VIABLE ALTERNATIVES FOR A COOKIELESS FUTURE

Consolidating data for marketing optimization

eyereturn
marketing

What we **ARE NOT** discussing today

A single solution to disappearing third-party cookie tracking capabilities

What we **ARE** discussing today

An exploration of emerging and combined techniques for an uncertain future

THE PROMISE OF DIGITAL ADVERTISING

every touchpoint is logged, reported and actioned

1 + 2 + 3 + 4 = 5

1	2	3	4	5
Earned Media	**Owned Media**	**Paid Media**	**Conversions**	**The whole story**
3rd party publisher datasets	1st party retargeting datasets	Ad exposures on platforms unified	Ecommerce tracked by pixels or analytics	

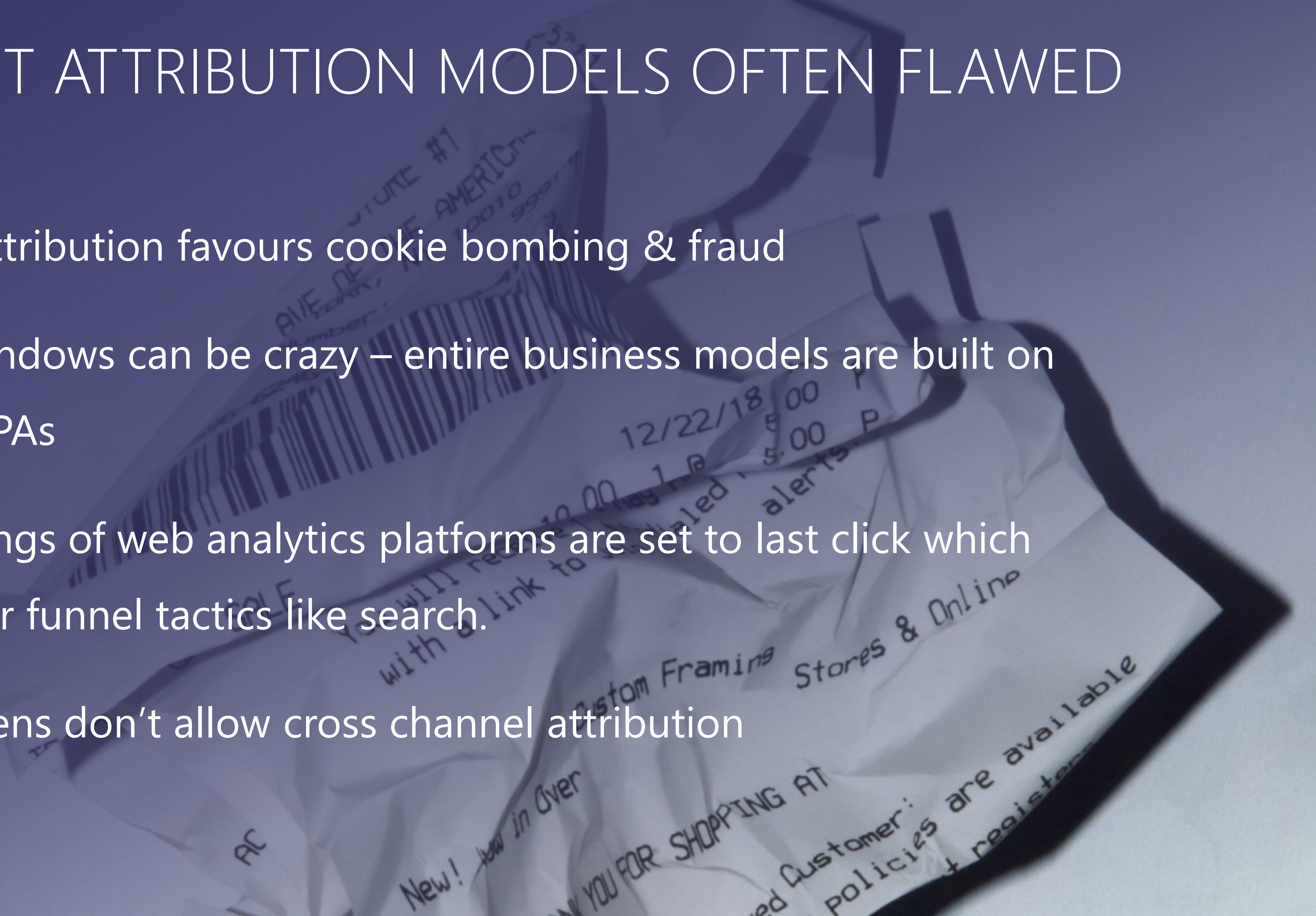
Kind of like relying on clicks, this is something that is only realistic in very closed and controlled environments where someone’s going to be moved to a measurable conversion very quickly

THE COOKIE IS ALREADY DEAD, JUST NOT BURIED YET

- ITP / Google soon
- Privacy legislation
- Poor 3rd party data
- Not representative of real world
- Walled gardens
- IDFA? ADID?

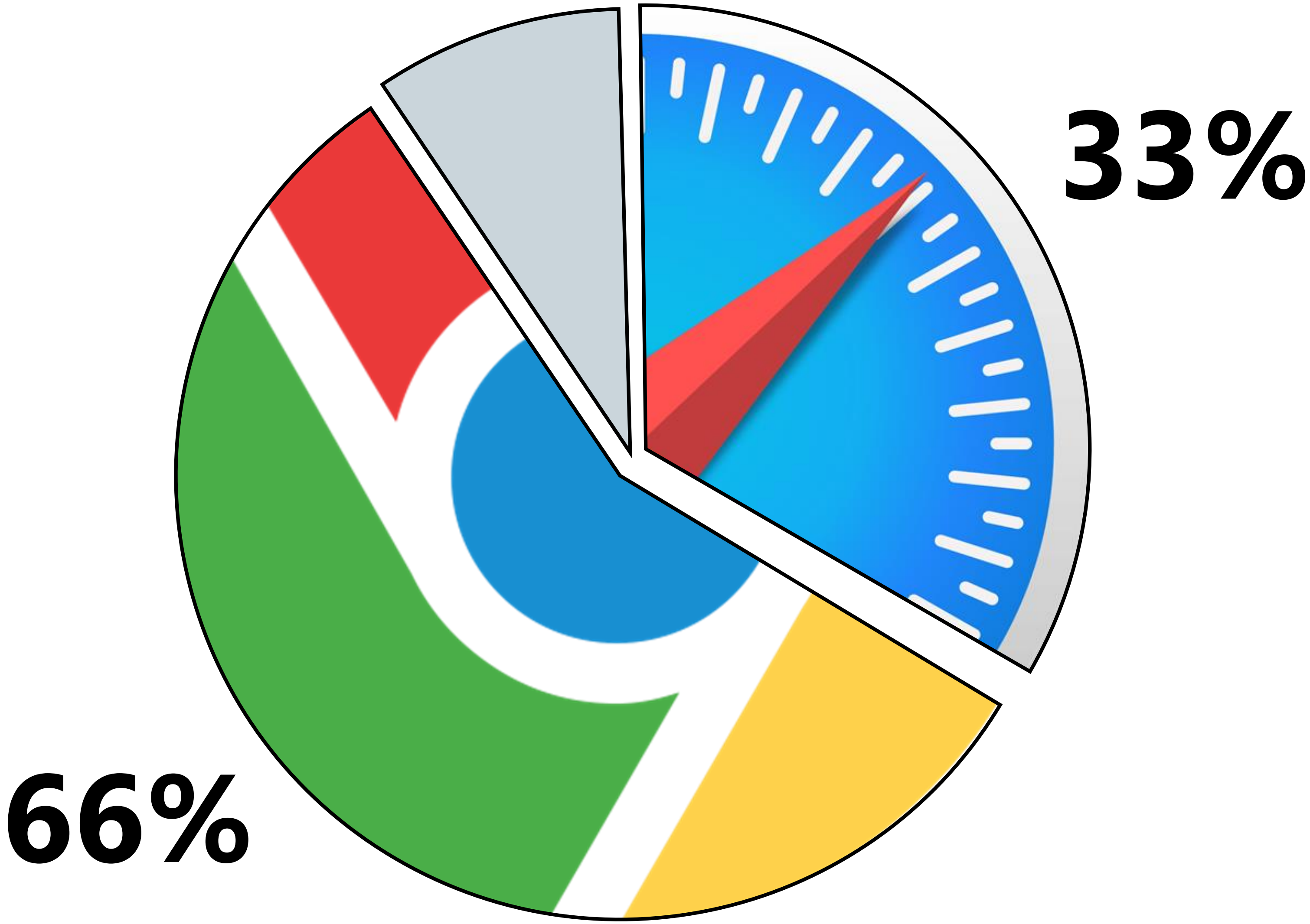
…get 'em while they're hot!

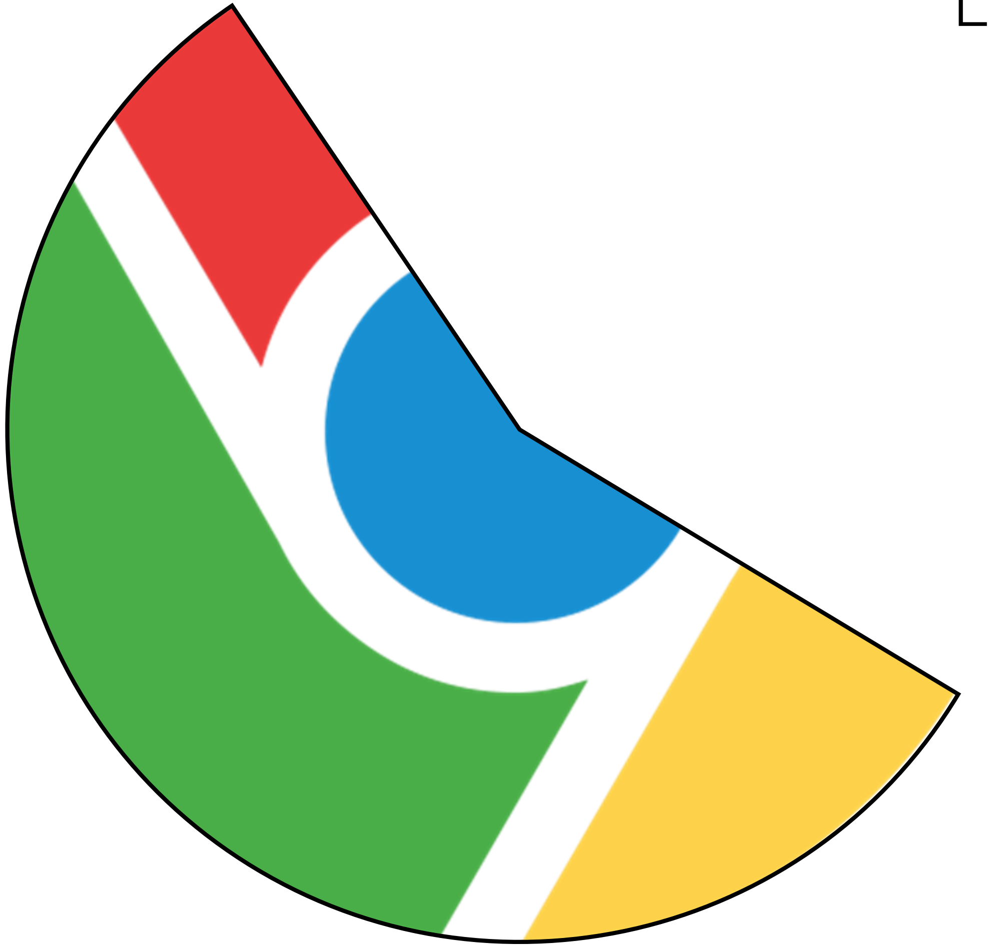
CURRENT ATTRIBUTION MODELS OFTEN FLAWED



- Last touch attribution favours cookie bombing & fraud
- Lookback windows can be crazy – entire business models are built on unrealistic CPAs
- Default settings of web analytics platforms are set to last click which favours lower funnel tactics like search.
- Walled gardens don’t allow cross channel attribution

