Attribution Case Study Showcase

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C3 Metrics
WHAT WE DO
UNIFIED MARKETING SOURCE
MEDIA EFFECTIVENESS + EFFICIENCY
FUTURE AD INVESTMENTS

ATTRIBUTION DATA CLOUD
FRAUD + VIEWABILITY + CROSS-DEVICE
GOOGLE ADH INTEGRATED

BUILT BY MARKETERS
EST. 2010
MEDIA AGNOSTIC
Simple Attribution
• Higher payout, relative to effort and risk, than most criminal pursuits.
• More money than any of the UN's listed organized crime activities, besides the drug trade and human trafficking.
Case Study

- $2+ Billion Retailer
- TV, Radio, Digital, Direct Mail
- No single source of truth
- Fraud was major concern
- Media Accountability needed
1) Proprietary ID (fingerprint) to capture user level digital data via C3 tags
2) Attribution Data Cloud unifies additional marketing data + LiveRamp for Brick & Mortar

- All Media Cost
- Traditional Media Post Logs (TV/Radio)
- Direct Mail Data Feed
- LiveRamp/CRM for Brick & Mortar Sales
3) Attribution Data Cloud Combines Consumer Journey Across Different Devices

Digital → TV → Digital → Radio → Direct Mail → Booking

4) Validates Each Touchpoint for both Fraud + Viewability + Cross-Device
5) Attribution Data Cloud Applies Machine Learning

- % of Credit determined algorithmically
- Constantly learning - refreshes with every event
- No longer ROAS - now Attributed Value To Spend Ratio (AVSR)

Digital: 38%
TV: 27%
Digital: 0% (Fraud)
Radio: 27%
Direct Mail: 8%
Booking
Touchpoint Credibility = Critical

- Modern Measurement requires granular fraud detection
- Without it, fraud steals credit + budget

- Digital: 38%
- TV: 27%
- Radio: 27%
- Direct Mail: 8%
- Booking
Key Findings
Attributed Performance vs. Budget

Heavy Investment in Digital Without Direction Led To Poor Performance

Digital with 9% of Revenue was outperforming TV + Radio, but overallocated based on performance.
Channel AVSR / ‘Attributed Value To Spend Ratio’

TV & Radio Provided The Largest Upside – Digital Requires Tactical Changes

Every $1 spent on TV returned $17 in revenue

<table>
<thead>
<tr>
<th>Channel</th>
<th>AVSR</th>
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<tbody>
<tr>
<td>Direct Mail</td>
<td>6</td>
</tr>
<tr>
<td>Digital</td>
<td>2.8</td>
</tr>
<tr>
<td>TV</td>
<td>17</td>
</tr>
<tr>
<td>Radio</td>
<td>9</td>
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</table>
Digital AVSR (‘Attributed Value To Spend Ratio’)

68% of Digital Budget = Unprofitable

Programmatic, 14%
Display, 16%
Affiliate, 10%
Search, 7%
Content, 8%
Shopping Engines, 45%

Programmatic (14% of budget) was highly profitable due to CRM audience targeting.

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Shopping Engines</td>
<td>45%</td>
</tr>
<tr>
<td>Content</td>
<td>8%</td>
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<tr>
<td>Search</td>
<td>7%</td>
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<tr>
<td>Affiliate</td>
<td>10%</td>
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<tr>
<td>Display</td>
<td>16%</td>
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<tr>
<td>Programmatic</td>
<td>14%</td>
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0.2
0.3

Shopping Engines
Content
Search
Affiliate
Display
Programmatic
TV Creative AVSR (‘Attributed Value To Spend Ratio’)

Creative = Tight Band of high performance executions

Only Creative version F was found to be unprofitable
TV Outlet AVSR (‘Attributed Value To Spend Ratio’)

Model Demonstrates Brand Can Spend 2x More on TV with 3 minor adjustments

[Bar chart showing network analysis]
Results

$7 Million USD/ Quarter

$7 million in incremental gross margin dollars (profit before taxes) per quarter.