



# ConversionLogic

Attribution Accelerator

Innovation For Your Consideration



# Today's Panelist



Alison Latimer Lohse  
COO, Co-Founder  
Conversion Logic  
**@ALiLeeLat**

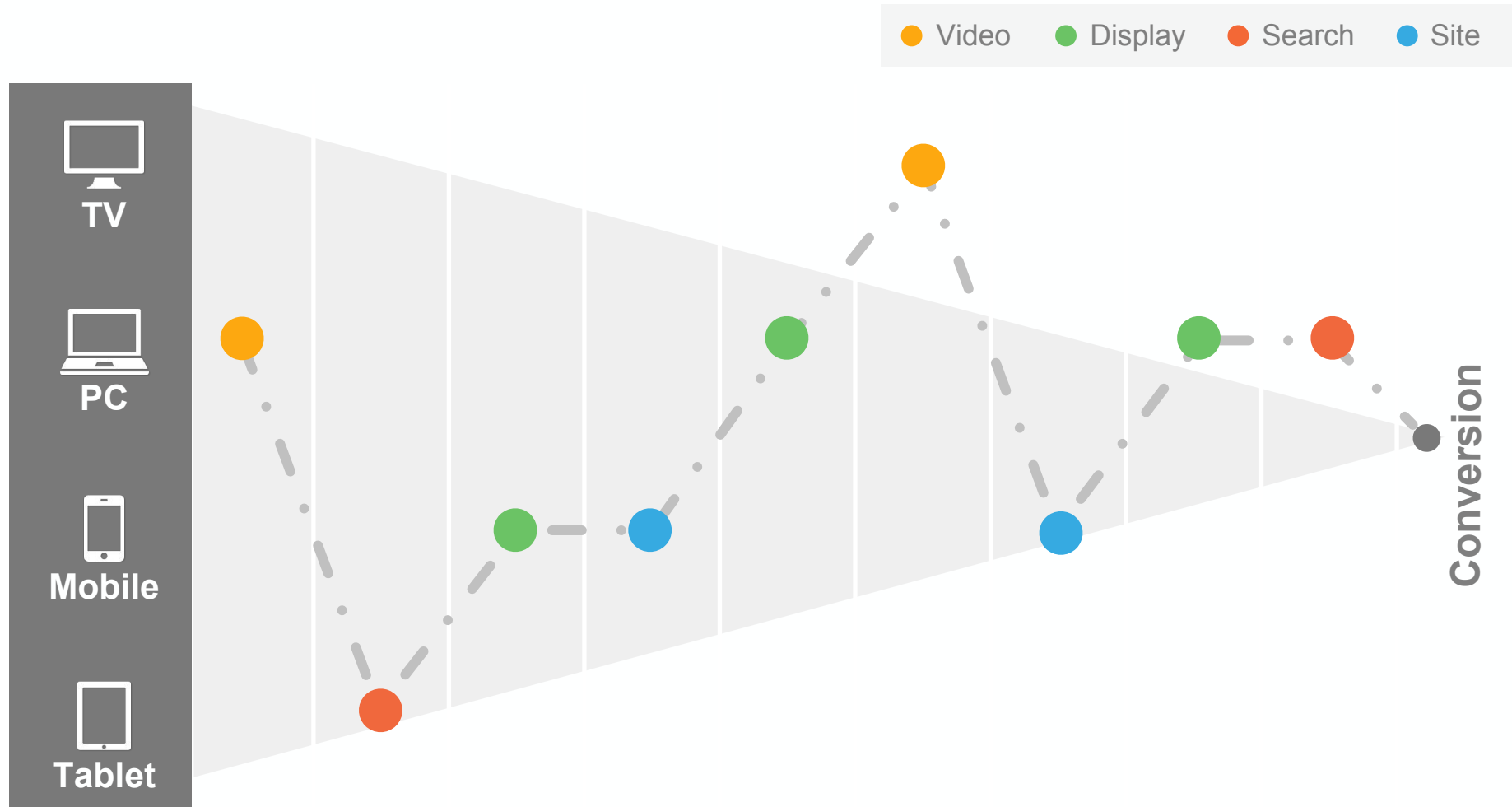


# The Problem

- Under/over credit sources
- No understanding of causality
- Measure marketing impact in silos
- Wasted dollars and ineffective tactics
- Misunderstanding of customers and prospects