It's the final countdown

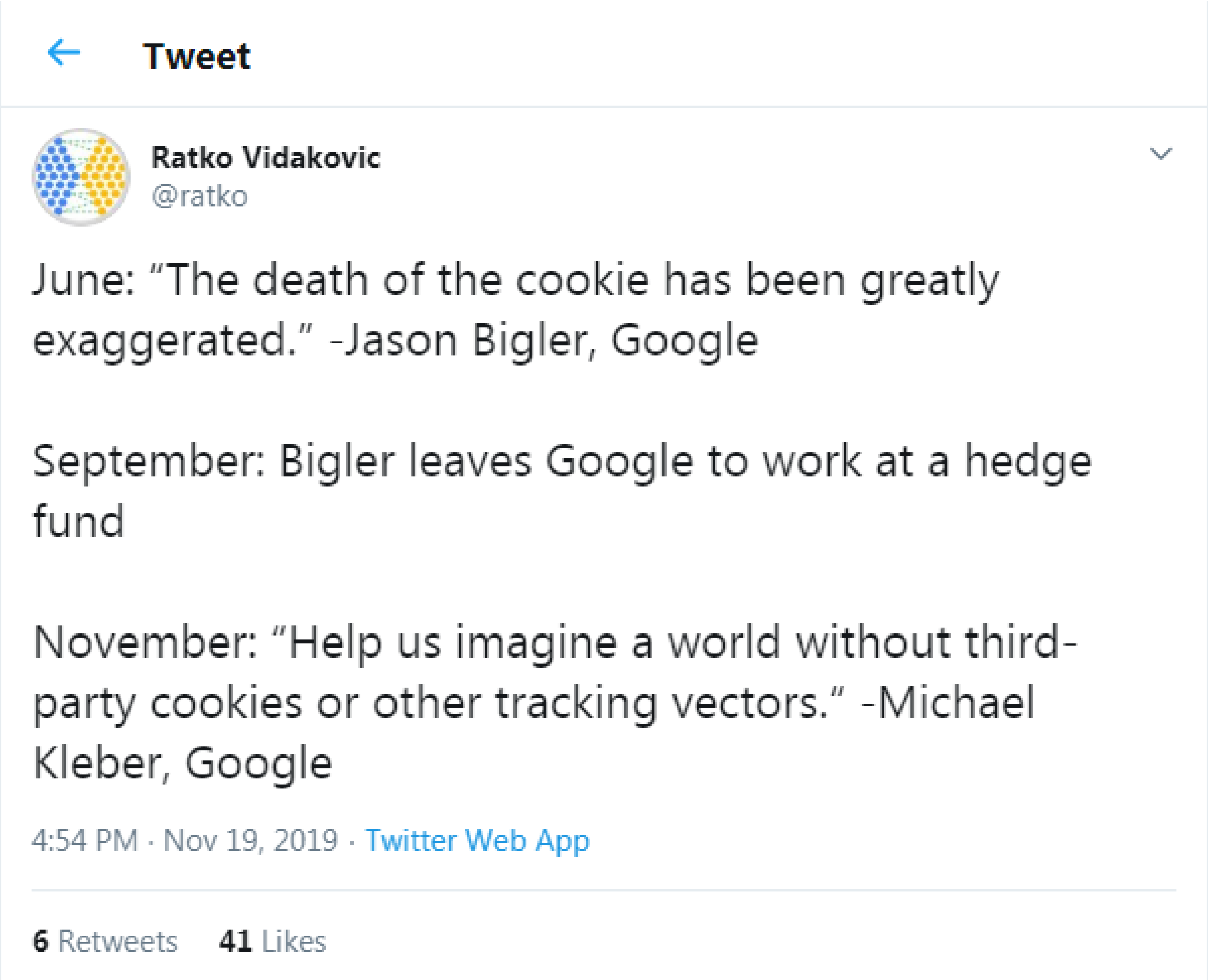




66%

Last week, Google announced restrictions in contextual targeting through AdX, and microtargeting for political advertising.

No prizes for guessing what's next!



Ratko Vidakovic
@ratko

June: “The death of the cookie has been greatly exaggerated.” -Jason Bigler, Google

September: Bigler leaves Google to work at a hedge fund

November: “Help us imagine a world without third-party cookies or other tracking vectors.“ -Michael Kleber, Google

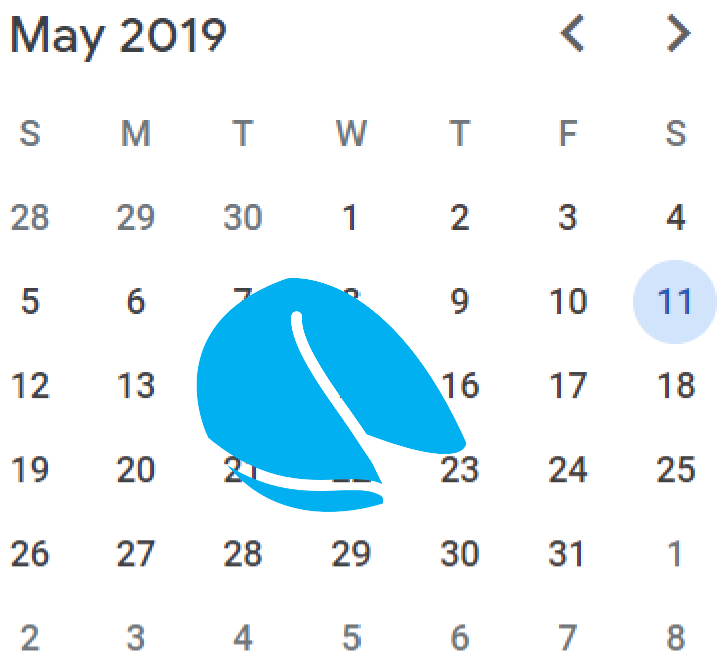
4:54 PM · Nov 19, 2019 · Twitter Web App

6 Retweets **41** Likes

A Case Study

Original Eyereturn Research

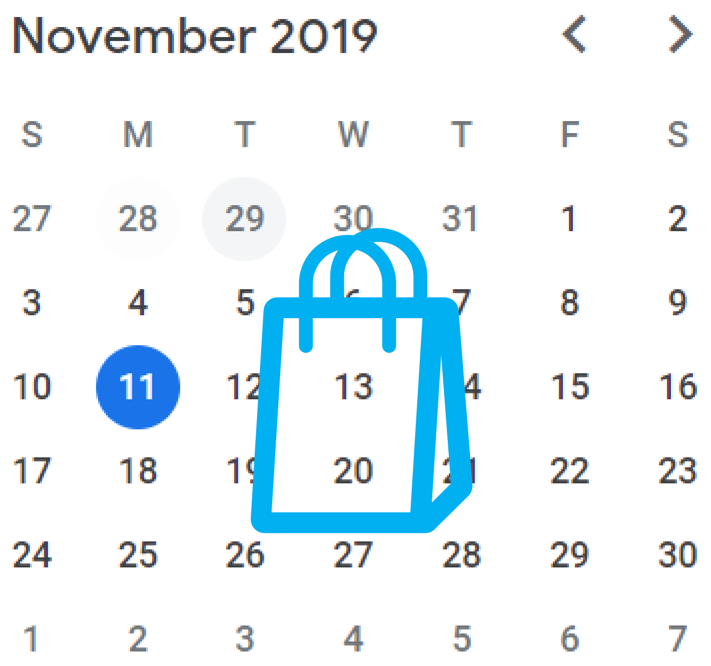
CASE STUDY: LONGITUDINAL STUDY OF AN ONLINE RETAILER



May 2019

S	M	T	W	T	F	S
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	[illegible]	[illegible]	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

Does long-term exposure to display advertising have a strong correlation to online purchase?



