



Cross- Channel Attribution

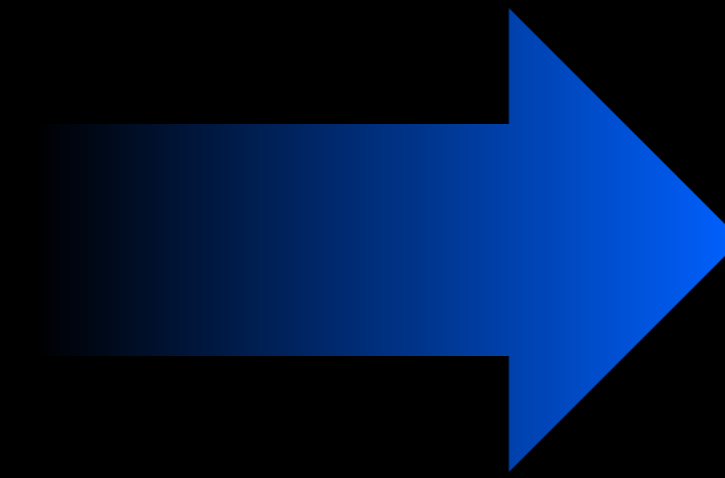
Proving what actually drives growth



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StackAdapt

**DIRECT
ATTRIBUTION**



**PROBABLISTIC
METHODS**

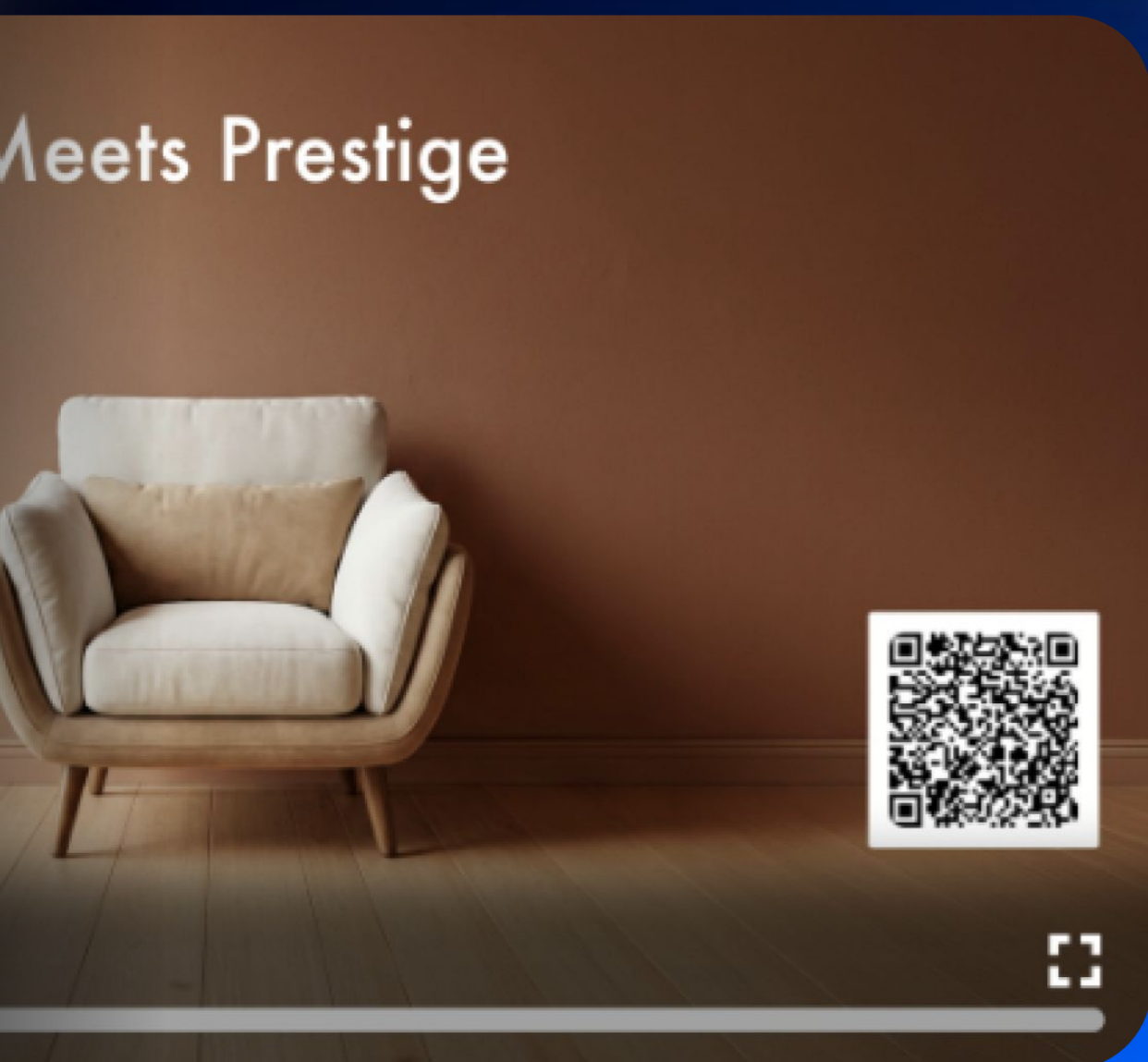
Incrementality

**TRUE
PERFORMANCE**