# Customer Journey Today





# Conversion Logic Advantage – Attribution 2.0



**Real Time**



**Advance ML**



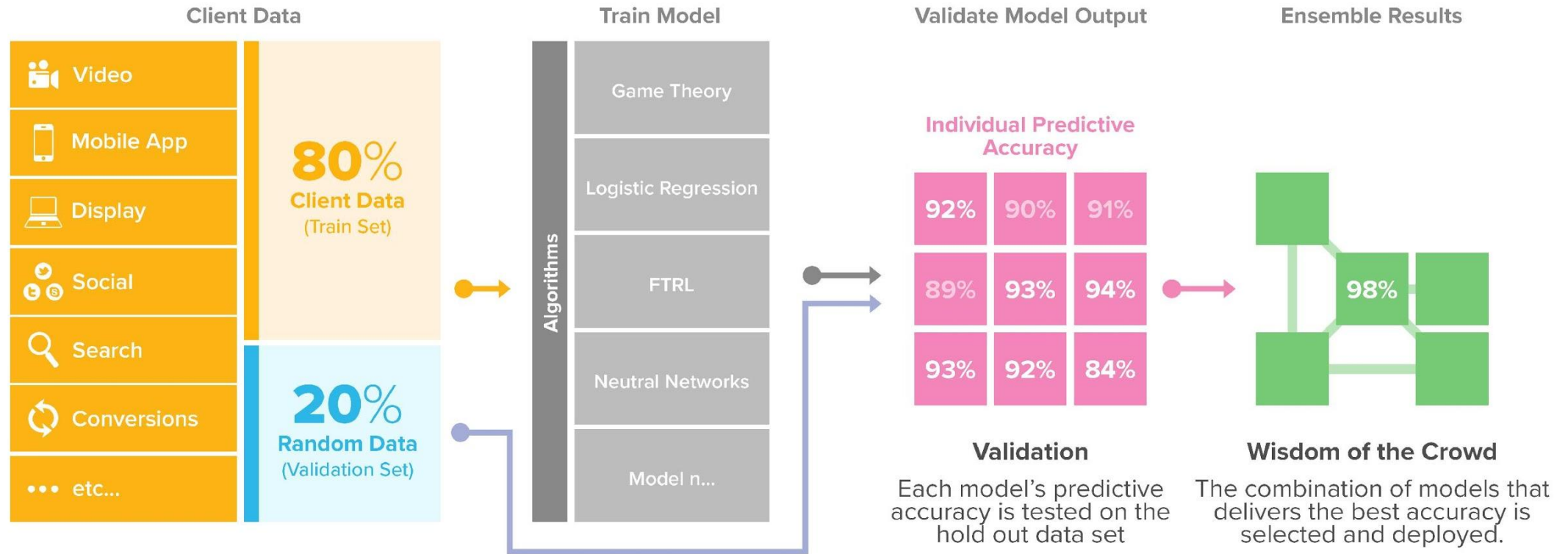
**Usable**



**Unbiased**

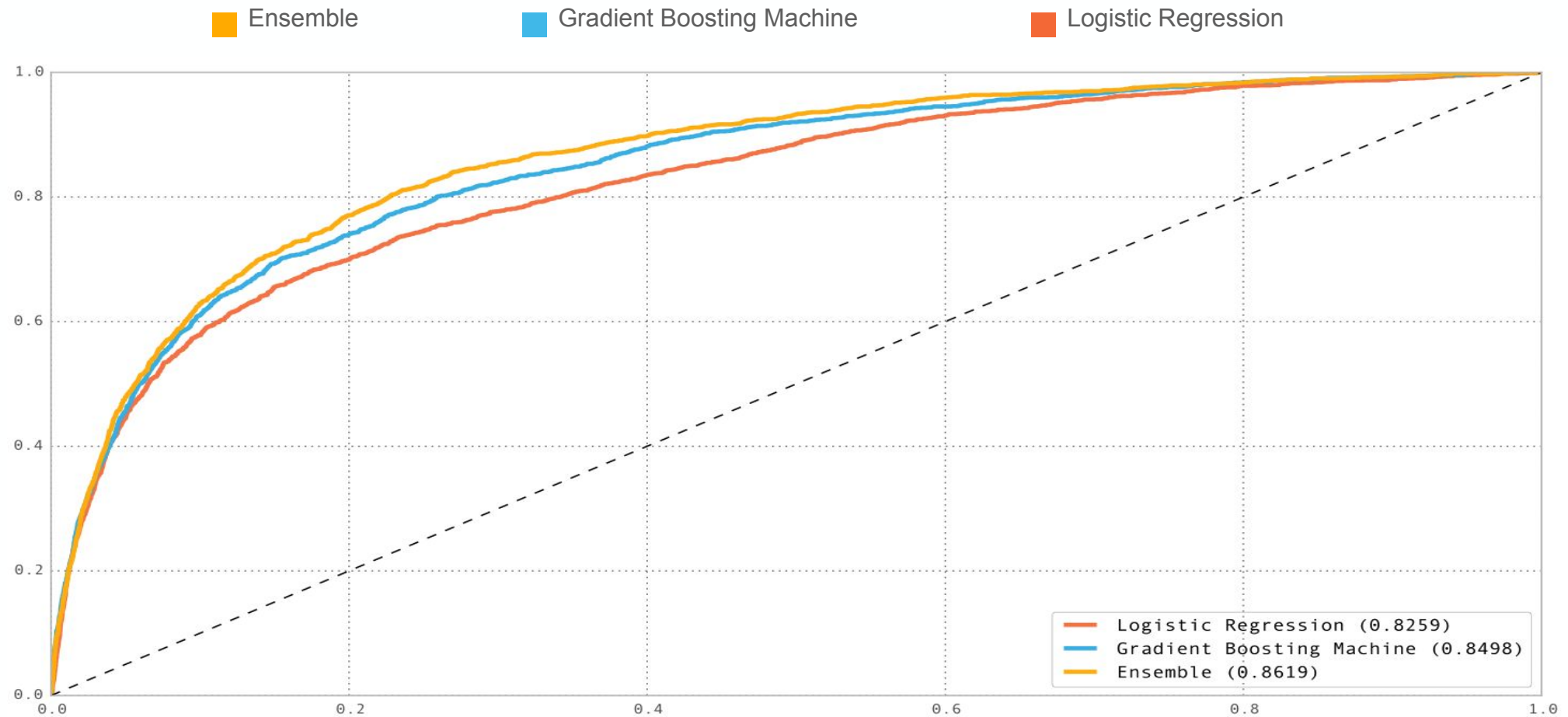


# Innovation - Proprietary Ensemble ML Data Science





# Validation



## Predicating conversion probability

Ensemble is selected by comparing training/validation set. Retuned monthly.



- Accurate
- Adaptable
- Transparent
- Machine Learning