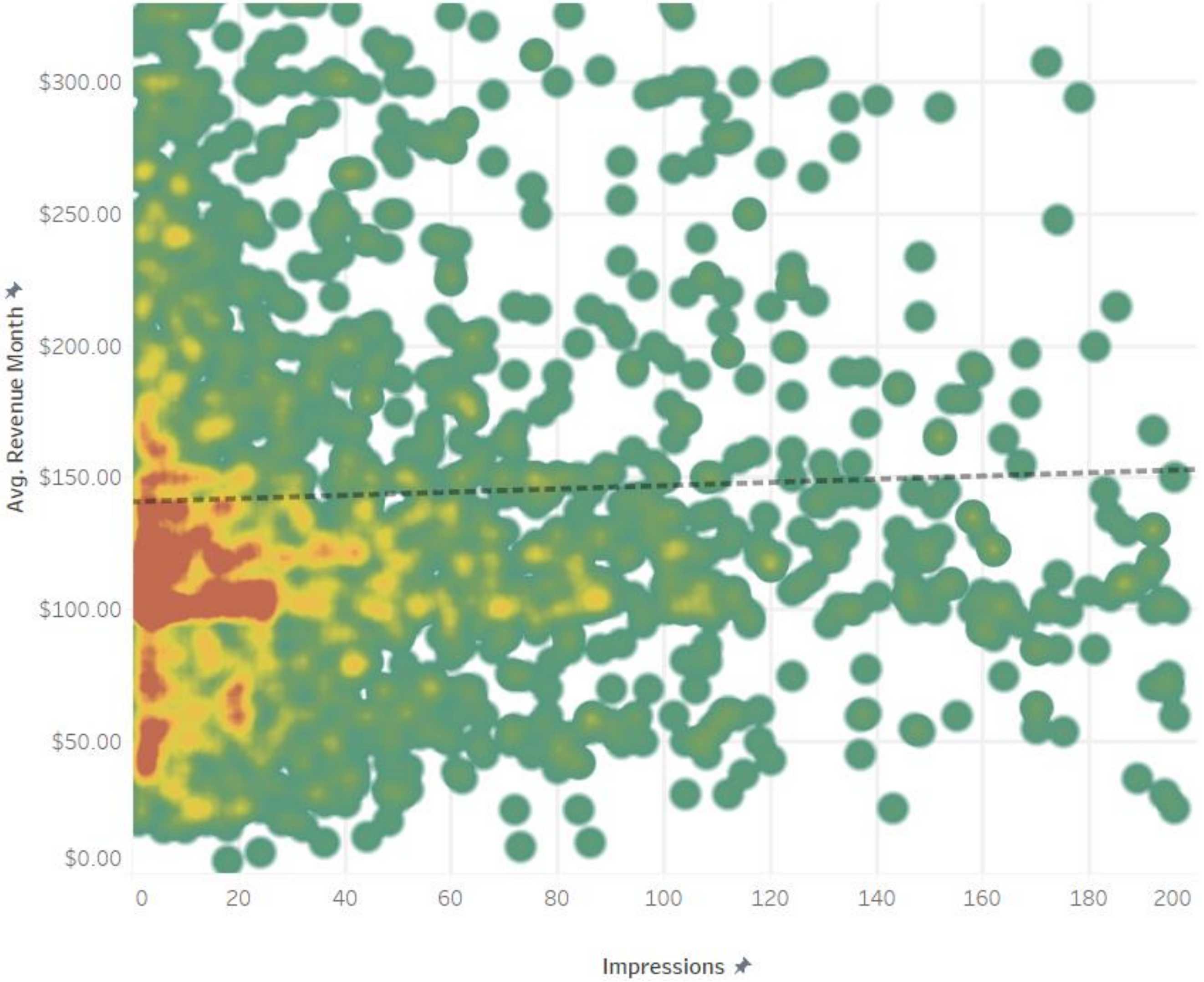
November 2019

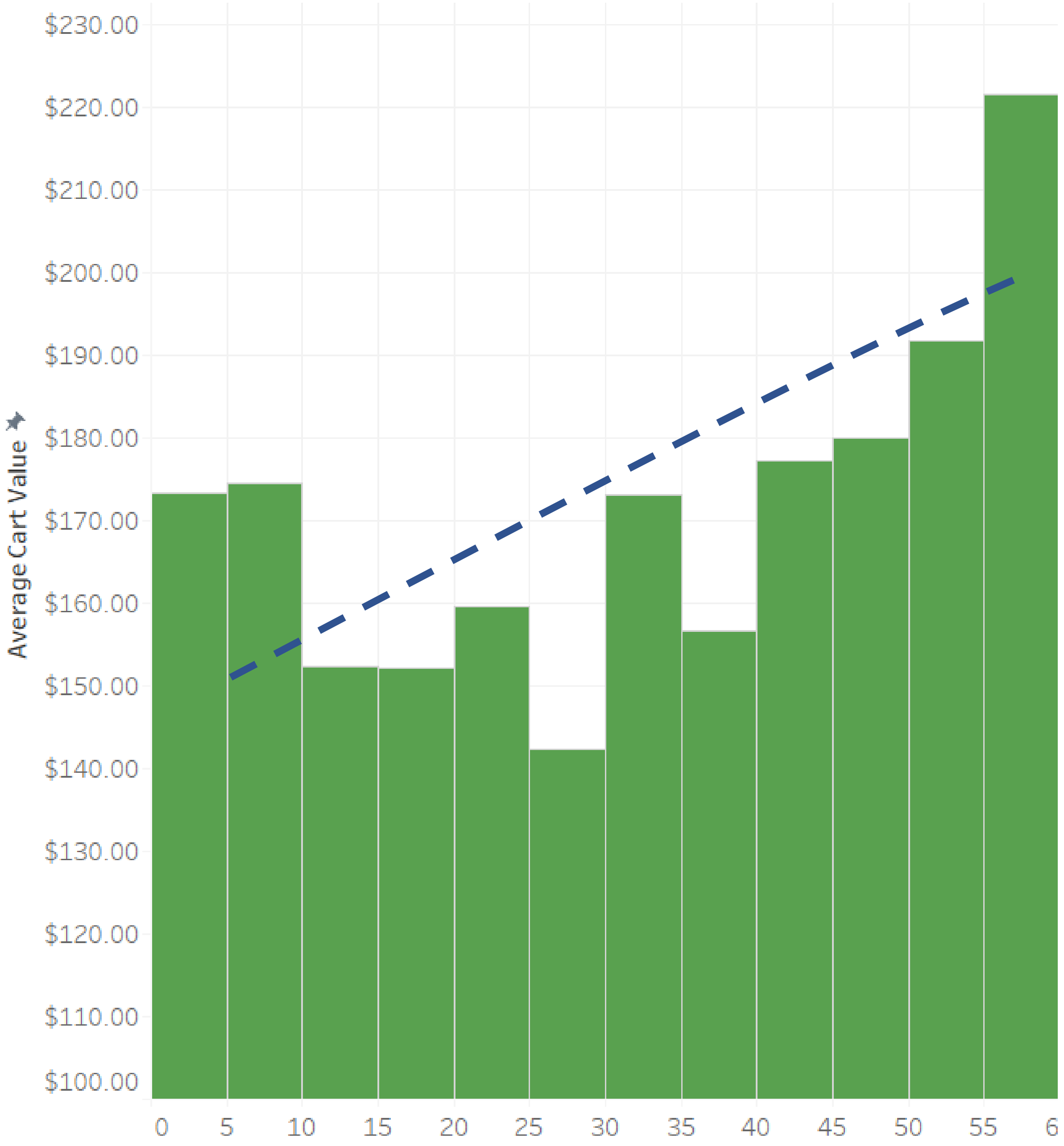
S	M	T	W	T	F	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
1	2	3	4	5	6	7

1

Aggregated touchpoints (impressions) for the whole 6 months over multiple campaigns

The relationship was almost flat between total impressions and average monthly revenue per cookied user.

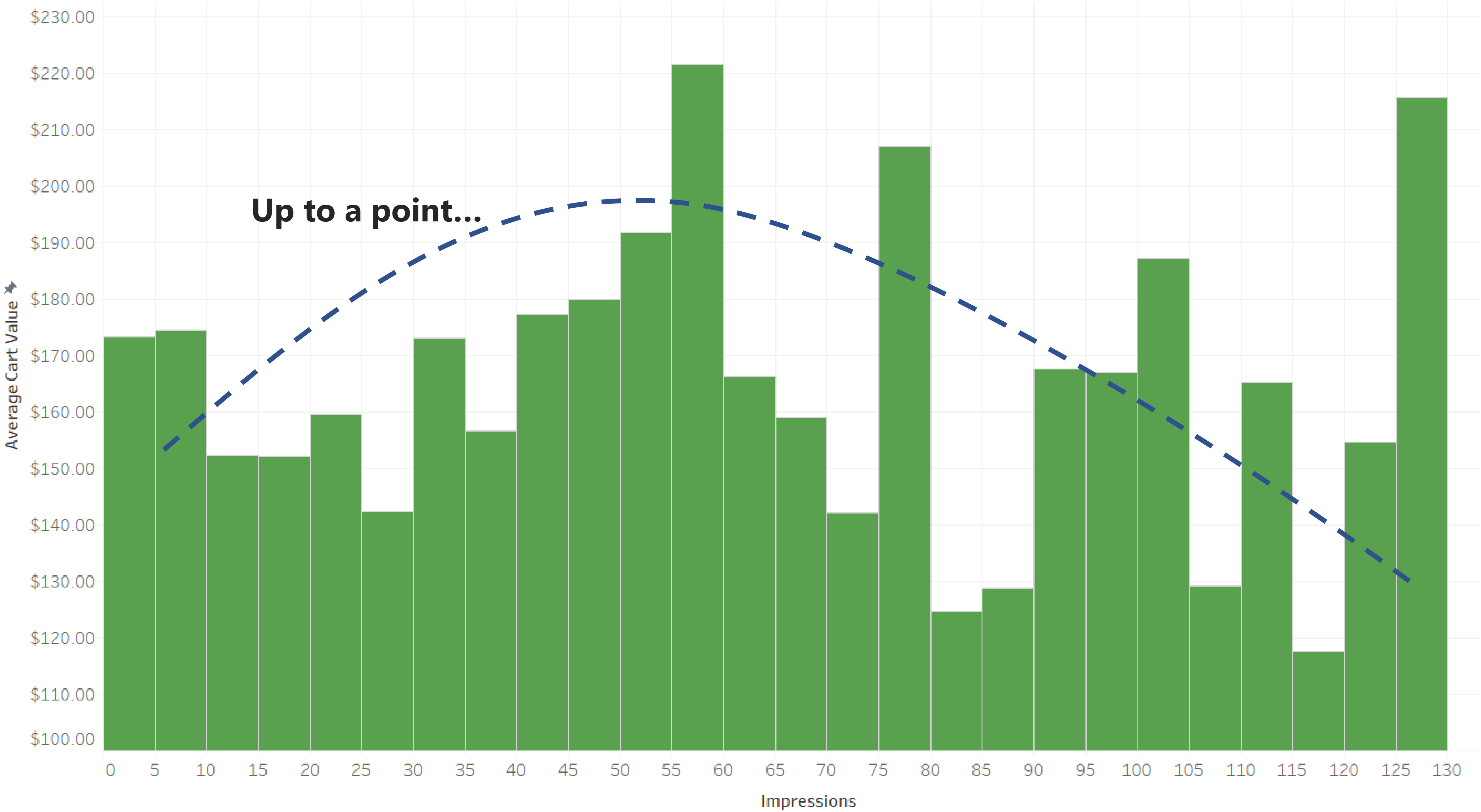




2

This shows how number of impressions drives more cart value

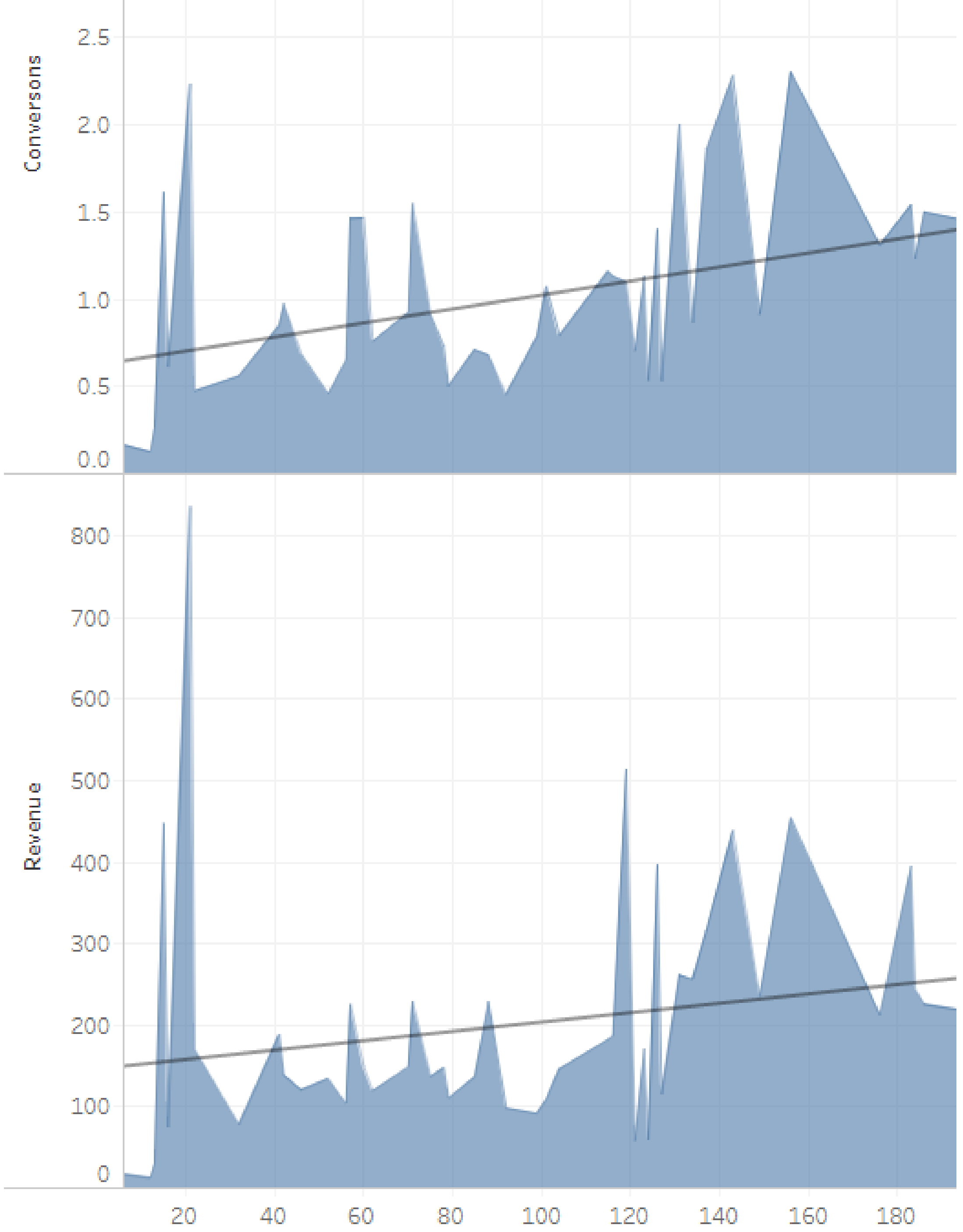
The more impressions over the course of the year, the more spent.


Up to a point...
Average Cart Value
$230.00
$220.00
$210.00
$200.00
$190.00
$180.00
$170.00
$160.00
$150.00
$140.00
$130.00
$120.00
$110.00
$100.00
0
5
10
15
20
25
30
35
40
45
50
55
60
65
70
75
80
85
90
95
100
105
110
115
120
125
130
Impressions

3

After aggregating and cleaning the data we start to see a reliable correlation between exposure and purchase

But it still doesn't tell the whole story.
There are still issues with this kind of analysis.



explanation

Shortcomings of this study even in a world where cookies exist

Cookies that last 6 months are the exception

Consider that no Safari cookies persist, few mobile cookies and many on other browsers delete them routinely

Doesn’t show all revenue that could be ad-driven

This is only e-comm, not bricks and mortar

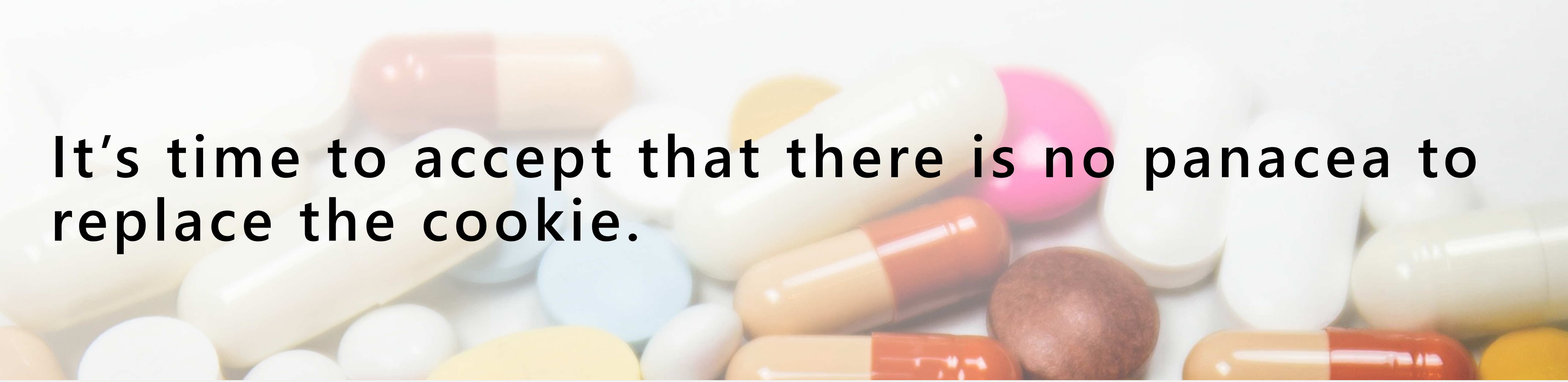
Doesn’t show any other media exposures

For example, users with a single display exposure could be more heavily influenced by another medium like TV or print

This kind of analysis goes away post cookie anyway.

