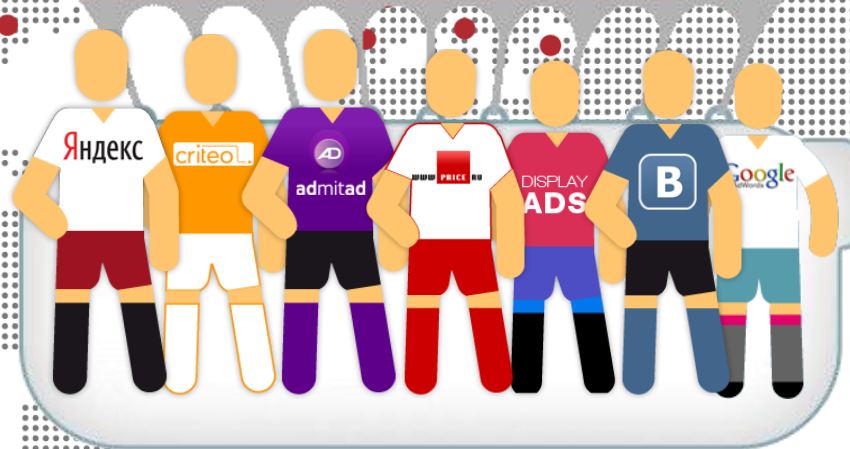


# Customer Journey Tracking Elevate Multi-Channel Marketing

To a Higher Level





# Meet Success Worldwide



<http://www.yamondo.com/>

# Introduction



Remember your latest hangover?

Who gets the credit for the „success event“?



# The Situation



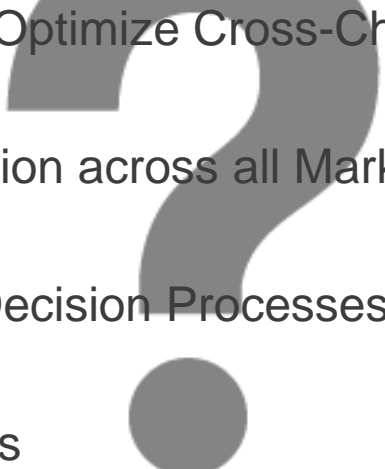
Rising Ad Spendings



Increasingly Competitive Environment

In All Channels

# Challenges in Multi Channel Marketing

- 
- A large, semi-transparent grey question mark is centered on the slide, behind the list of challenges.
- Track, Understand and Optimize Cross-Channel Effects
  - Optimize Budget Allocation across all Marketing Channels
  - Understand Purchase Decision Processes
  - Acquire more Customers

# Solution



Think of your marketing channels  
as highly paid football players ...



# Multi Channel Marketing is no Single Player Game – It's a Strategic Team Sport!



## Strategy:

Assign functions to Campaigns

## Evaluation:

Identify how the campaigns interact

Invest in the best line-up!

## Keep in mind:

Strategically coordinated Team beats individual performance

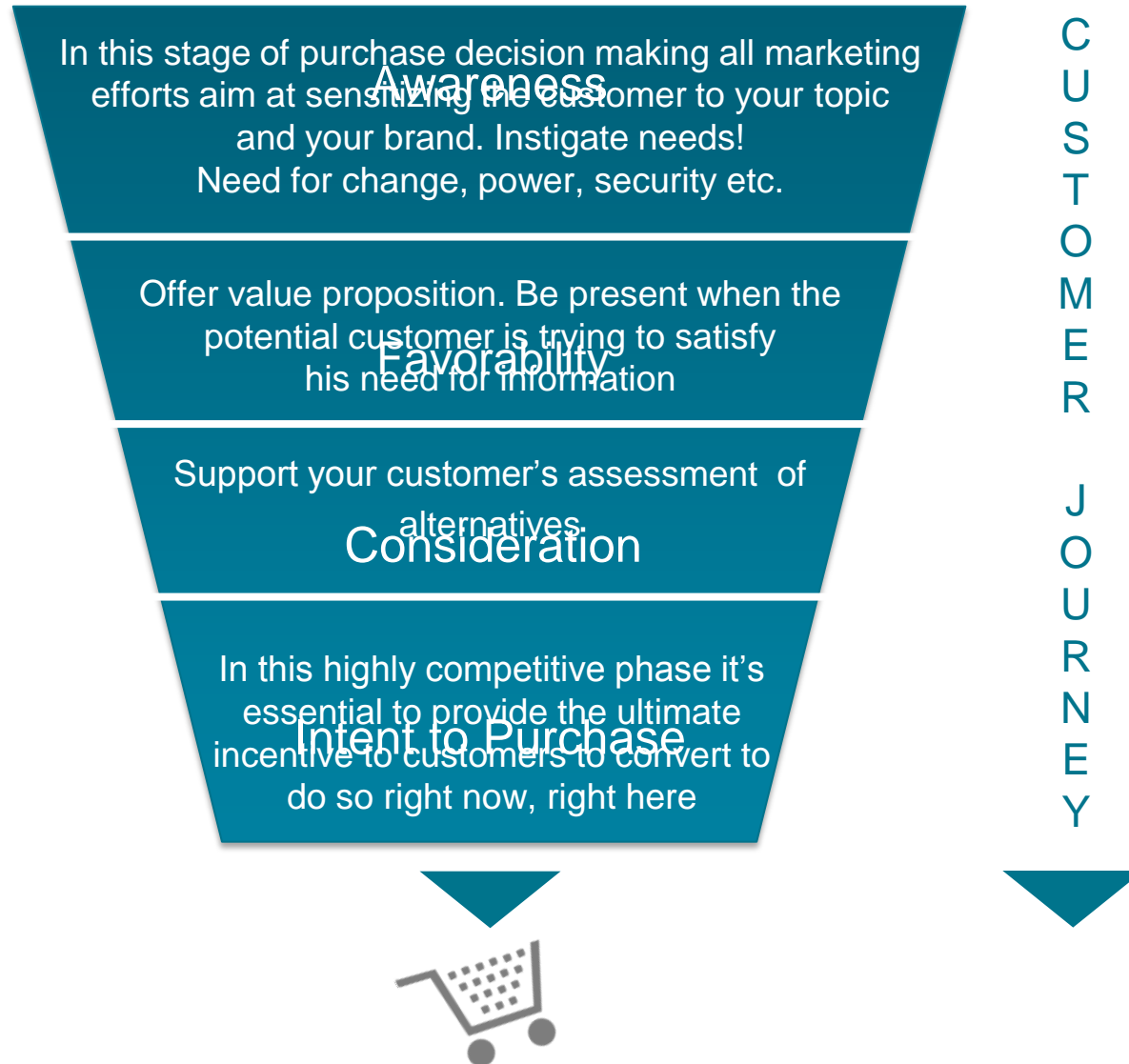
## Assigning Functions to Campaigns – Focus on Your Target Audience



