial capacity and purchase potential takes attribution to the next level: Marketers can use segmentation to enhance campaign targeting and then incorporate that segmentation as part of their attribution analysis to better optimize their media budgets and reach prospects and customers with the highest ROI.

Take the Pressure Off

When it comes to choosing an attribution partner, marketers have many options. At Equifax, we take the pressure off of complicated analytics to get to the bottom line. Here are a few reasons why we may be the right choice for your company:

- We are an analytically savvy, neutral third-party that has extensive industry connections. We have agreements with online publishers, leading mobile providers, and cable companies to help you execute and track your campaigns across multiple channels. Plus, our decades of experience in advanced analytics and Hidden Markov Models allows us to comprehensively analyze the customer journey and all touchpoints.
- Our identity management and linking capabilities are second to none. Through our broad industry relationships, we can link together onboarded files, ad exposure files, devices, anonymous online identifiers, and online/offline conversions. Plus, Equifax has deep expertise in data management, hygiene, and enhancement.

Chat With Us in the Innovation Showcase

Come visit Equifax to learn more about our unique attribution modeling techniques, integrating segmentation into your attribution analytics, and how we work with a broad range of companies within the digital ecosystem.
Welcome to the Attribution Accelerator! We’re so glad you could join us.

Brought to you by GreenBook, Sequent Partners, Meredith, Viant, and a variety of expert partners, Attribution Accelerator is returning in its third year with even more opportunities to learn, collaborate, network, and influence the future. We’ve brought together some of the brightest minds in marketing measurement for a unique forum designed to galvanize the industry toward new marketing solutions.

This year, you’ll have the chance to partake in workshops for a hands-on learning approach, and hear directly from our speakers and panels on stage about where the industry is headed. Get ready for a day of inspiration, connection, and learning.

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**Download our mobile app**

To access the most accurate up-to-the-minute version of the agenda and to connect with other attendees, download the Bizzabo app for OSX or Android. Verify your registration email (or create a new account with your registration email), and select Attribution Accelerator 2018 to access the event information. The code to join the Community is meredith.

**Get connected via wifi**

Please refer to the slideshow in the presentation room for the wifi connection information, or stop by the badge desk to ask for details.

**Need help?**

If you have questions on-site, please stop by the badge desk and we’ll be happy to help! If you have any questions following the event, just email us at iiexevents@greenbook.org, and we’ll get back to you ASAP.

**Tweet about the event**

Join the conversation online using the event hashtag: attribution2018 – you can also follow us at @GreenBook for updates!

**Downloading presentations**

Speaker presentation deck PDFs will be uploaded to our event website over the next week. We’ll send an email to you once they’re available!
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WELCOME: REGISTRATION & COFFEE

7:45AM-8:45AM
Check in on the 2nd floor at the Attribution Accelerator table, then take the elevator to the 6th floor, where you’ll receive your badge at the registration table. Then join us for coffee, tea, and some light breakfast snacks before sessions begin!

ACTIVATION & OPTIMIZATION
6th floor, Auditorium
Chaired by George Musi, Alice K. Sylvester & Jim Spaeth

8:45AM-9:05AM
Opening Remarks
Alice K. Sylvester (Sequent Partners)

Welcome to Meredith
Stan Pavlovsky (Meredith Digital, Meredith Corporation)

Kick-Off
Jim Spaeth (Sequent Partners)

9:05AM-9:20AM
Gaining Control of Your Data & Analytics Operations: Lessons from Our Journey
Lauren Radcliffe (E*TRADE) & Alexander Stadnyk (Media Assembly)

9:20AM-9:35AM
Rapid Analytics Using AI & Machine Learning
Harpreet Singh (Kvantum) & Atif Syed (Reynolds Consumer Products)

9:35AM-9:50AM
Closing the Loop Between Measurement & Activation at Chobani
Brian Hyland (Nielsen) & Justine Landschulz (Chobani)

9:50AM-10:05AM
Evolution of Attribution at Safelite – How to Drive Insights into Action
Alan Lin (Safelite AutoGlass) & JP Pereira (Conversion Logic)
AGENDA

ACTIVATION & OPTIMIZATION (CONT.)
6th floor, Auditorium
Chaired by George Musi

10:05AM-10:25AM
Panel: Activation – Attribution Focused On Performance
Moderated by George Musi (Blue 449) with panelists Atif Syed (Reynolds Consumer Products), Alan Lin (Safelite AutoGlass), JP Pereira (Conversion Logic), Harpreet Singh (Kvantum), Brian Hyland (Nielsen), Lauren Radcliff (E*TRADE), Alexander Stadnyk (Assembly Media) & Justine Landschulz (Chobani)

10:25AM-10:30AM
Attribution Accreditation Program Announcement by C3 Metrics

MORNING BREAK: NETWORKING & INNOVATION SHOWCASE

10:30AM-10:50AM
Refresh with snacks, meet other marketing experts, and check out new innovations in attribution!