“Have no fear of perfection, you'll never reach it.”

— Salvador Dali



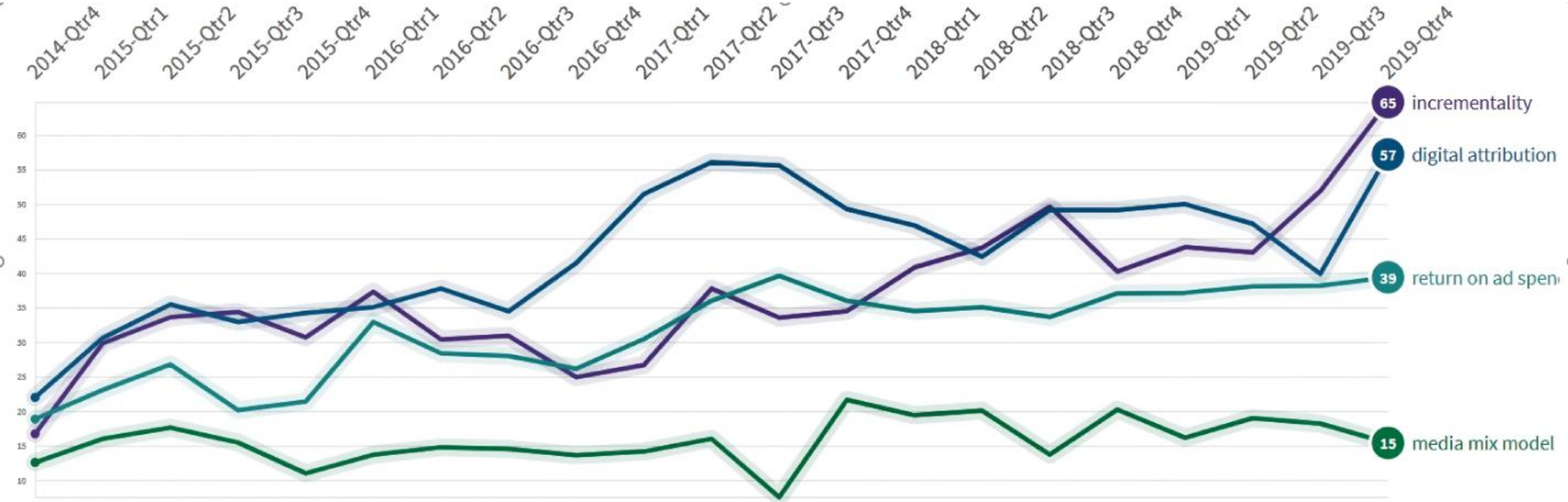
It's time to accept that there is no panacea to replace the cookie.

While we still have them, we'll continue to use them. But we'll also use different models to fill the widening gap, and prep those tools to take over one day

The future of attribution is a mixture of new and old techniques, some more probabilistic than others – and that's OK.

An alternative model

PAST 5 YEARS INTEREST IN ATTRIBUTION METHODS



Return on Ad Spend

Revenue generated for a specific channel divided by the spend in that channel

While this is not strictly an attribution method, it is worth discussing as it is seen as a panacea.

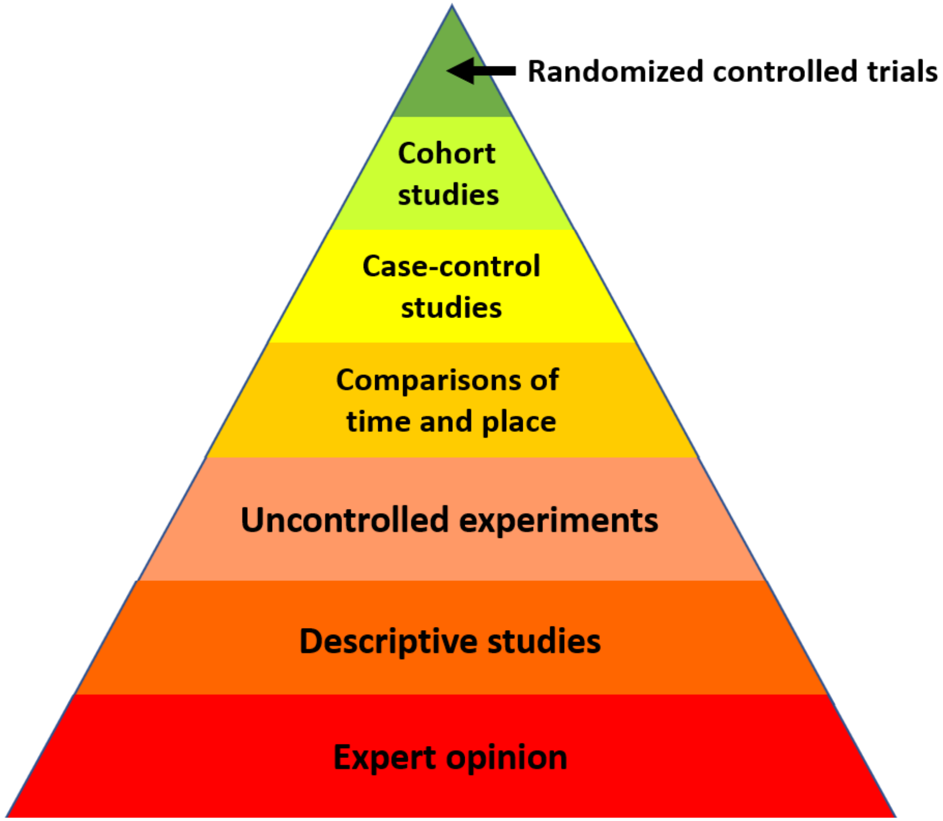
Still relies on a 1:1 attribution scenario.

Incrementality

The lift in a KPI that advertising spend gives test group over a control group

In today's world of constant media bombardment, can marketers possibly do this accurately?

The Hierarchy of Evidence

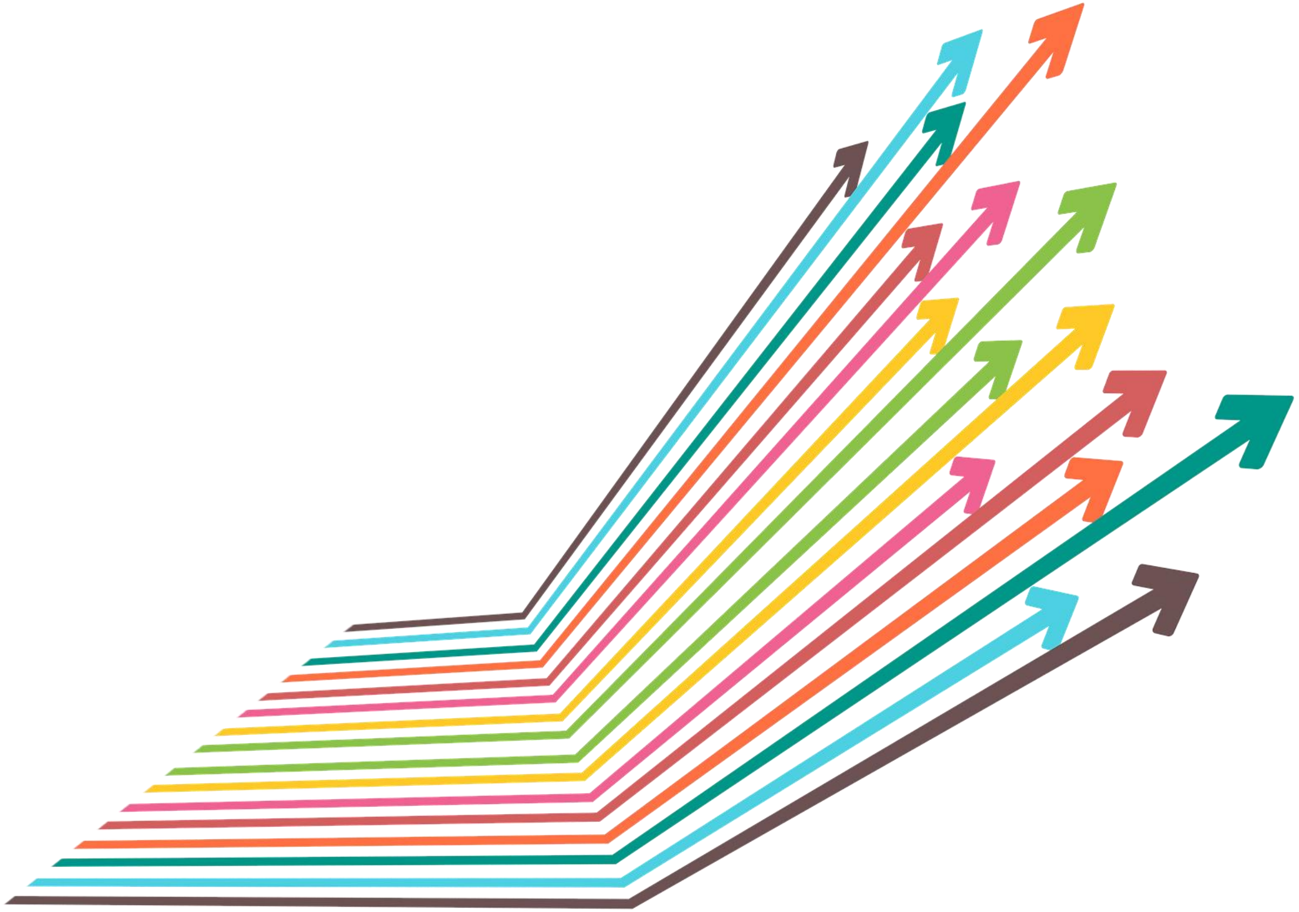

Randomized controlled trials
Cohort studies
Case-control studies
Comparisons of time and place
Uncontrolled experiments
Descriptive studies
Expert opinion

Source: "Guide to Clinical Preventative Services: Report on the U.S. Preventive Services Task Force," for the U.S. Department of Health and Human Services

Source: “Guide to Clinical Preventative Services: Report on the U.S. Preventive Services Task Force,” for the ***U.S. Department of Health and Human Services***