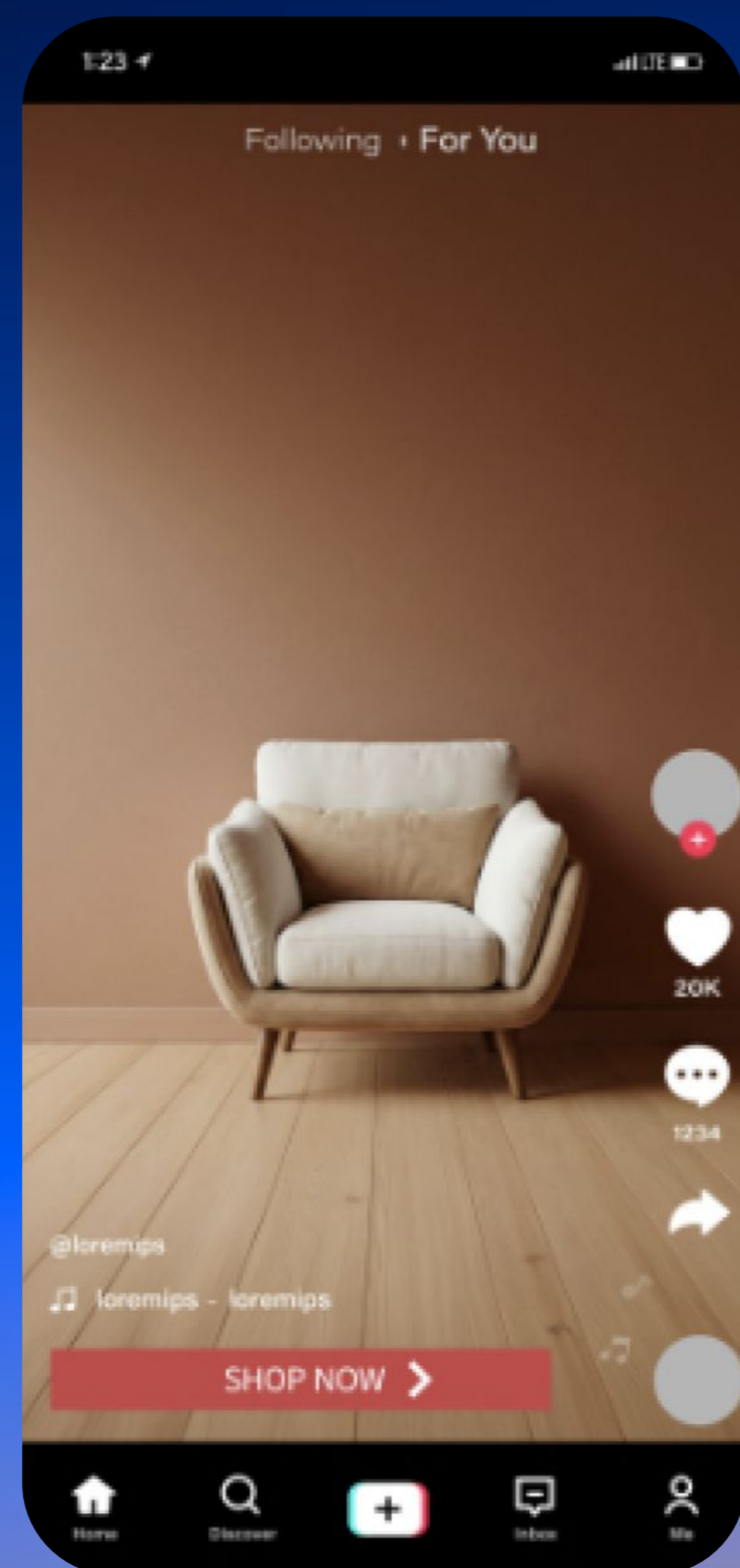
MMM

Attribution

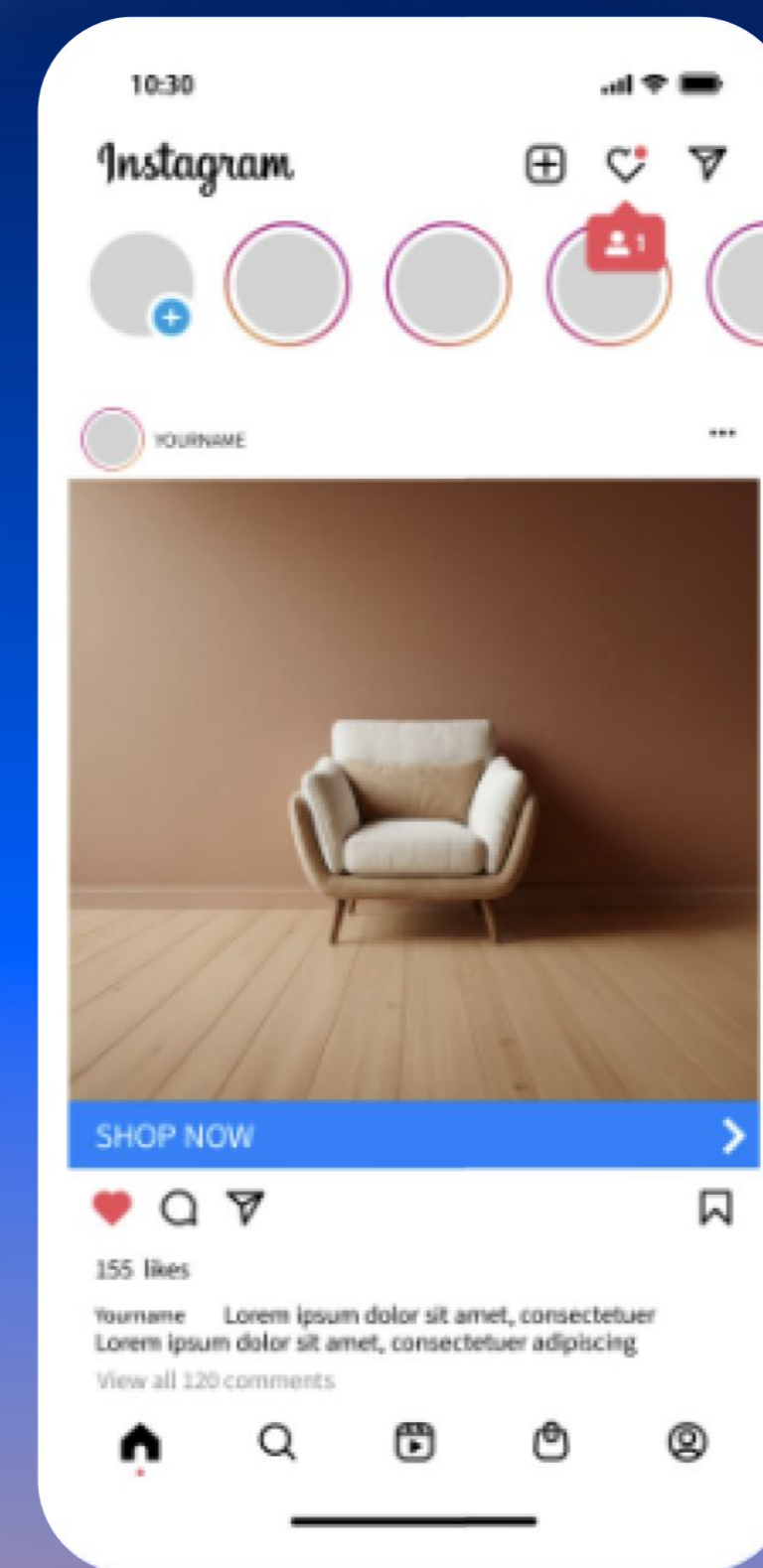
Every conversion has multiple touchpoints