- Realize that you are dealing with real people - human beings
- Understand what drives humans to optimize driving them towards your goals
- Address your target audience
- Consider diverse state of minds

# Assigning Functions to Campaigns

## Phases of Purchase Decision Making



# Phases of Purchase Decision Making

## Awareness:

Sensitize & Create Awareness!

## Favorability:

Satisfy the hunger for information!

## Consideration:

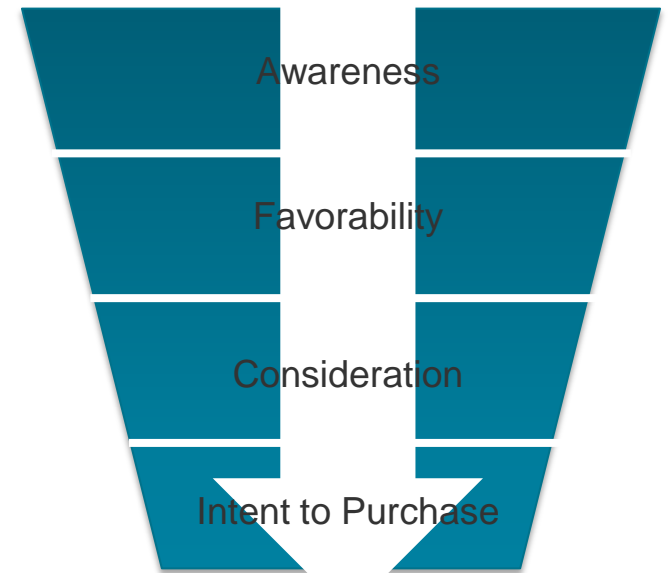
Support narrowing down alternatives!

## Intent to Purchase:

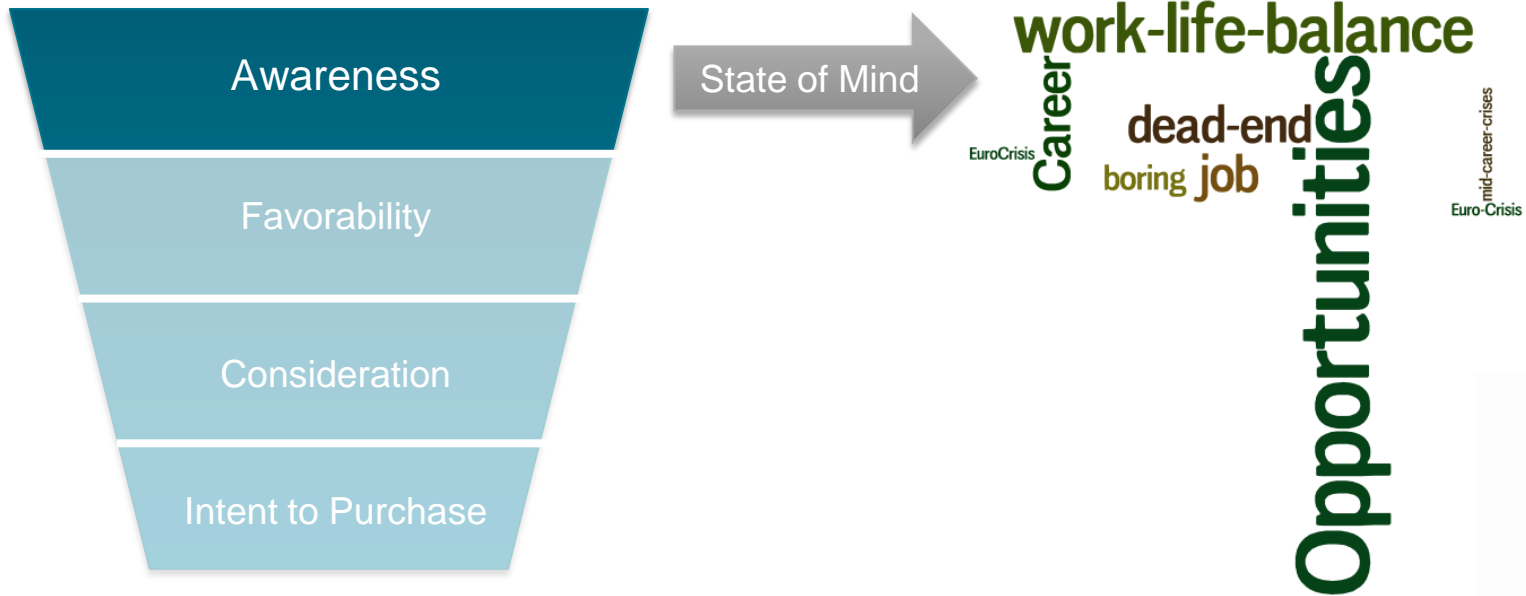
Trigger the ultimate conversion decision!