We’re measuring advertising effectiveness

Critical to business but the stakes aren’t as high

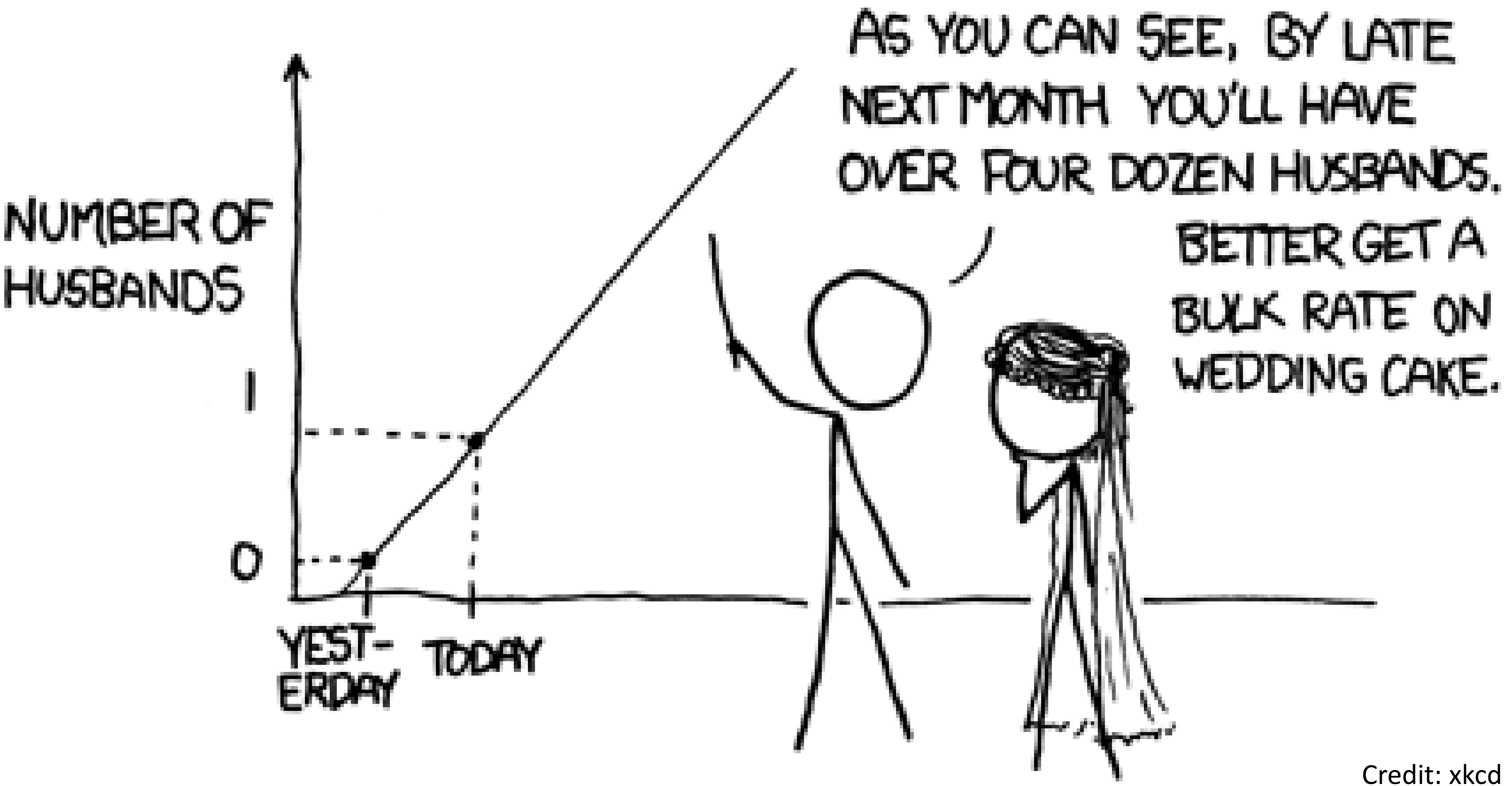


Media Mix Modeling

Statistical analysis to estimate the contribution of various marketing tactics

With media becoming more fractured every day, this is more important every day. But it's also more complicated every day.

Is it possible to do this in any meaningful way?


AS YOU CAN SEE, BY LATE NEXT MONTH YOU'LL HAVE OVER FOUR DOZEN HUSBANDS. BETTER GET A BULK RATE ON WEDDING CAKE.
NUMBER OF HUSBANDS
1
0
YESTERDAY
TODAY

Credit: xkcd

Bringing it all together

LEARNING FROM COMPLEX AND DISPARATE DATA SETS

OUT OF HOME

RADIO

TV

COOKIED DIGITAL DISPLAY

SSO PUBLISHER DATA

STATSCAN

PRINT

PERSISTENT IDENTITY

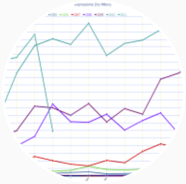
CONTENT MARKETING

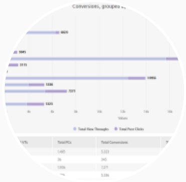
SEARCH

SOCIAL

EYERETURN HAS BEEN MOVING THIS DIRECTION FOR A LONG TIME

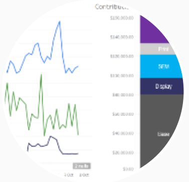
eyereturn marketing | Reporting History


Descriptive Stats

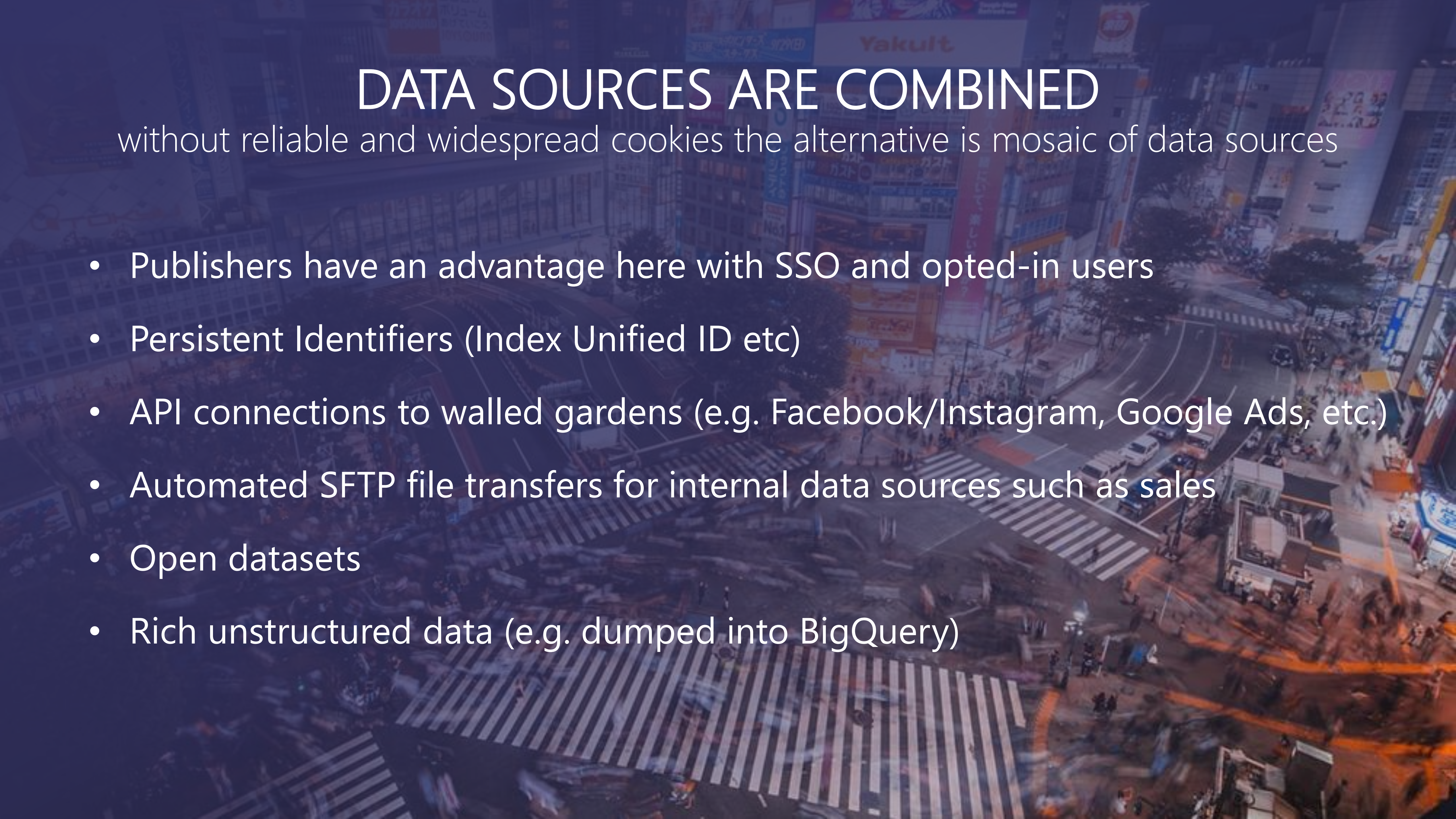

Details and Learnings

Data Viz and Exploration

Executive Insight


Custom Setups

2000 ■ ▶ 2019 and beyond

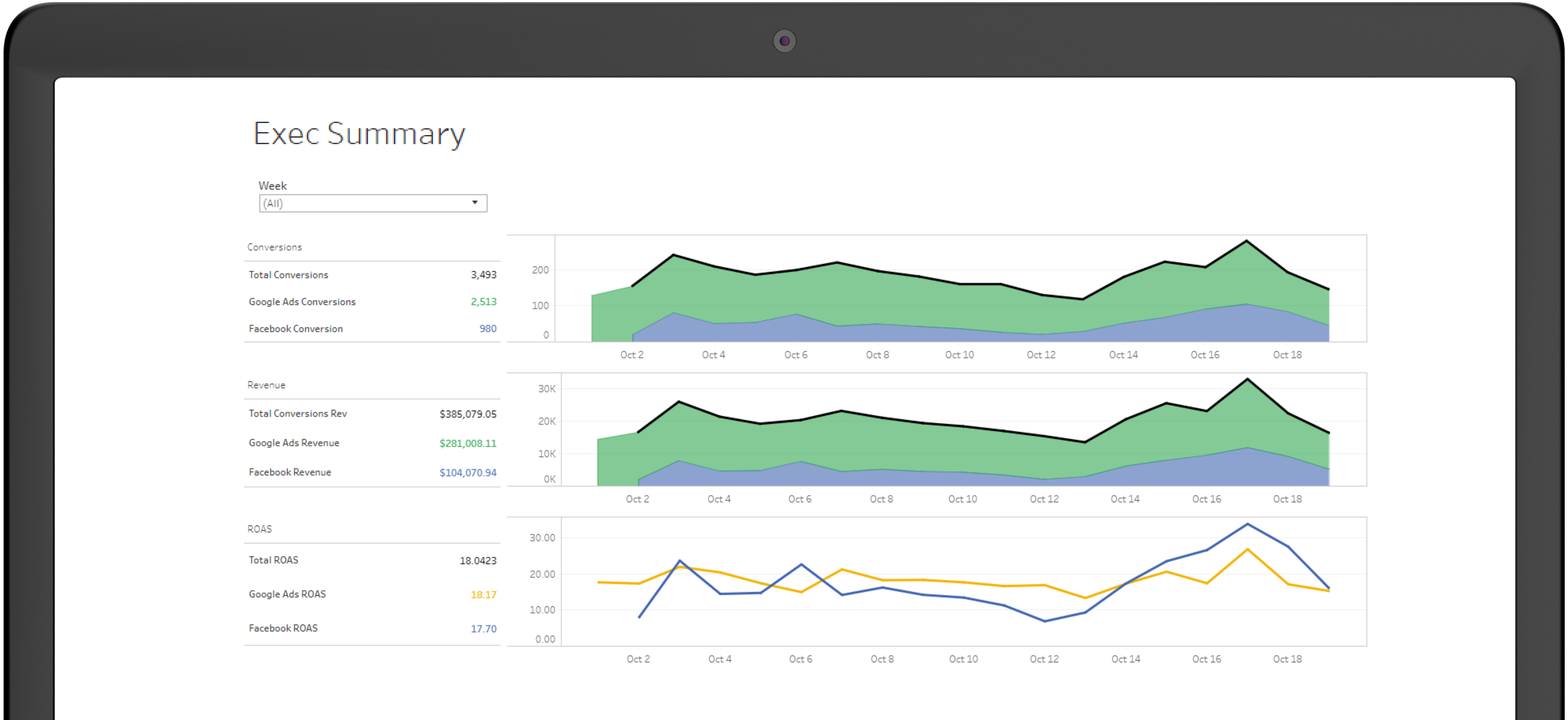


DATA SOURCES ARE COMBINED

without reliable and widespread cookies the alternative is mosaic of data sources

- Publishers have an advantage here with SSO and opted-in users
- Persistent Identifiers (Index Unified ID etc)
- API connections to walled gardens (e.g. Facebook/Instagram, Google Ads, etc.)
- Automated SFTP file transfers for internal data sources such as sales
- Open datasets
- Rich unstructured data (e.g. dumped into BigQuery)

Basic consolidation has immediate value



Exec Summary

Week

(All)

Conversions	
Total Conversions	3,493
Google Ads Conversions	2,513
Facebook Conversion	980

Revenue	
Total Conversions Rev	$385,079.05
Google Ads Revenue	$281,008.11
Facebook Revenue	$104,070.94

ROAS	
Total ROAS	18.0423
Google Ads ROAS	18.17
Facebook ROAS	17.70

200
100
0
Oct 2
Oct 4
Oct 6
Oct 8
Oct 10
Oct 12
Oct 14
Oct 16
Oct 18
30K
20K
10K
0K
Oct 2
Oct 4
Oct 6
Oct 8
Oct 10
Oct 12
Oct 14
Oct 16
Oct 18
30.00
20.00
10.00
0.00
Oct 2
Oct 4
Oct 6
Oct 8
Oct 10
Oct 12
Oct 14
Oct 16
Oct 18