CTV



Video



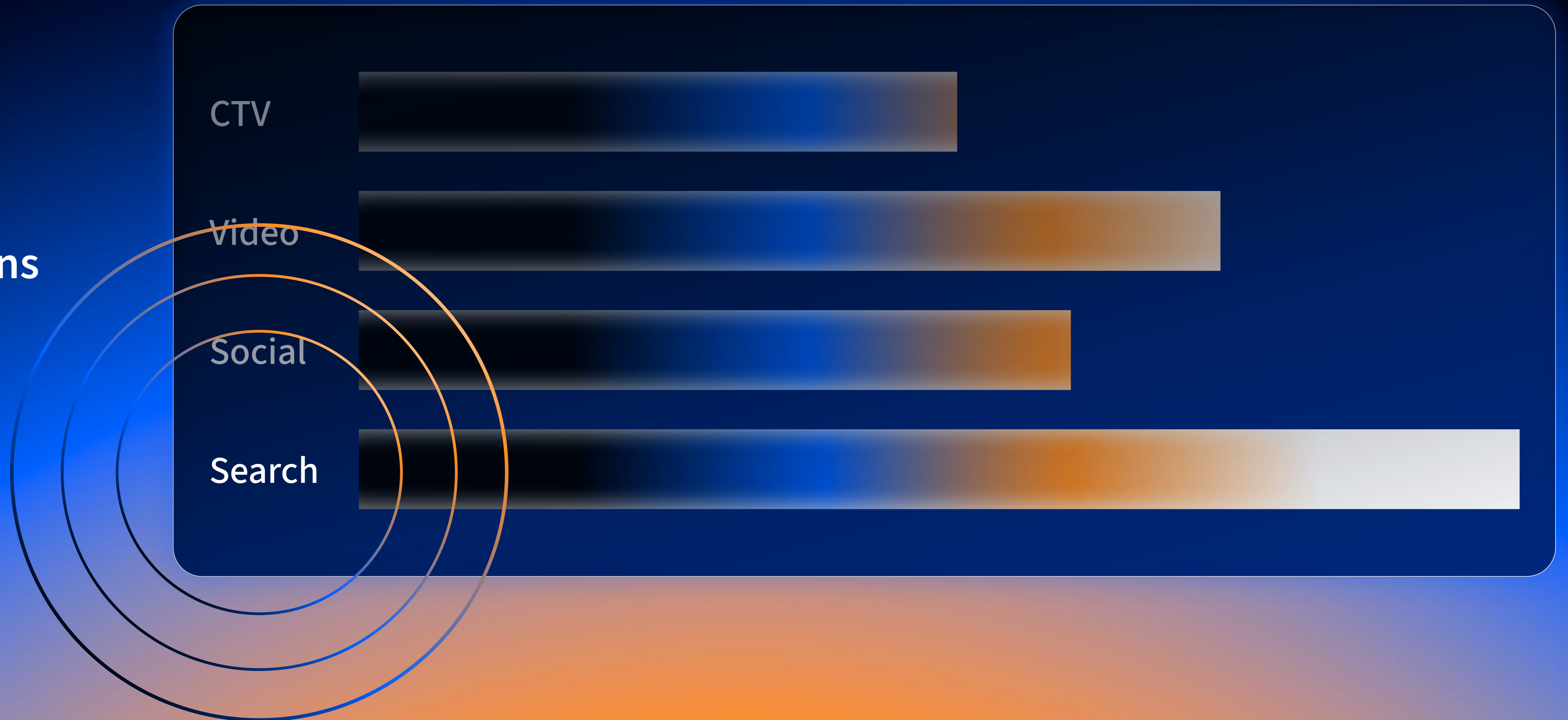
Social



Display

Often only last touch gets credit

Conversions
120



Understand the full path to conversion

StackAdapt impression



Social



Display

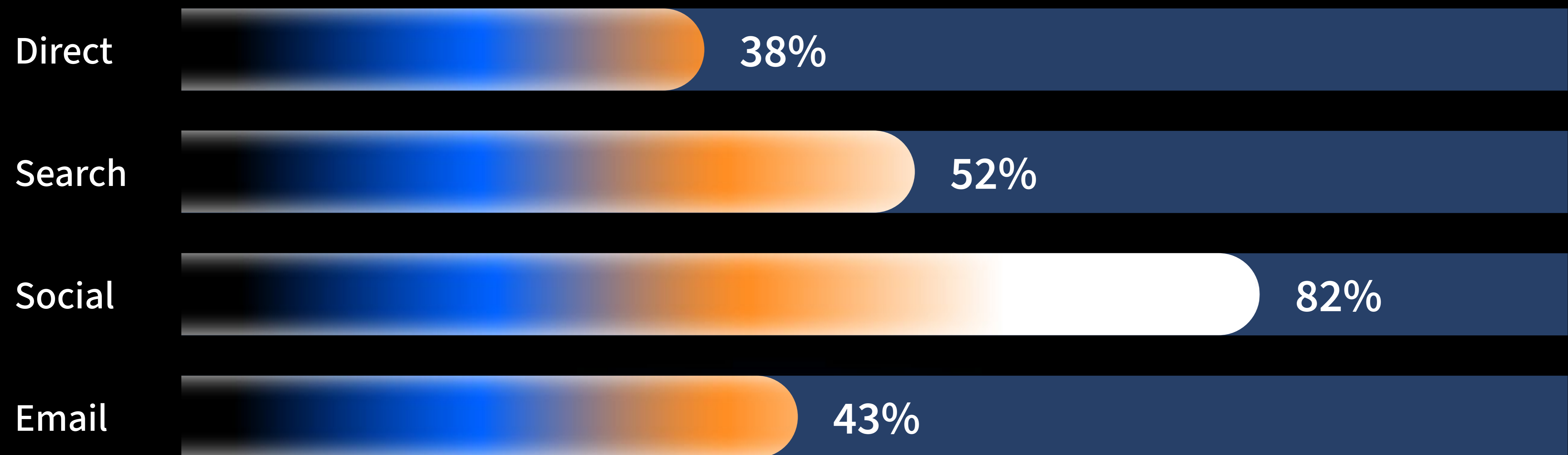


Search



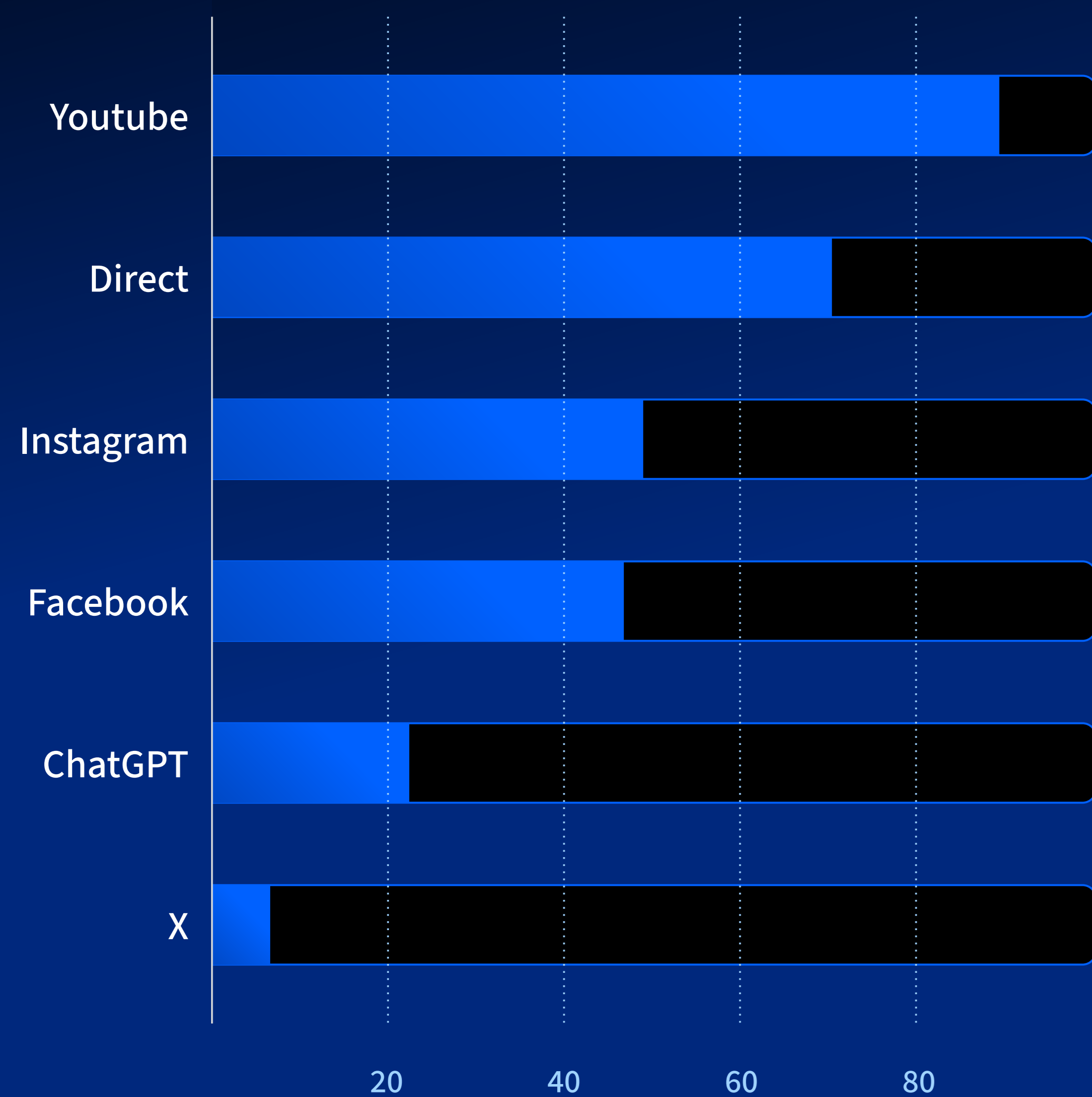
Direct

See which advertising channels drive results together



Conversions

- StackAdapt Influenced Conversions (%)
- Non-StackAdapt Influenced Conversions (%)



Conversion Paths

Distinct Paths

485 / 1,255



- StackAdapt Influenced (39.6%)
- Non-StackAdapt Influenced (60.4%)

Average Time to Conversion

StackAdapt Influenced

10d 1h 6m

Non-StackAdapt Influenced

14d 8h 34m

All Conversion Paths

Conversion Path	Conversions	Conversion Revenue	Average Time to Conversion
Direct	6,941	\$10,745.32	14d 8h 34m
StackAdapt Impression – Display > Direct	5,295	\$8,832.90	10d 1h 6m
StackAdapt Impression – Video > Direct	5,146	\$6,765.49	9d 6h 36m
Direct > Direct	3,103	\$3,232.02	14d 8 h 30m
Direct > StackAdapt Impression – Image	1,477	\$3,745.49	10d 3h 29m

Cross Channel Attribution unveils **HIDDEN PATHS**

>60%

of all conversion paths
include StackAdapt

>40%

of conversions driven only featured
StackAdapt as a channel

23%

StackAdapt
conversion paths
involved touchpoints
from 2+ channels

7%

Average Order Value (AOV)
when StackAdapt is part
of the customer journey in
select cohorts

Cross- Channel Attribution

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