## Pivotal to Success

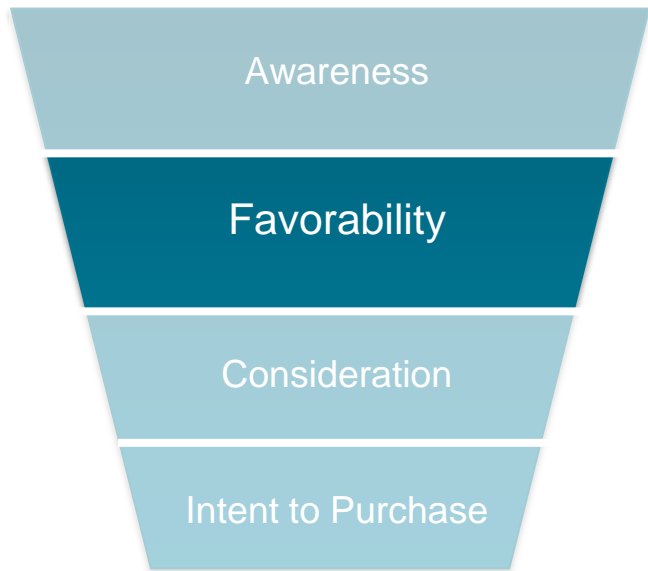
- Reach out to your target audience in all phases
- Phase-optimized campaign management



# Address Target Audience in Awareness



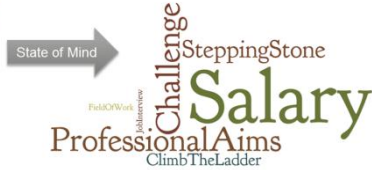
# Address Target Audience in Favorability



SteppingStone  
Salary  
ProfessionalAims  
ClimbTheLadder  
Challenge  
FieldOfWork  
JobInterview



# Phase-consistent Landing Page



Login or Register | Security | Contact | About StepStone | Select your language: DE EN

Jobs Career Advice My StepStone For Recruiters

### Job Search

What (job title, company or ID) Where (city or 5-digit zip code) Radius (optional) Advanced search

SEARCH FOR JOBS

#### Application

The latest application trends for applying in Germany.

READ ARTICLE

#### Career

Important facts about working in Germany.

READ ARTICLE

#### Salary

Learn how to negotiate a fair salary.

READ ARTICLE

### StepStone Job App

Like no other site, we understand how important it is to make your job search fast and efficient. That's why we have built the StepStone Job App. This tool

#### Working in Germany

The following article contains all necessary information regarding working permits, laws and social security.

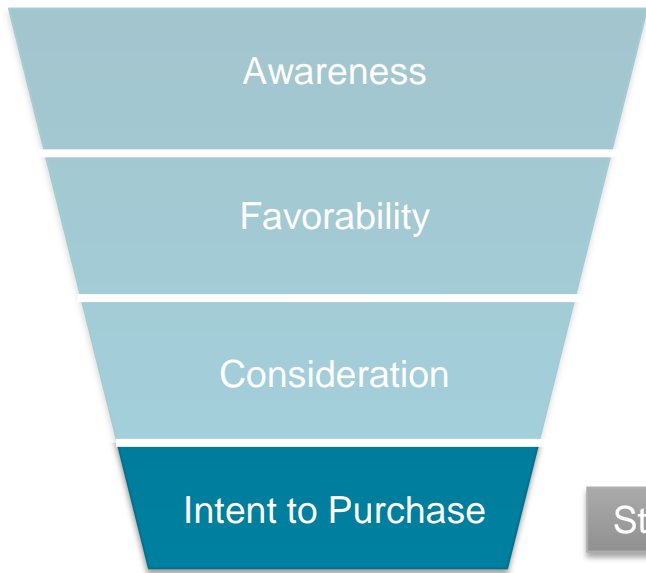
[Read more](#)

# Address Target Audience in Consideration





# Address Target Audience in Intent to Purchase



mobile-job-search Trust

DataBase

AdvancedSearch

StepStone<sup>Brand</sup>



# Phase-Based-Attribution



PHASES

## How it works – 1 –



Everyone has duties and responsibilities.

So do campaigns.

Phase-related duties and responsibilities.

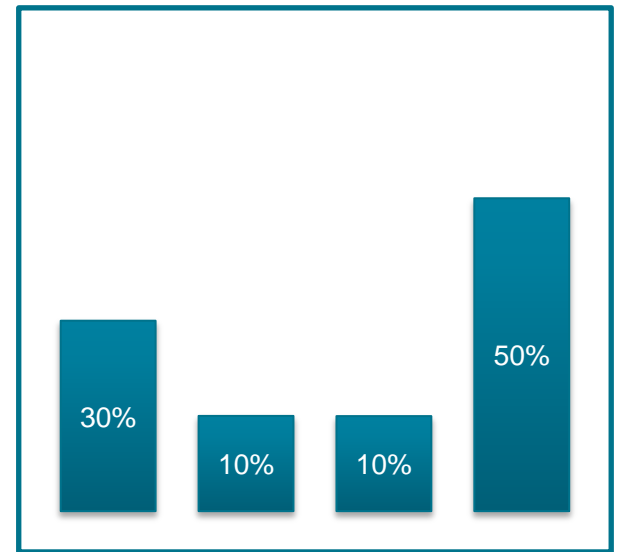
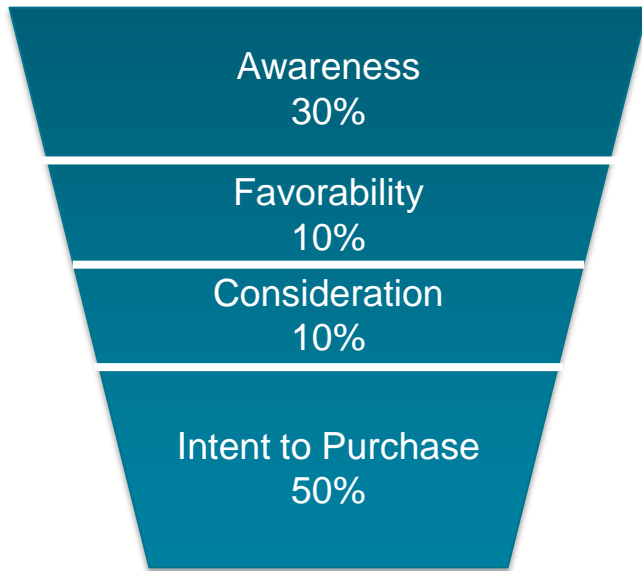
Campaigns get rewarded when completing their phase-related duties.