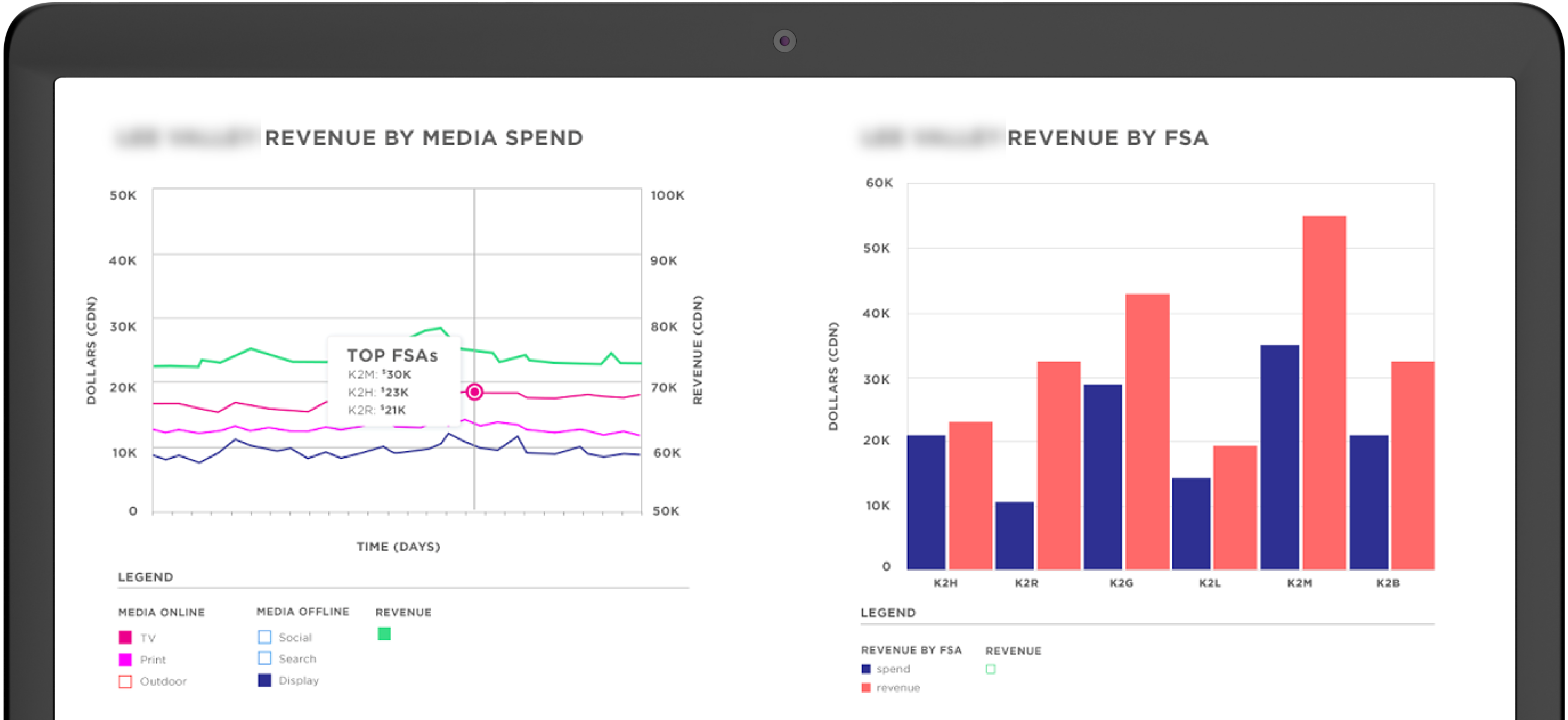
TIME AND PLACE NARROW IT DOWN

the “right place and the right time” starts with know what’s currently happening

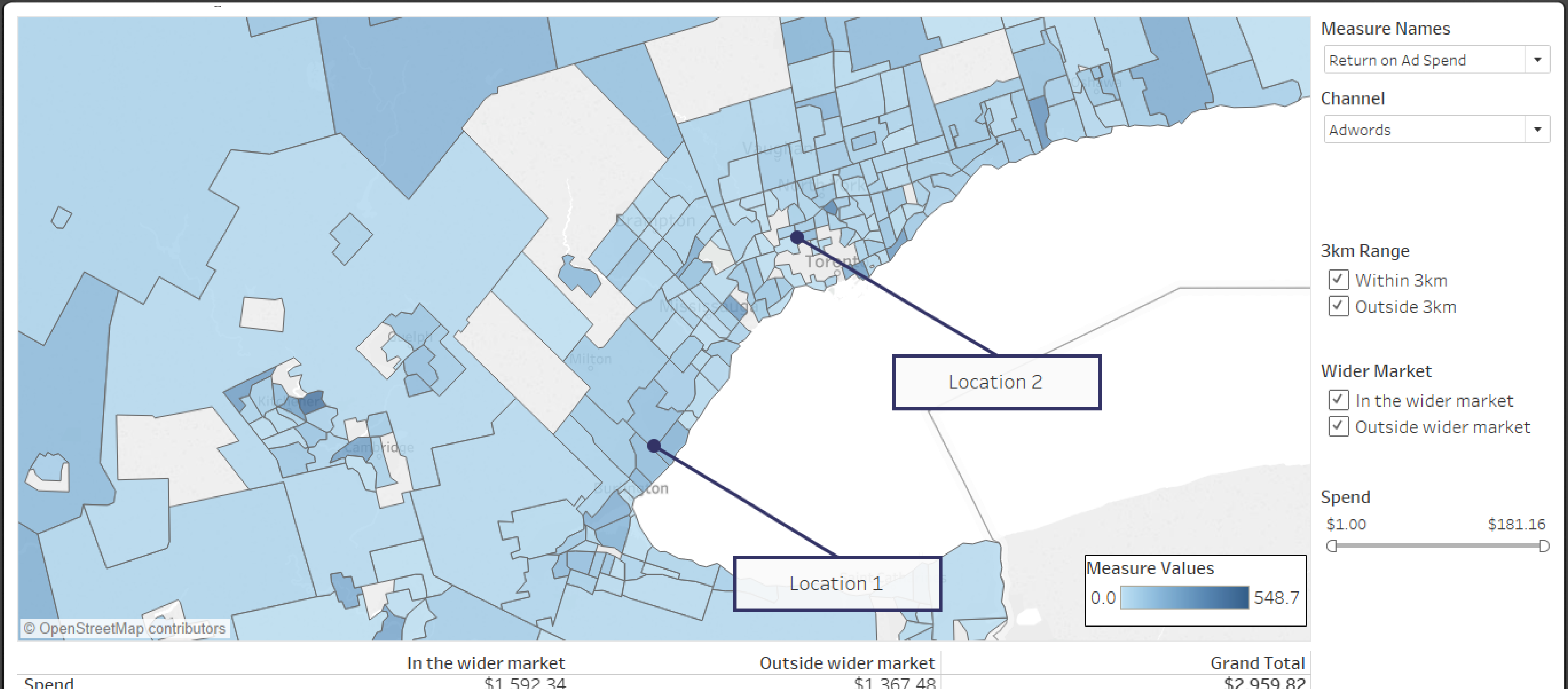
- Geography is available for advertising efforts and sales data
- The fuzziness of anonymous data gets a little clearer at this level
- A lot can be extrapolated from time and place

…..And – it’s REAL

Simple matching of spend by FSA and customer conversion by FSA


REVENUE BY MEDIA SPEND
50K
40K
30K
20K
10K
0
DOLLARS (CDN)
100K
90K
80K
70K
60K
50K
REVENUE (CDN)
TOP FSAs
K2M: $30K
K2H: $23K
K2R: $21K
TIME (DAYS)
LEGEND
MEDIA ONLINE
TV
Print
Outdoor
MEDIA OFFLINE
Social
Search
Display
REVENUE
REVENUE BY FSA
60K
50K
40K
30K
20K
10K
0
DOLLARS (CDN)
K2H
K2R
K2G
K2L
K2M
K2B
LEGEND
REVENUE BY FSA
spend
revenue
REVENUE

Data can be visualized in any way


Location 2
Location 1
Toronto
Vaughan
North York
Brampton
Mississauga
Guelph
Milton
Kitchener
Cambridge
Burlington
© OpenStreetMap contributors
Measure Values
0.0
548.7

Measure Names: Return on Ad Spend

Channel: Adwords

3km Range
☑ Within 3km
☑ Outside 3km

Wider Market
☑ In the wider market
☑ Outside wider market

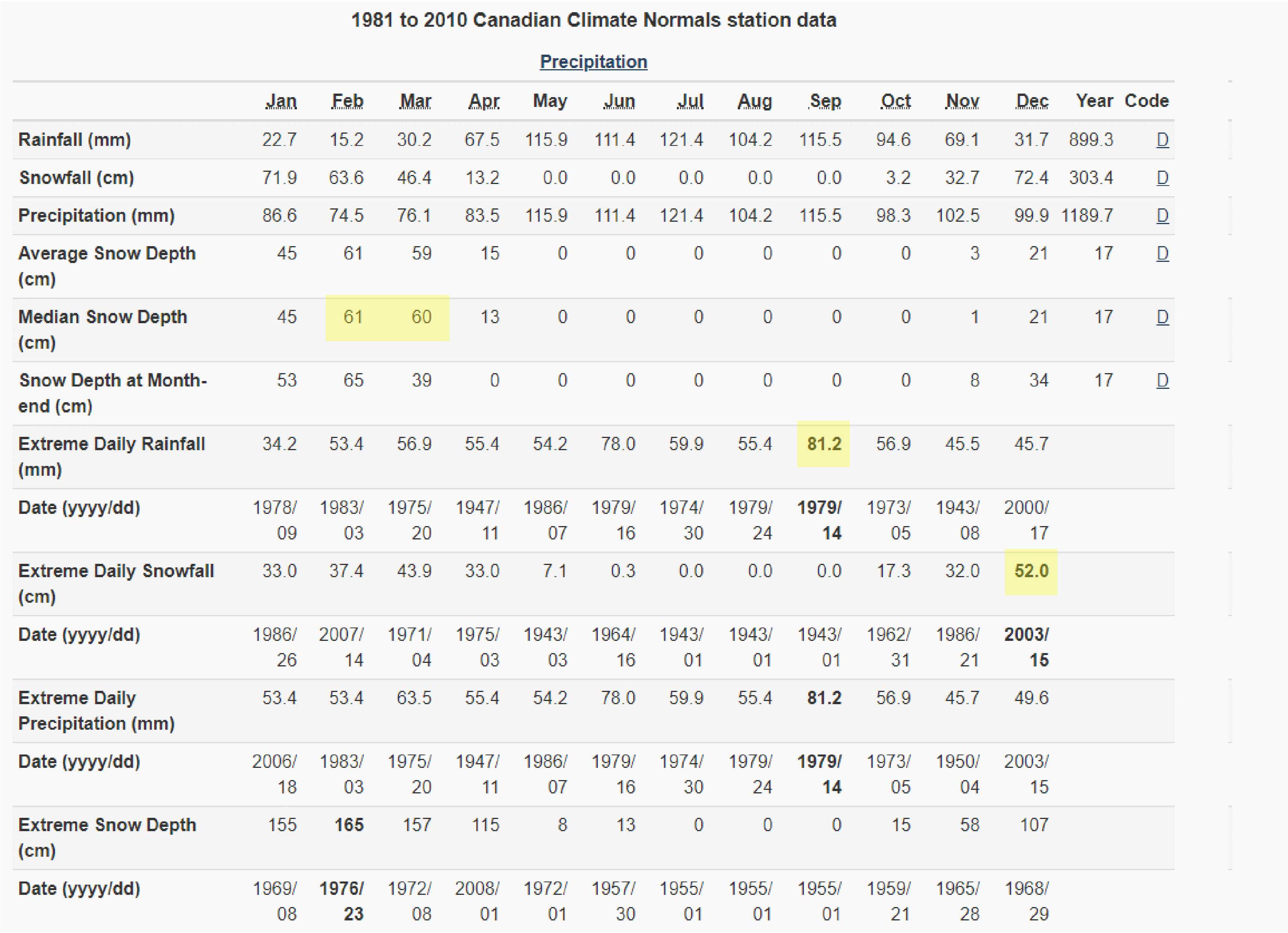
Spend
$1.00 $181.16

	In the wider market	Outside wider market	Grand Total
Spend	$1,592.34	$1,367.48	$2,959.82

