ATTRIBUTION

Using Data to Drive the Business

Roundtable Summary

This roundtable will demonstrate how to become a data-first marketing performance culture by harmonizing process, data, technology, and people amid the pressure of intense competitive forces and dynamic customer expectations.

Key Themes:
Measuring what matters
Data governance
Establishing trust in data

What type of attribution we will focus on

In short, not the usual. This roundtable will discuss not only how to measure the ROI aspect of marketing, but it will expand the discussion into the role of content, creative, and product features to highlight how each factor influences customer behavior across the decision journey.

Technology & Design Thinking

Many attribution solutions fail to deliver value. This roundtable will focus on the role of design thinking to build a solution that integrates into the way a modern marketing organization operates. The conversation will explore the social and human dynamics that promote engagement with data science and attribution solutions to ensure adoption and organizational readiness.

Data & Technical Topics

Data Integration, Identity Resolution, Governance/Legal Considerations

Application of Deep Learning algorithms to address walled garden data limitations

Predictive analytics, Forecasting, Monte Carlo Simulation

Data Visualization

Roundtable Chair

Matthew Pharr is a Managing Director at Accenture Song with 20+ years of experience specializing in advanced analytics, experimentation, customer insights, content marketing strategy, and digital analytics.

Matt has worked both in consulting and agency-side executive roles leading cross-functional teams in the design and development of data and insights solutions that change the way organizations manage themselves, their marketing department, and how they engage consumers.

Matthew Pharr
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A — Collect
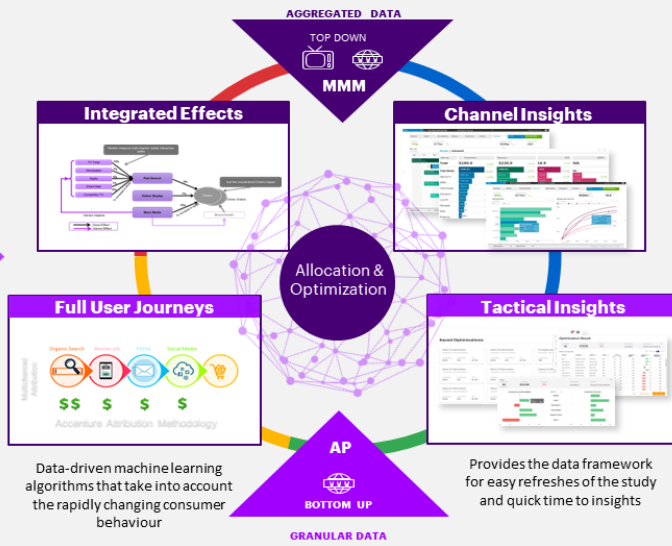**Curating high value, trusted data**

DIGITAL ID
Customer 360⁰ View

Create complete view across all touch points, channels, devices

COLLECT & INGEST

Partnership with Google, Facebook, and Amazon for log level data

B — Attribution
Turning the data into results
+
Insights
Turning the results into insights

AGGREGATED DATA
TOP DOWN
MMM

Integrated Effects

Channel Insights

Allocation & Optimization

Full User Journeys

Accenture Attribution Methodology

Tactical Insights

AP
BOTTOM UP

GRANULAR DATA

Data-driven machine learning algorithms that take into account the rapidly changing consumer behaviour

Provides the data framework for easy refreshes of the study and quick time to insights

C — Optimize
Turning Insights into Actions

Effective Campaign Management

Intelligent Media Buying

Powerful Targeting