# How it works – 2 –

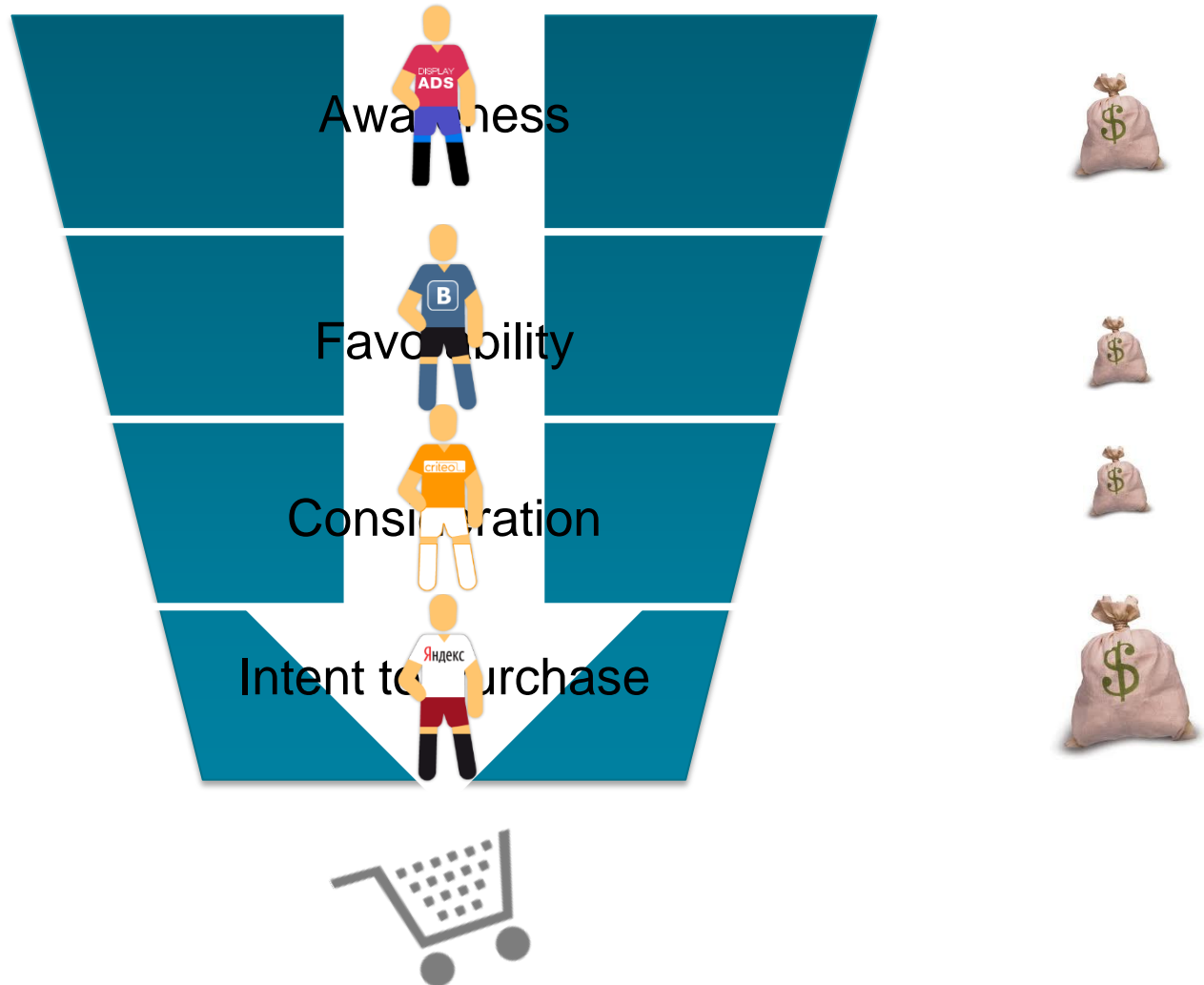
## Options of Weighing Phases



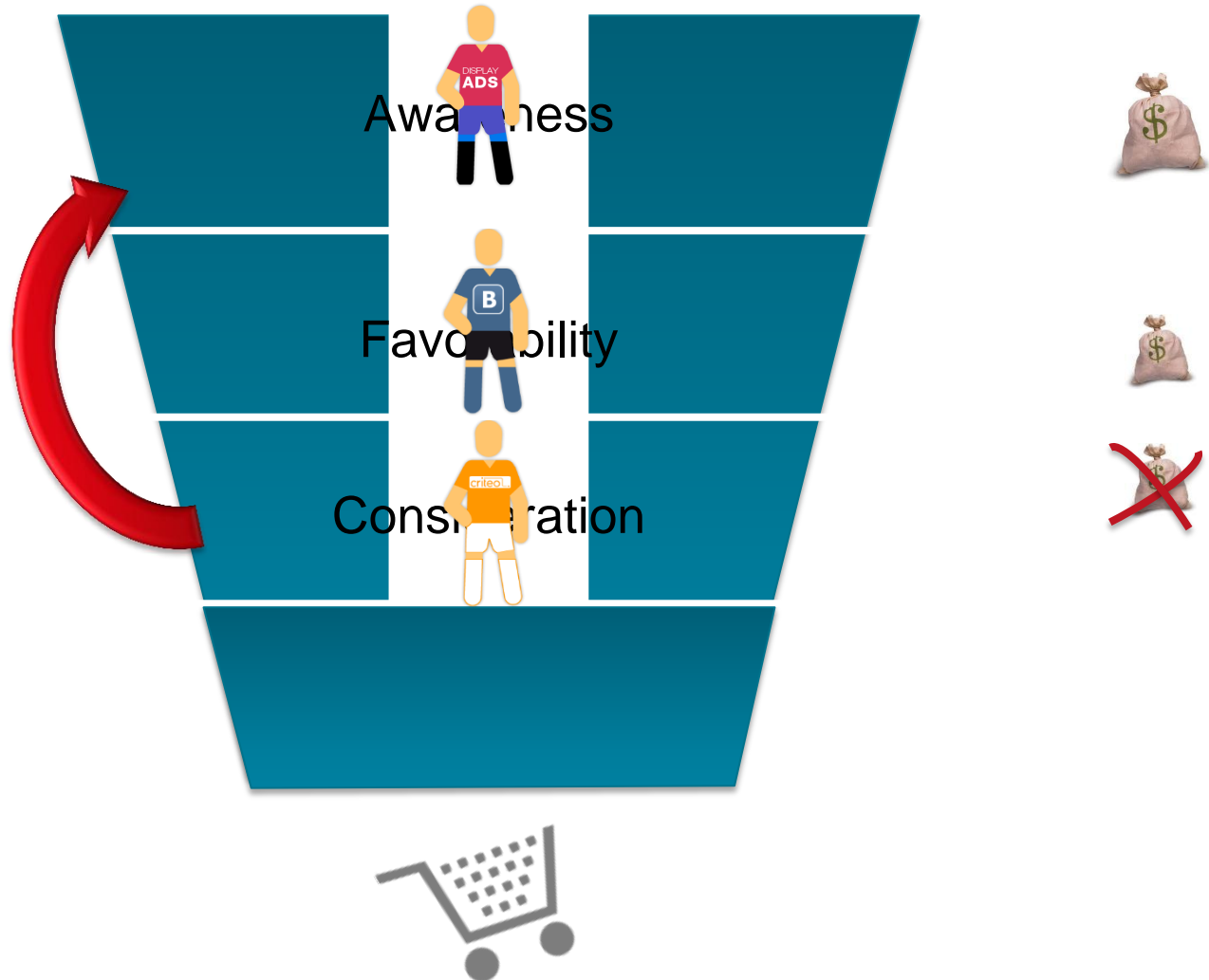
You decide. For example like this:



# How it works – 3a –



# How it works – 3b –



# Case Study



FONIC



## Customer Journey – Road to Success



Track

Understand

Optimize

FONIC

Das ist die Wahrheit

ФОНИК - «ЭТО ПРАВДА»



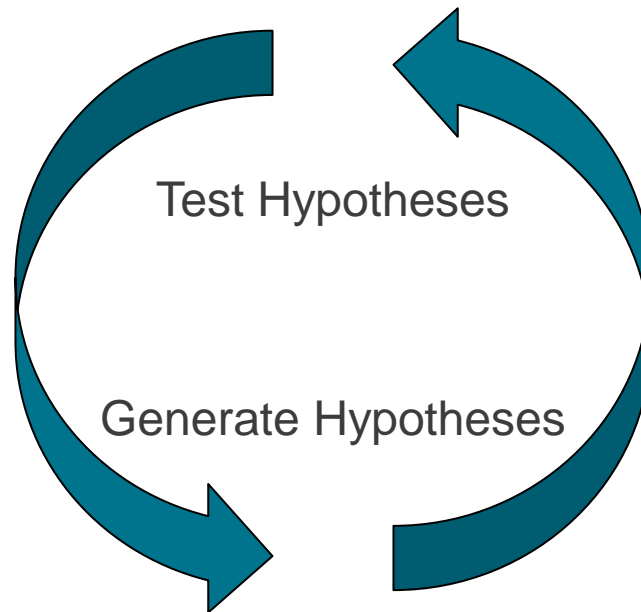


Protect against Data Flood!



# Structured Approach

Combine explorative and testing approaches





“What are our most common Customer Journeys?”

“How do the diverse Channels and Campaigns interact?”

Answers to these and more questions allow you to answer

**“How do I allocate budget efficiently across all Channels?”**

“Is our facebook fanpage worth the (monetary) effort?”

“What is the true, real value of the expensive Display Channel?”

“Can I identify and save campaigns which did not lead to a direct sale from being stopped although they may have triggered multiple customer journeys which resulted in sales?”

=> **“We want a fair, valid evaluation of the efficiency of our complete Channel Set-Up!”**

# Customer Journey Report



Marketing Channel	Campaign	Conversions	Percentage	Journey	Average duration	Revenue
CJ (Channel)	contains	Please select				
<div style="text-align: right;"> <input type="button" value="Add filter"/> <input type="button" value="Apply"/> <input type="button" value="Clear all filters"/> </div>						
Conversions	Percentage	Journey	Average duration	Revenue		
1,076	8,99 %	Google Search Brand Desktop 4 → 23 h → Conversion	23 hours	€10.125,00		
888	5,27 %	TD Private 4 → 4 d → Conversion	4 days	€10.125,00		
653	3,23 %	Zanox 4 → 2 d → Conversion	2 days	€10.125,00		
1.000	2,67 %	Google Search Brand-Combi Desktop 4 → 18 h → Conversion	18 hours	€10.125,00		
1.000	2,65 %	TD Private PayBack 4 → 1 d → Conversion	1 days	€10.125,00		
1.000	2,38 %	TD Public 4 → 10 h → Conversion	10 hours	€10.125,00		
1.000	1,91 %	Affiliinet 4 → 3 d → Conversion	3 days	€10.125,00		
1.000	1,59 %	chip.de View 3 → 2 w → Conversion	2 weeks	€10.125,00		
1.000	1,55 %	[Redacted] → 3 d → Conversion	3 days	€10.125,00		
1.000	1,37 %	Google Search Desktop → 4 w → Conversion	4 weeks	€10.125,00		
1.000	1,29 %	TD Private 4 → 2 d → TD Private 4 → 23 h → Conversion	3 days	€10.125,00		
1.000	1,22 %	Google Search Brand Desktop 4 → 3 d → Google Search Brand Desktop 4 → 18 h → Conversion	3 days	€10.125,00		
1.000	1,03 %	Invite Media / AoD View 3 → 2 w → Conversion	2 weeks	€10.125,00		
1.000	0,97 %	chip.de View 3 → 18 h → chip.de View 3 → 2 w → Conversion	2 weeks	€10.125,00		
1.000	0,95 %	payback.de View → 1 m → payback.de → 51 m → Conversion	53 minutes	€10.125,00		