LEVERAGING BRAND VALUE
6th floor, Auditorium
Chaired by Thomas Bauer

10:50AM-11:05AM
Attribution for Brand – Developing an Advanced Understanding of the Value of Brand Advertising at Citibank
Mike Eichorst (Citibank)

11:05AM-11:20AM
How Knowing Your Brand’s Signature Informs Your Best Targets
Leslie Wood, Ph.D (Nielsen Catalina Solutions) & Michael Hugo (Reynolds Consumer Products)

11:20AM-11:35AM
Measuring Marketing Across The Consumer Funnel
Doug Jensen (The Estée Lauder Companies Inc.)
AGENDA

ACTIVATION & OPTIMIZATION (CONT.)
6th floor, Auditorium
Chaired by George Musi

11:35AM-11:50AM
Assigning Business Growth to Marketing: Conversion, Measurement & Life Time Values
Abha Dawesar (HSBC)

11:50AM-12:10PM
Panel: Attribution Leveraging Brand Value
Moderated by Thomas Bauer (McKinsey & Company) with panelists Doug Jensen (The Estee Lauder Companies Inc.), Michael Hugo (Reynolds Consumer Products), Leslie Wood Ph.D (Nielsen Catalina Solutions) Mike Eichorst (Citibank) & Abha Dawesar (HSBC)

WORKSHOPS
Please follow the signs to the workshop rooms on the 4th floor. Seating is first come, first served!

DEMO WORKSHOP
4th floor, Room 4.S216
Chaired by Andy Gibs & Harmen Westra

12:15PM-12:45PM
Demo Workshop: Measuring & Optimizing the Impact of TV
Andy Gibs & Harmen Westra (iSpot.tv)
In this workshop, explore how disruptive brands are leveraging iSpot’s data to make smarter campaign optimizations in real time. Learn how to apply digital-like metrics to TV and integrate with the rest of the marketing stack.

SKILL-BUILDING WORKSHOP
4th floor, Room 4.S230
Chaired by John Hoctor

12:15PM-12:45PM
Skill-Building Workshop: Making Attribution Work For Your Consumer Journey
John Hoctor (Data Plus Math)
In this workshop, learn how brands can leverage various outcome signals and brand analytics together to measure the impact of their media on a consumer’s journey. Using full funnel KPIs, marketers can better plan, buy and optimize their media for both short and long-term success.

LUNCH BREAK: NETWORKING & INNOVATION SHOWCASE
12:45PM-1:45PM
Time for lunch! Fuel up for the second half of Attribution Accelerator!
TV ATTRIBUTION
6th floor, Auditorium
Chaired by Jane Clarke

1:45PM-2:00PM
Custom Approach for Optimizing Auto KPIs
Jason Yoder (Meredith Corporation) & Rex Briggs (Marketing Evolution)

2:00PM-2:15PM
How Disruptive Brands Measure Lift on TV
Sean Muller (iSpot.tv) & Tim D’Auria (TripAdvisor)

2:15PM-2:30PM
Attribution in Action Today: A Contemporary Media Company Perspective
Radha Subramanyam (CBS)

2:30PM-2:45PM
Television Attribution – Changing the Game
David Ernst (A&E)

2:45PM-3:00PM
Bringing Attribution to the TV Screen
Raymond Shynn (Roku)

3:00PM-3:20PM
Panel: Television – Jump Onboard the Attribution Express
Moderated by Jane Clarke (CIMM) with panelists Sean Muller (iSpot.tv), Tim D’Auria (TripAdvisor), Radha Subramanyam (CBS), David Ernst (A&E) & Raymond Shynn (Roku)

3:20PM-3:35PM
Solving The Two Biggest Challenges In Attribution: Ad Fraud & Offline
Jeff Greenfield (C3 Metrics)

AFTERNOON BREAK: NETWORKING & INNOVATION SHOWCASE

3:35PM-3:55PM
Refresh with snacks, meet other marketing experts, and check out new innovations in attribution!
INNOVATION IN ATTRIBUTION
6th floor, Auditorium
Chaired by Scott McDonald

3:55PM-4:10PM
Understanding Audiences
Ted McConnell (Lucid)

4:10PM-4:25PM
Connecting Attribution, Segmentation & Analytics for Better Customer Acquisition
Christian Bartens (Equifax)

4:25PM-4:40PM
Using Machine Learning to Maximize Profitable Revenue for Digital Display Marketing
Newcombe Clark (AIG)

4:40PM-4:55PM
Precision Targeting Drives up ROI: Real World Evidence
Joel Rubinson (Rubinson Partners) & Igor Levin (Johnson & Johnson)

4:55PM-5:10PM
Choice Hotels Validates Unified Measurement Results to Drive Internal Adoption
Natalie Acton (Choice Hotels) & Maggie Merklin (Analytic Partners)

5:10PM-5:30PM
Panel: Innovation – What’s Next and Will We Love It?
Moderated by Scott McDonald (ARF) with panelists Natalie Acton (Choice Hotels), Maggie Merklin (Analytic Partners), Joel Rubinson (Rubinson Partners), Igor Levin (Johnson & Johnson), Newcombe Clark (AIG) & Jason Yoder (Meredith)

5:30PM-5:40PM
Closing Remarks
Jim Spaeth & Alice Sylvester (Sequent Partners)

FAREWELL RECEPTION

5:40PM-6:30PM
Farewell Reception
Join us in the exhibit lounge for a glass of champagne!
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DON’T MISS OUR UPCOMING EVENTS.

• IIeX Behavior
  November 7 - 8, 2018 in Chicago
  iiexbehavior.insightinnovation.org

• IIeX Asia Pacific
  November 28 - 29, 2018 in Bangkok
  iiex-ap.insightinnovation.org

• IIeX Europe
  February 18 - 19, 2019 in Amsterdam
  iiex-eu.insightinnovation.org

• IIeX North America
  April 23 - 25, 2019 in Austin
  iiex-na.insightinnovation.org