ADDITIONAL DATA LAYERS

any publicly available data that is relevant to a given advertiser

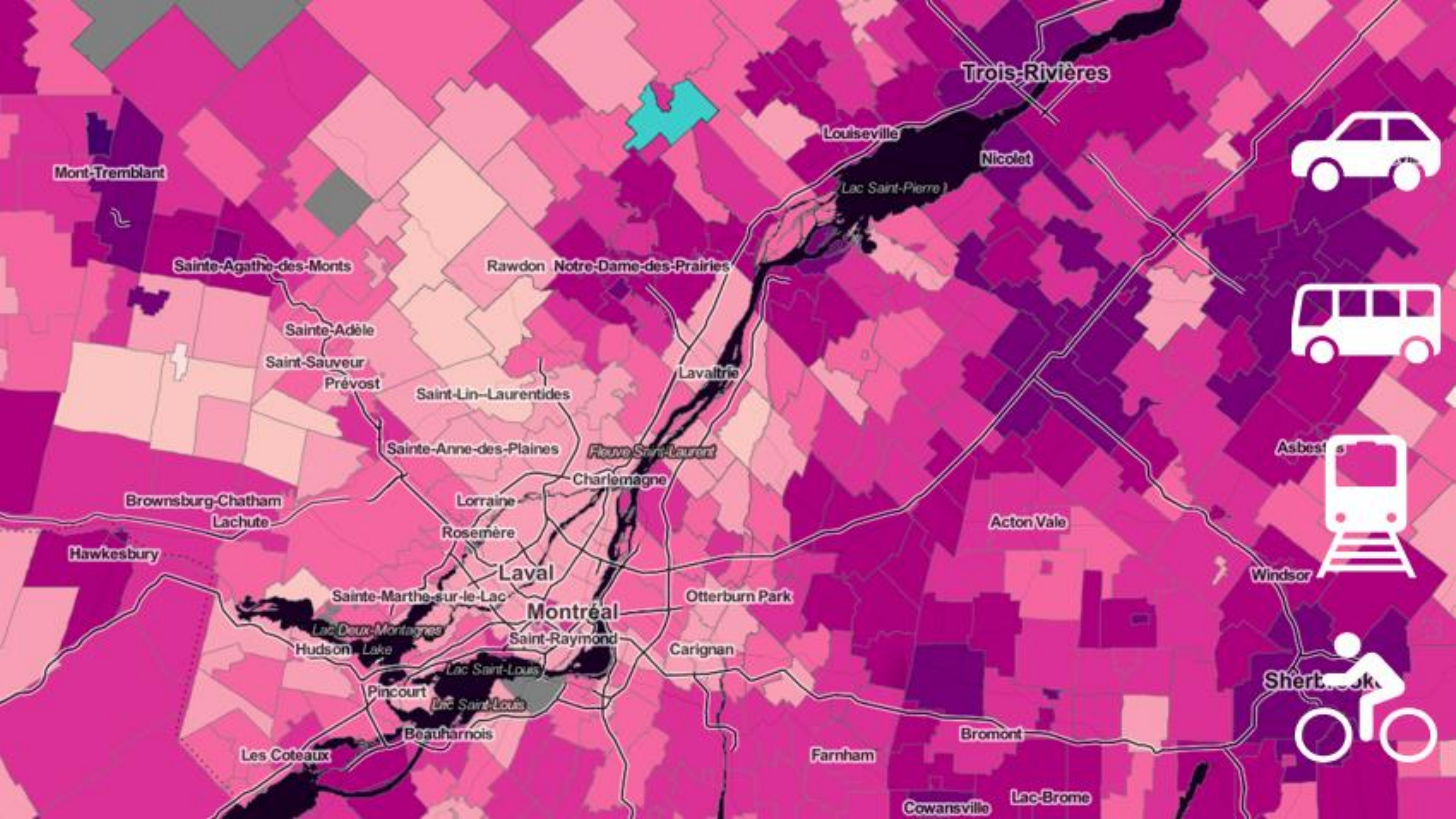
- Weather data
- Municipal, Provincial and Federal Open Data
- Trending information

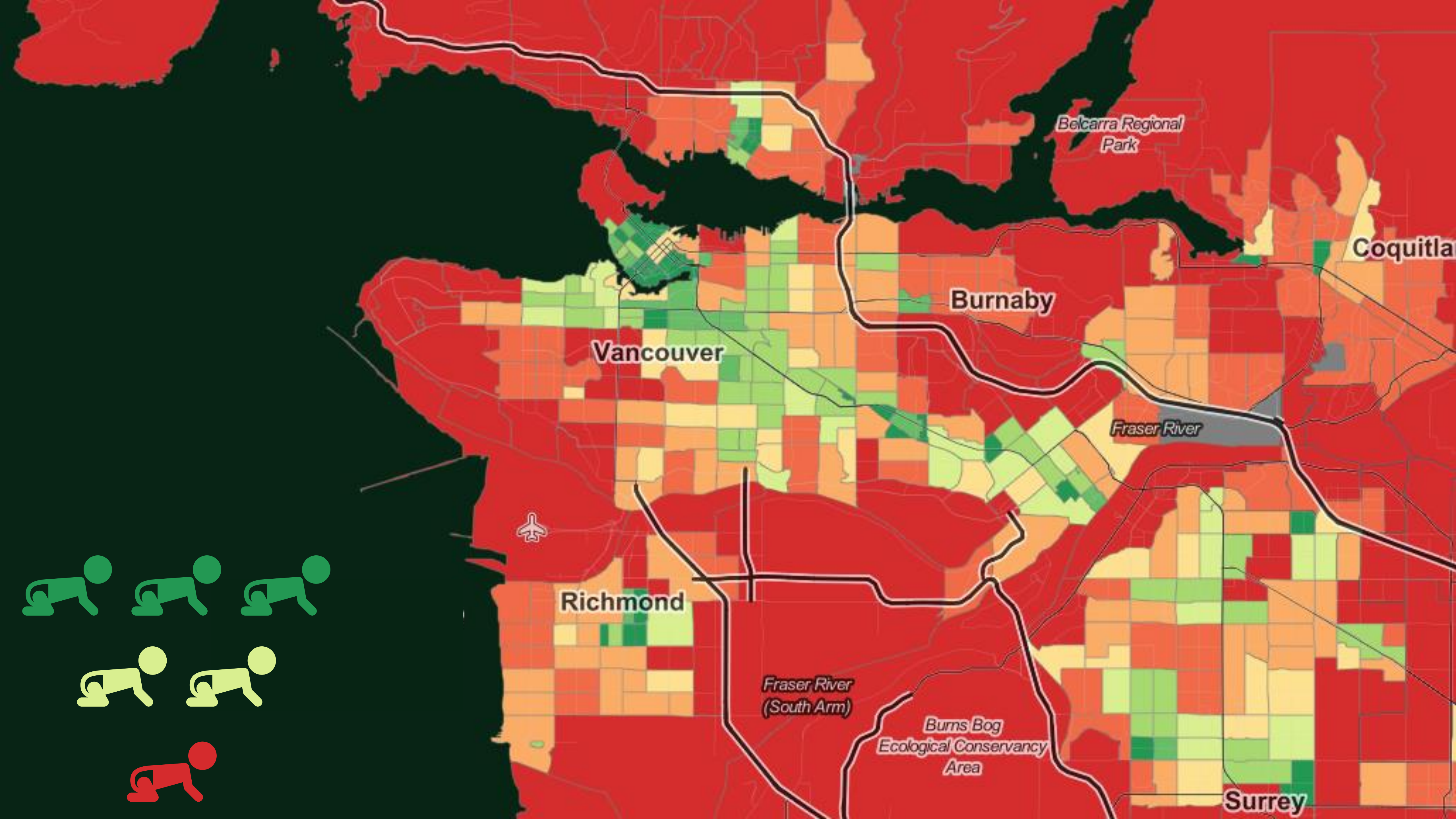


1981 to 2010 Canadian Climate Normals station data

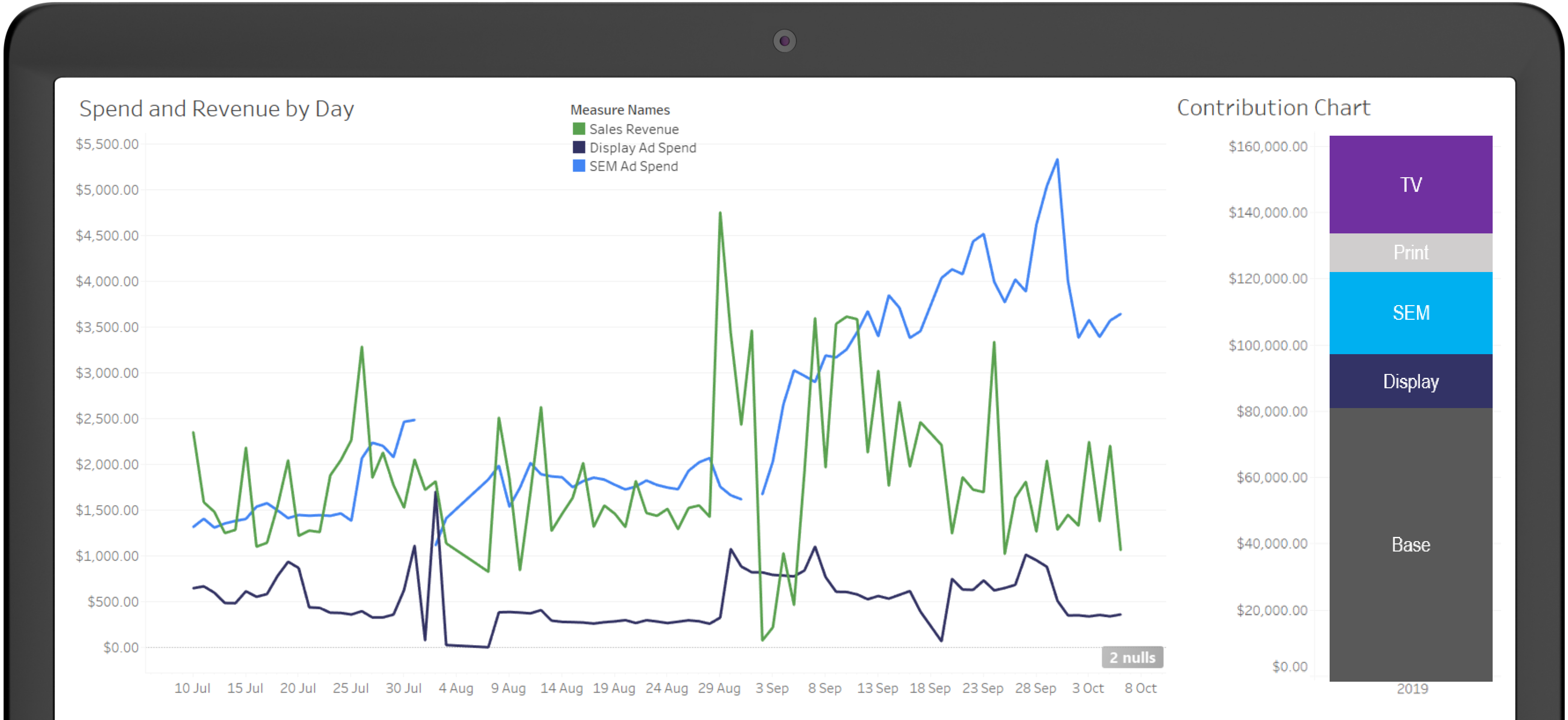
Precipitation

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year	Code
Rainfall (mm)	22.7	15.2	30.2	67.5	115.9	111.4	121.4	104.2	115.5	94.6	69.1	31.7	899.3	D
Snowfall (cm)	71.9	63.6	46.4	13.2	0.0	0.0	0.0	0.0	0.0	3.2	32.7	72.4	303.4	D
Precipitation (mm)	86.6	74.5	76.1	83.5	115.9	111.4	121.4	104.2	115.5	98.3	102.5	99.9	1189.7	D
Average Snow Depth (cm)	45	61	59	15	0	0	0	0	0	0	3	21	17	D
Median Snow Depth (cm)	45	61	60	13	0	0	0	0	0	0	1	21	17	D
Snow Depth at Month-end (cm)	53	65	39	0	0	0	0	0	0	0	8	34	17	D
Extreme Daily Rainfall (mm)	34.2	53.4	56.9	55.4	54.2	78.0	59.9	55.4	**81.2**	56.9	45.5	45.7		
Date (yyyy/dd)	1978/09	1983/03	1975/20	1947/11	1986/07	1979/16	1974/30	1979/24	**1979/14**	1973/05	1943/08	2000/17		
Extreme Daily Snowfall (cm)	33.0	37.4	43.9	33.0	7.1	0.3	0.0	0.0	0.0	17.3	32.0	**52.0**		
Date (yyyy/dd)	1986/26	2007/14	1971/04	1975/03	1943/03	1964/16	1943/01	1943/01	1943/01	1962/31	1986/21	**2003/15**		
Extreme Daily Precipitation (mm)	53.4	53.4	63.5	55.4	54.2	78.0	59.9	55.4	**81.2**	56.9	45.7	49.6		
Date (yyyy/dd)	2006/18	1983/03	1975/20	1947/11	1986/07	1979/16	1974/30	1979/24	**1979/14**	1973/05	1950/04	2003/15		
Extreme Snow Depth (cm)	155	**165**	157	115	8	13	0	0	0	15	58	107		
Date (yyyy/dd)	1969/08	**1976/23**	1972/08	2008/01	1972/01	1957/30	1955/01	1955/01	1955/01	1959/21	1965/28	1968/29		


Trois-Rivières
Louiseville
Nicolet
Lac Saint-Pierre
Mont-Tremblant
Sainte-Agathe-des-Monts
Rawdon
Notre-Dame-des-Prairies
Sainte-Adèle
Saint-Sauveur
Prévost
Saint-Lin--Laurentides
Lavaltrie
Sainte-Anne-des-Plaines
Fleuve Saint-Laurent
Asbest s
Charlemagne
Brownsburg-Chatham
Lorraine
Lachute
Rosemère
Acton Vale
Hawkesbury
Laval
Windsor
Sainte-Marthe-sur-le-Lac
Otterburn Park
Montréal
Lac Deux-Montagnes
Saint-Raymond
Hudson
Lake
Carignan
Lac Saint-Louis
Sherb oke
Pincourt
Lac Saint-Louis
Beauharnois
Bromont
Les Coteaux
Farnham
Lac-Brome
Cowansville


Belcarra Regional Park
Coquitla
Burnaby
Vancouver
Fraser River
Richmond
Fraser River (South Arm)
Burns Bog Ecological Conservancy Area
Surrey

Adding more data connections gives a fuller picture.