# Customer Journey Metrics



<span>⚙️</span>								
Conversions	Average duration	Avg. Order Value	Avg. CPCJ	Avg. LCCPO	CJ ROI	Revenue	% Revenue	
Average duration	Avg. Order Value	Avg. CPCJ	Avg. LCCPO	CJ ROI	Revenue	% Revenue		
1 days	166,44 €	9,40 €	7,61 €	1.670,64 %	73.401,00 €	2,16 %		
8 hours	59,96 €	23,61 €	35,39 €	153,96 %	21.944,00 €	0,65 %		
▶ 263	15 hours	332,52 €	10,11 €	9,05 €	3.189,02 %	75.815,00 €	2,23 %	
▶ 228	49 minutes	381,14 €	2,87 €	6,87 €	13.180,14 %	71.274,00 €	2,10 %	
▶ 187	4 weeks	243,90 €	0,00 €	0,00 €	0,00 %	31.951,00 €	0,94 %	
	4 weeks	217,16 €	0,00 €	0,00 €	0,00 %	28.014,00 €	0,82 %	
	5 weeks	107,03 €	0,00 €	0,00 €	0,00 %	13.272,00 €	0,39 %	
	2 days	193,73 €	16,82 €	9,41 €	1.051,78 %	23.248,00 €	0,68 %	
	17 hours	300,00 €	2,87 €	6,87 €	10.352,96 %	29.100,00 €	0,86 %	
	6 weeks	234,98 €	0,00 €	0,00 €	0,00 %	20.678,00 €	0,61 %	
	4 days	430,58 €	8,65 €	7,91 €	4.877,80 %	32.724,00 €	0,96 %	

# Customer Journey Filter Engine

Marketing Channel Campaign

CJ (Channel) begins with Display x Remove

CJ (Campaign) does not contain Adtiger View 1 x Remove

Revenue is greater than Remove

- Revenue
- CJ (Channel)
- CJ (Campaign)
- Revenue
- % Revenue
- Avg. Order Value
- Number of Touchpoints
- Number of Conversions
- Duration

ntage Journey

0,01 %	Google Search Brand Desktop 4	1 d	Conversion
0,07 %	Affilinet 4	1 d	Conversion
2,55 %	Facebook.com 3	8 h	Conversion

# Cross-Channel Report: Starter-Converter



Identify most valuable (or striking!) Starter - Converter Combinations

Starter Channel	Convert Channel						Total
	Affiliate	Display	Price Comparison	SEA	E-Mail Marketing	Social	
Affiliate	27,58 %	0,73 %	0,77 %	1,72 %	0,11 %	0,02 %	30,92 %
Display	6,59 %	16,65 %	1,64 %	7,37 %	1,28 %	0,03 %	33,56 %
Price Comparison	0,31 %	0,00 %	3,43 %	0,02 %	0,00 %	0,00 %	3,76 %
SEA	2,63 %	1,89 %	0,42 %	20,91 %	0,13 %	0,13 %	26,11 %

Starter Channel	Convert Channel
-----------------	-----------------

Convert Channel	SEA	E-Mail Marketing	Social	Total
Price Comparison	0,77 %	1,72 %	0,11 %	30,92 %
Display	1,64 %	7,37 %	1,28 %	33,56 %
Affiliate	3,43 %	0,02 %	0,00 %	3,76 %
SEA	0,42 %	20,91 %	0,13 %	26,11 %
E-Mail Marketing	0,03 %	0,15 %	3,08 %	3,55 %
Social	0,02 %	0,01 %	0,00 %	2,11 %
<b>Total</b>	<b>6,30 %</b>	<b>30,18 %</b>	<b>4,59 %</b>	<b>100,00 %</b>

Example:

6,59 % of all Sales were triggered by Display and closed by Affiliate

# Cross-Channel Report: Influencer-Converter



Identify how successful your channels interact

Influencer Channel	Convert Channel					
	Affiliate	Display	Price Comparison	SEA	E-Mail Marketing	Social
Affiliate	100,00 %	9,55 %	19,02 %	11,22 %	7,83 %	0,92 %
Display	23,13 %	100,00 %	34,23 %	32,83 %	34,13 %	3,21 %
Price Comparison	1,83 %	0,00 %	100,00 %	0,23 %	0,43 %	0,00 %
SEA	11,03 %	21,22 %	11,73 %	100,00 %	5,22 %	5,96 %
E-Mail Marketing	1,31 %	0,93 %	2,22 %	1,09 %	100,00 %	0,00 %
Social	1,04 %	1,86 %	0,79 %	1,32 %	0,43 %	100,00 %

Export for:

Influencer Channel	Convert Channel	
	E-Mail Marketing	Social
Affiliate	7,83 %	0,92 %
Display	34,13 %	3,21 %
Price Comparison	0,43 %	0,00 %
SEA	5,22 %	5,96 %
E-Mail Marketing	100,00 %	0,00 %
Social	0,43 %	100,00 %

Export for:



# Cross-Channel Reports – Metrics



- Dashboard
- Planning
- Analysis
- Phases
- Customer Journey
- Touchpoints
- Sales
- Traffic
- Cross-Channel**
- Efficiency

## Cross-Channel - Influencer

% Conversions

- Conversions|
- Conversions
- Revenue
- % Conversions
- % Revenue

### Select a Metric

	Convert Channel		
Affiliate	Display	Price Comparison	SEA
99,45 %	9,52 %	33,33 %	
24,78 %	100,00 %	66,67 %	
11,63 %	0,00 %	100,00 %	
11,54 %	21,26 %	0,00 %	
1,48 %	0,93 %	0,00 %	
1,00 %	1,86 %	0,00 %	

## Cross-Channel - Starter

Conversions

Starter Channel	Convert Channel				
	Affiliate	Display	Price Comparison	SEA	E-
Affiliate	2.956	72	1	173	
Display	0	1.000	0	777	

