DELVE
marketing guide

Attribution Modeling in Google Marketing Platform

How to choose the best attribution model for your marketing goals

Google Marketing Platform
Sales Partner

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Introduction

You're a good marketer: you track your spending, you measure ROI, and you want to reinvest in the parts of your marketing program that are paying off. So, you've realized you need marketing attribution: a way to identify which user engagements drive the most revenue so you know how to allocate budget more efficiently. You already know that Google Marketing Platform offers both free and paid options for best in class attribution modeling, but there's more than one kind of attribution model.

So, which model is right for you? Here's a guide to help you figure it out.

	Click Based Channels	View Based Channels	Online and Offline
Google Analytics Free	Custom and Baseline Models		
Display & Video 360		Baseline Models	
Google Analytics 360	Baseline, Custom and Data–Driven Models		
Google Analytics 360 Display & Video 360	Baseline, Custom and Data–Driven Models		
Google Analytics 360 Display & Video 360 Google Cloud	Baseline, Custom and Data–Driven Models		

1. BASELINE ATTRIBUTION MODELING IN GOOGLE ANALYTICS (FREE)

Google Analytics (Free) offers seven different attribution models that can be quickly applied across your repository of analytics data. These include: Last Touch, First Touch, Linear, Time Decay, Position Based, Last Non-Direct Click, and Last Google Ads Click. You can explore which models work best for your business use cases, and experiment with reporting and optimization. This provides you with a very clear opportunity to scope for best use cases internally, prior to committing to a larger scale solution.

BEST FOR: Early attempts at attribution, experimenting

2. CUSTOM ATTRIBUTION MODELING IN GOOGLE ANALYTICS (FREE)

If the baseline attribution options don't quite fit your needs, Google Analytics (Free) offers Custom Attribution Modeling functionality that allows you to create and apply your own personalized model instead. With this customized model you can work with up to eight different campaigns and engagements in a way that reflects your individualized digital initiatives. Deprioritize or filter out touchpoints based on goal; favor certain channels or creatives based on seasonality. One limitation to remember: Custom Attribution Modeling in Google Analytics (Free) is click–based only.

BEST FOR: Building your own rules–based model from the ground up when you don't need to evaluate impression value

3. MULTI CHANNEL ATTRIBUTION MODELING IN CAMPAIGN MANAGER ($$)

Centralizing all view and click based media in a single ad server like Campaign Manager provides you with a consistent data repository for media measurement. This process de–duplicates conversions across your multiple media channels, generates a single source of truth for your metrics and KPIs, and allows you to apply many of the same attribution models from Google Analytics (Free). It also provides additional modeling capabilities with the Floodlight Based Attribution Model and Social Based Attribution Model.

BEST FOR: Understanding the impact of your marketing across multiple click- and view-based channels

4. DATA DRIVEN ATTRIBUTION MODELING IN GOOGLE ANALYTICS 360 ($$)

Data Driven Attribution Modeling in Google Analytics 360 provides you with a sophisticated attribution model for advanced recommendations across all marketing efforts. Data driven attribution is based on a self-adjusting algorithm to help you understand real marketing performance across all marketing initiatives, and help you take ideal action against your media buys.

Most importantly, because Google Analytics 360 plugs directly into other Google Marketing Platform products like Display & Video 360, Search Ads 360, Campaign Manager, and Google Ads, you're able to apply the output of this intelligent model against a directly to the way you're buying media. Data driven attribution gives you the most accurate attribution against a full view of customer engagement: clicks, impressions, and site events to better understand which marketing efforts are driving the most revenue, and which marketing budget could be better allocated elsewhere.

BEST FOR: Advanced attribution that will help you adjust your media buys based on Google's self-adjusting algorithms

5. PREDICTIVE ATTRIBUTION MODELING IN GOOGLE CLOUD ($$)

The integration between Google Marketing Platform and Google Cloud gives you an advanced a toolset to merge all event–level site, media, conversion, audience, and offline data into a centralized cloud–based data warehouse. Additionally, you can layer in peripheral metadata at the user level to complete a unified view of both marketing initiatives and audience data. This complete data unification gives you the measurement foundation you need to apply Google's most sophisticated machine learning models, which will help your build hyper-customized, predictive attribution modeling for the most accurate insight possible.

BEST FOR: Sophisticated marketing teams with complex, multi channel intitiatives across multiple devices, platforms, audiences, and creative suites

WHAT THIS MEANS FOR YOU

Attribution modeling options in Google Marketing Platform + Google Cloud are flexible enough to meet a wide range of marketing needs, which means you can find the specific solution that works best for your brand. Now that you have a better understanding of your options, contact DELVE to discuss how our attribution expertise can help you design the most powerful attribution program for your marketing goals.

Why leading marketers work with DELVE

DELVE is a digital consultancy trusted to drive powerful insights, smarter marketing, and better results for the world's leading brands. DELVE uses best in class technology to help marketers build better performing marketing programs, and help brands connect with customers in more powerful ways.

DELVE is a certified Partner & Reseller for both Google Marketing Platform and Google Cloud Platform. With deep expertise in measurement, media, and advanced analytics, we work closely with our clients to design, deploy, and manage data-driven marketing programs that drive better results, faster.

BUYING ANALYTICS 360 FROM A CERTIFIED RESELLER

Leading marketers work with Analytics 360 resellers because we offer the most competitive prices, the most complete services, and the most responsive support.

DELVE offers 120 hours of service for free with every Analytics 360 contract purchased. These service hours can be used for Analytics 360 setup and implementation, tracking and tagging deployment, or other marketing-related consulting.

DELVE works with marketers to customize Analytics 360 pricing based on broader marketing goals and additional marketing initiatives.

Contact us today for a specified quote.