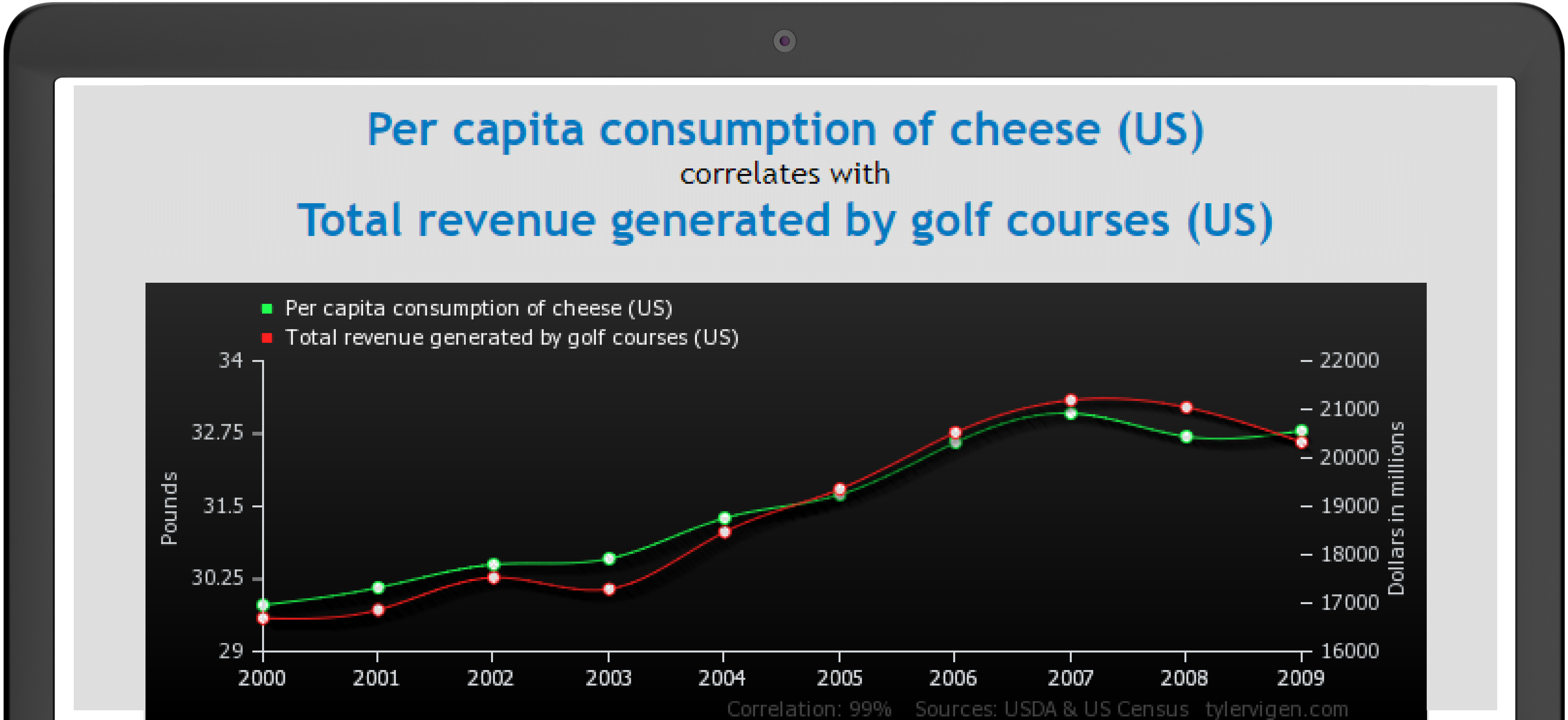
Spend and Revenue by Day

Contribution Chart

> “One of the first things taught in introductory statistics textbooks is that correlation is not causation.
>
> It is also one of the first things forgotten.”

— Thomas Sowell

Beware of spurious correlations!



Correlation: 99% Sources: USDA & US Census tylervigen.com

WATCHOUT FOR THIS KIND OF MODELING

identify the relationship between marketing effort and returns

- Confounding variables
- Macro trends
- Adstock
- Base outcomes
- Realism and saturation
- Ignoring new sources of 1:1 addressability

Attribution

If you’re unconvinced, there are still bright spots for 1:1

Direct publisher-advertiser relationships

Paywalls and single sign on make collecting data a mutually-beneficial agreement between publishers and consumers

Persistent Identity

The industry is coming together with new urgency (Index, IAB Tech Lab, TTD)

Data clean rooms can work in some cases

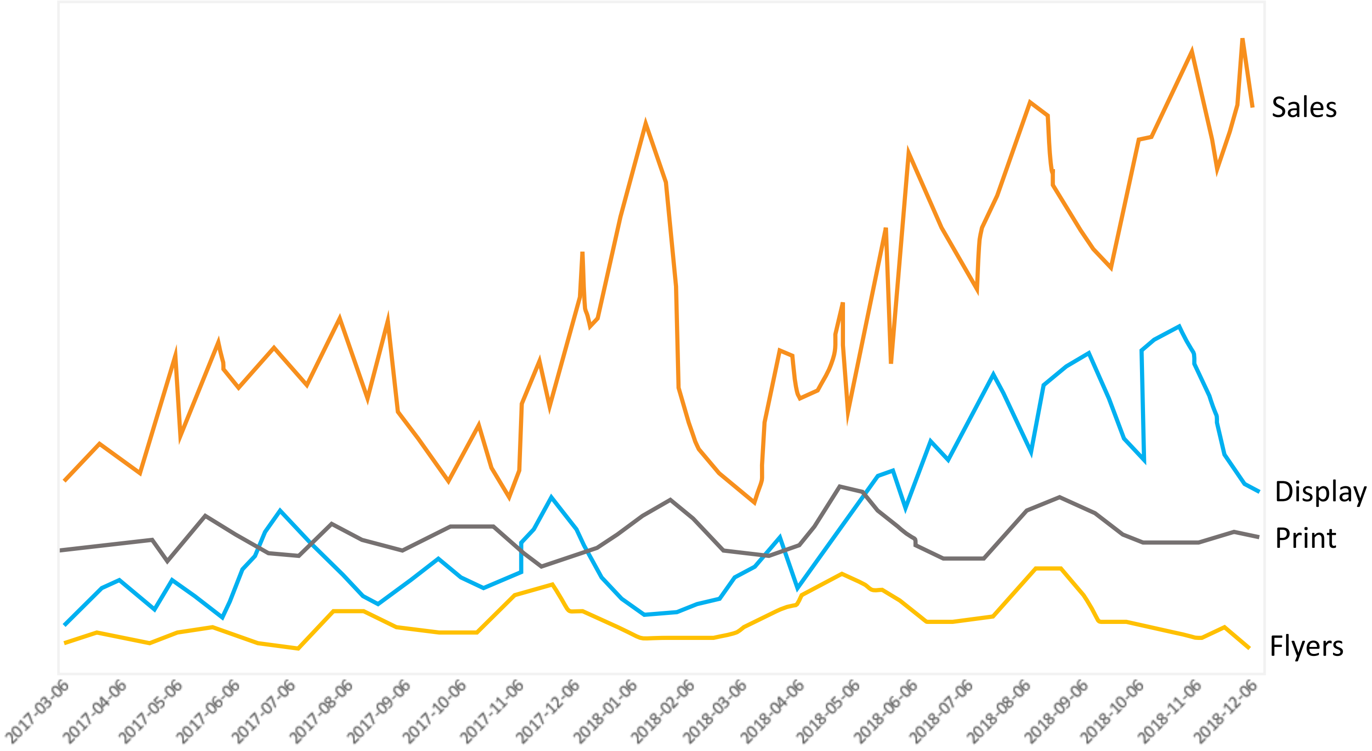
Google Ads Data Hub and Amazon’s solution combine first party data with their own cross-device identification

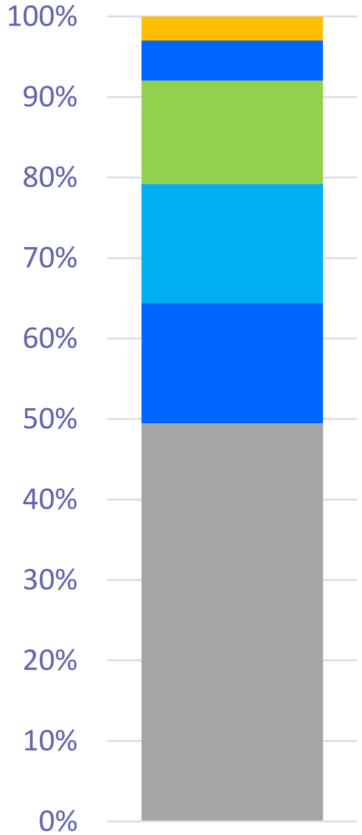
New data solution products are the best yet

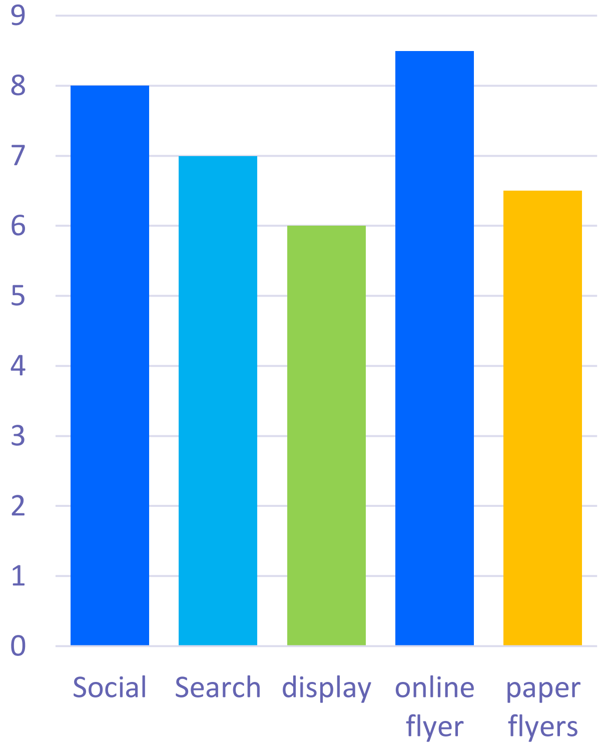
Torstar for example has leveraged its enormous data resources to produce datasets that can combine offline and online behaviours

Back to the Case Study

BACK TO OUR CASE STUDY







6½ 8
6½ 8

KEY TAKEAWAYS

Theoretical discussion is all fine and good, but what next?

Take an inventory of where you're over reliant on cookies

Think about your outcomes – reporting, optimization

Quiz Vendors

Beware of magical tech workarounds

Prepare clients and stakeholders

Rethink, rethink, rethink

Thank you!