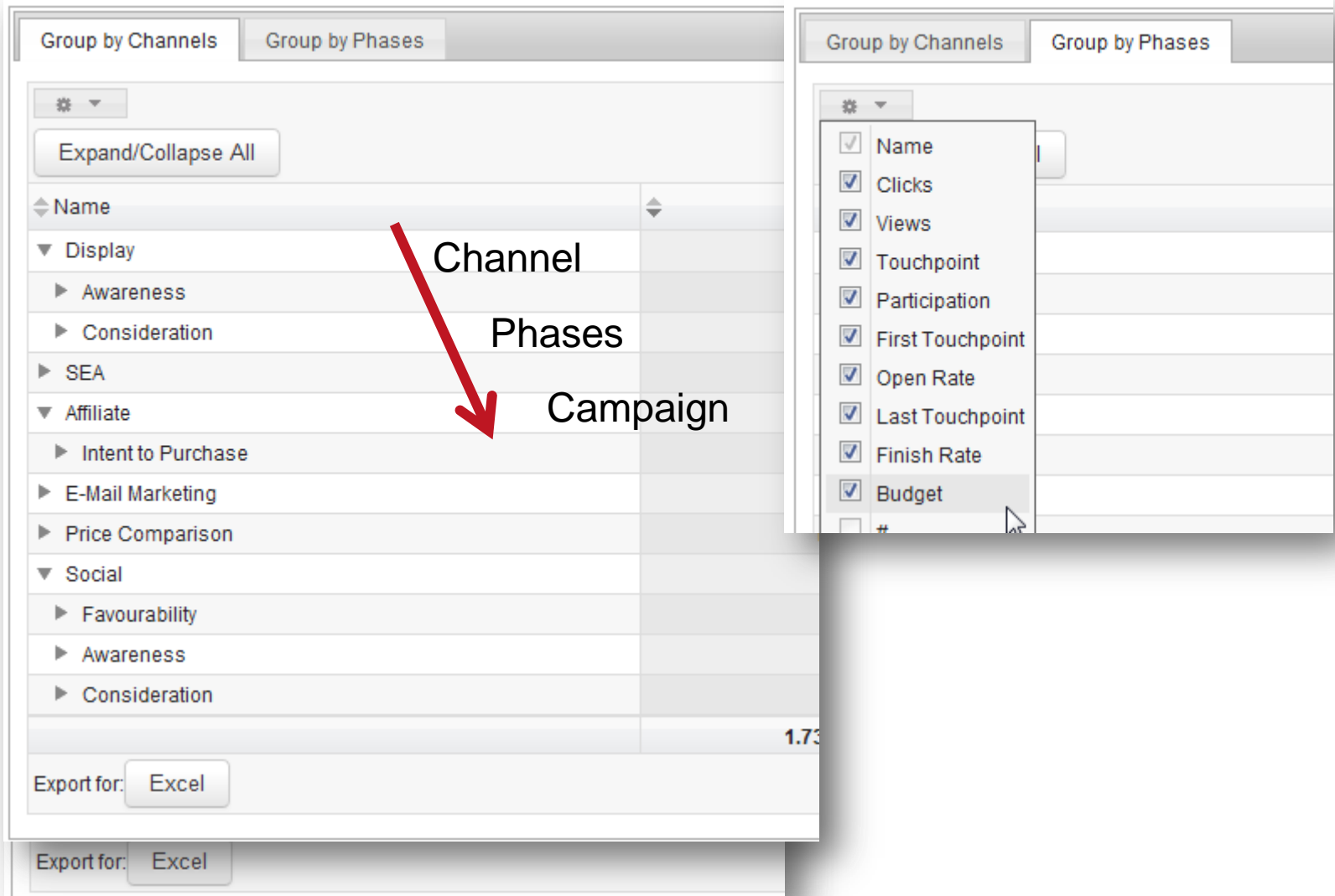
# Phases Report – Overview



Group by Channels											Group by Phases
Expand/Collapse All											
Name	Clicks	Views	Touchpoint	Participation	First Touchpoint	Open Rate	Last Touchpoint	Finish Rate	Budget		
▼ Awareness	762.936	1.07.886.976	16.220	2.910	4.839	-	1.189	-	1.000.000,00		
▶ Display	682.756	1.069.977.822	14.424	2.050	4.173	-	1.000	-	1.000.000,00		
▶ E-Mail Marketing	41.000	1.007.100	1.726	821	634	-	1.000	-	100.000,00		
▶ SEA	37.000	0	34	30	19	-	10	-	100.000,00		
▼ Social	0	1.000	36	9	13	-	7	-	100.000,00		
Facebook Klingelton View 1	0	100	6	1	0	0,000 %	0	0,000 %	100.000,00		
Facebook Willkommen View 1	0	1.000	30	8	13	1,073 %	7	0,578 %	100.000,00		
▶ Intent to Purchase	686.201	2.066.100	17.708	9.541	7.255	-	1.000	-	1.000.000,00		
▼ Consideration	100.000	107.886.976	34.204	3.889	10.772	-	1.000	-	100.000,00		
▶ Display	100.000	107.886.976	33.641	3.457	10.469	-	1.000	-	100.000,00		
▶ SEA	1.000	0	127	97	29	-	10	-	100.000,00		
▼ Social	0	0,000	436	335	274	-	100	-	100.000,00		
Facebook Klingelton View 1	0	0,000	436	335	274	4,135 %	100	4,392 %	100.000,00		
▶ Favourability	176.700	100	918	678	477	-	100	-	100.000,00		
▶ no phase	1.000	0	1.642	909	37	-	100	-	100,00		
	2.474.976	100.000.000	70.692	17.927	23.380		1.000		1.000.000,00		

Export for:

# Phases – Rationale and Metrics



The image shows two overlapping screenshots of the MediaDecision interface. The left screenshot displays the 'Group by Phases' view with a tree structure of categories. A red arrow points from the 'Channel' label to the 'Display' category, from the 'Phases' label to the 'SEA' category, and from the 'Campaign' label to the 'Affiliate' category. The right screenshot shows a dropdown menu with various metrics selected, including Name, Clicks, Views, Touchpoint, Participation, First Touchpoint, Open Rate, Last Touchpoint, Finish Rate, and Budget.