”Originally, measurement firms used multivariate regression analysis to draw correlations between marketing spending and financial results. But different marketing questions require different approaches... **Firms like Conversion Logic turn to an "ensemble of algorithms" and let the techniques compete to find which most accurately predicts results.**”

*Jim Nail - Forrester*

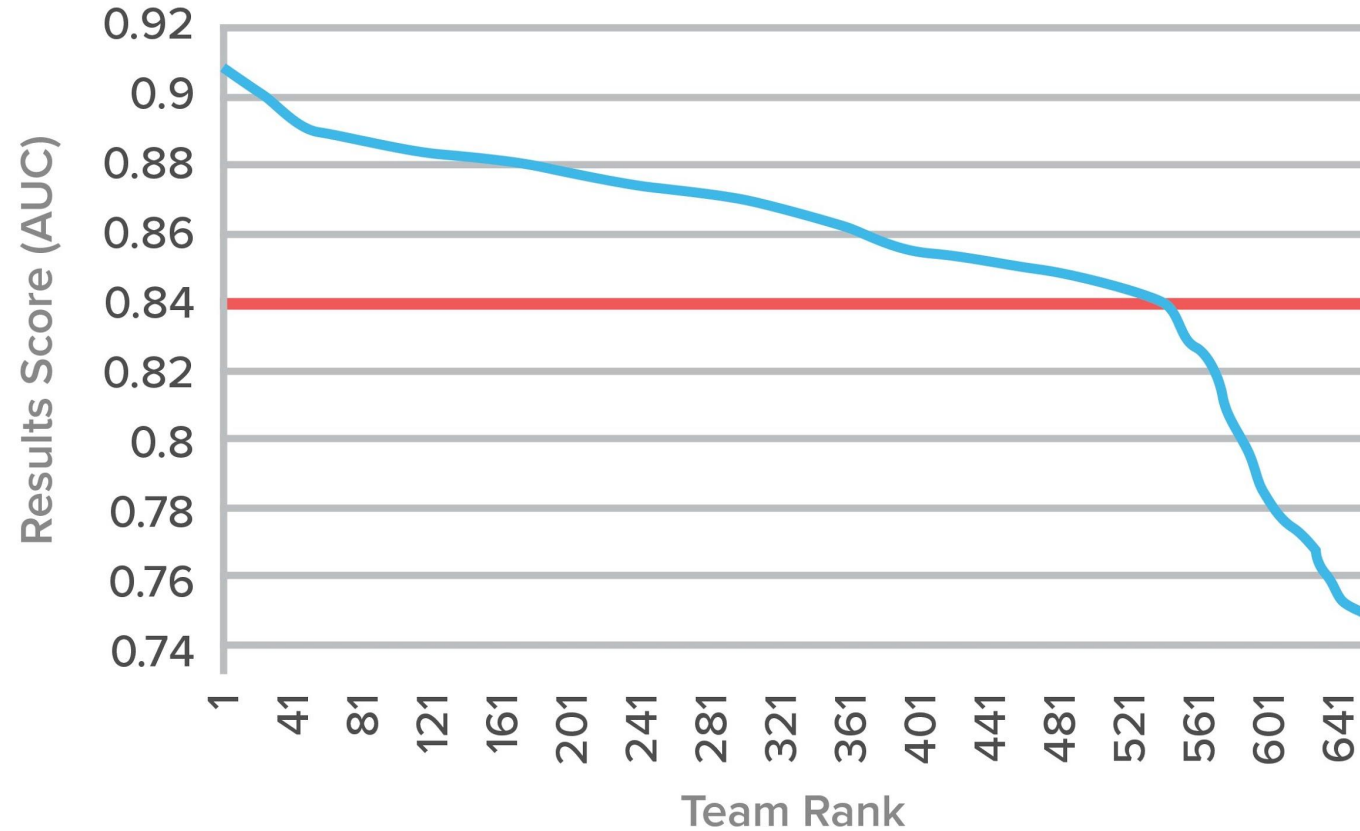


Thank You

# Appendix



# Team Recognition



**1st Prize Winner** of KDDCup '15 using Ensemble Approach



# KDDCup '15 Ensemble Pipeline