**Channel**

**Phases**

**Campaign**

- Name
- Clicks
- Views
- Touchpoint
- Participation
- First Touchpoint
- Open Rate
- Last Touchpoint
- Finish Rate
- Budget
- #

Export for: Excel

Export for: Excel

# Phases – Result Social App



Group by Channels		Group by Phases				
Expand/Collapse All						
Name		Open Rate	Last Touchpoint	Finish Rate		Budget
▼ Awareness		-		-		
▶ Display		-		-		
▶ E-Mail Marketing		-		-		
▶ SEA		-		-		
▼ Social		-		-		
Facebook Klingelton View 1		0,000 %		0,000 %		
Facebook Willkommen View 1		1,073 %		0,578 %		
▶ Intent to Purchase		-		-		
▼ Consideration		-		-		
▶ Display		-		-		
▶ SEA		-		-		
▼ Social		-		-		
Facebook Klingelton View 1		4,135 %		4,392 %		
▶ Favourability		-		-		
▶ no phase		-		-		
Export for: <input type="button" value="Excel"/>						

# Phases – Display Budget Optimization



## Identify and eliminate Underachiever

Shift Budget to well-performing campaigns

**Result:**  
Identification of 30 % potential Awareness Display Budget Savings!

Group by Channels		Group by Phases				
* ▾		Expand/Collapse All				
Name	Clicks	Views	Touchpoints	Finish Rate	Budget	Open Rate
▼ Awareness			47.81	-		
▼ Display			46.21	-		
Display				100,000 %		0,000 %
Display				50,000 %		0,000 %
Display				0,000 %		0,000 %
Display			70	800,000 %		0,000 %
Display				100,000 %		0,000 %
Display			24	0,000 %		0,000 %
Display				0,000 %		0,000 %
Display				1,333 %		0,000 %
Display				2,113 %		0,000 %
Display			42	0,000 %		0,000 %
Display			5.10	4,566 %		0,000 %
Display				0,039 %		0,000 %
Display				0,000 %		0,000 %
Display			11	0,000 %		0,000 %
Display				0,005 %		0,000 %
Display				0,000 %		0,000 %
Display				0,000 %		0,000 %
Display				100,000 %		0,000 %

# Efficiency Report – Valuable Insights in Monetary Performance Metrics



## Compare Last Click Performance Metrics to Cross-Channel Metrics:

### Identify the Value of Your Entire Multi-Channel Set-Up:

- On Purchase Decision Phase Level
- On Channel Level
- And even broken down to single campaign level

### Key Performance Indicators:

Last Click Orders

<=> Cross-Channel Orders

Last Click Revenue

<=> Cross-Channel Revenue

Last Click ROI

<=> Cross-Channel ROI

Last Click Average Order Value

<=> Cross-Channel Average Order Value

Last Click Cost per Order

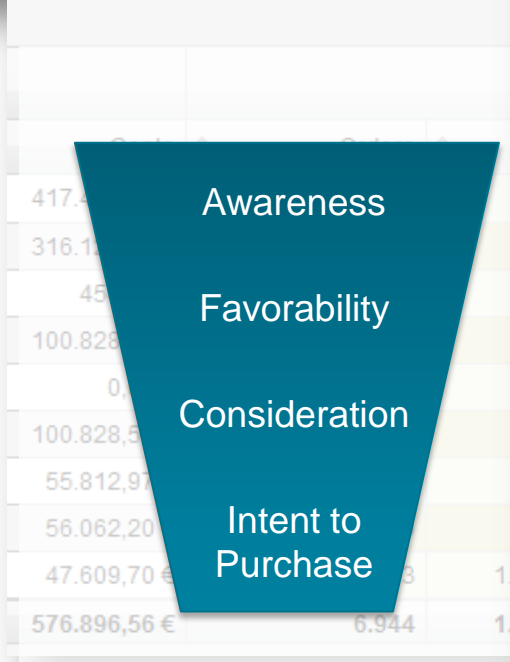
<=> Cross-Channel Cost per Order

# Efficiency Report

Group by Channels		Group by Phases									
Expand/Collapse All											
Last Click Perspective							Cross-Channel Perspective				
Campaign	Costs	Orders	Revenue	ROI	LC-AOV	CPO	Orders	Revenue	ROI	CC-AOV	CPO
▼ Awareness	417.411,69 €	581	132.121,00 €	-68,35 %	227,40 €	718,44 €	637,93	146.595,51 €	-64,88 %	229,80 €	654,32 €
▶ Display	316.128,61 €	356	58.266,00 €	-81,57 %	163,67 €	888,00 €	390,59	65.713,76 €	-79,21 %	168,24 €	809,36 €
▶ SEA	454,57 €	2	798,00 €	75,55 %	399,00 €	227,29 €	3,38	1.072,62 €	135,96 %	317,34 €	134,49 €
▼ E-Mail Marketing	100.828,51 €	223	73.057,00 €	-27,54 %	327,61 €	452,15 €	243,96	79.809,14 €	-20,85 %	327,14 €	413,30 €
Newsletter 1	0,00 €	165	67.296,00 €	-100,00 %	407,85 €	0,00 €	185,79	73.159,09 €	-100,00 %	393,78 €	0,00 €
Newsletter View 1	100.828,51 €						58,17	6.650,05 €	-93,40 %	114,32 €	1.733,27 €
▶ Favourability	55.812,97 €						340,37	100.742,97 €	80,50 %	295,98 €	163,97 €
▶ Consideration	56.062,20 €						2.026,20	358.468,28 €	539,41 %	176,92 €	27,67 €
▶ Intent to Purchase	47.609,70 €						3.939,49	1.048.822,24 €	2.102,96 %	266,23 €	12,09 €
	576.896,56 €						6.944,00	1.654.629,00 €			

Group by Channels		Group by Phases	
Expand/Collapse All			
Campaign			
▼ Awareness			
▶ Display			
▶ SEA			
▼ E-Mail Marketing			
Newsletter 1			
Newsletter View 1			
▶ Favourability			
▶ Consideration			
▶ Intent to Purchase			

Campaign	CPO	CPO
▼ Awareness	718,44 €	654,32 €
▶ Display	888,00 €	809,36 €
▶ SEA	227,29 €	134,49 €
▼ E-Mail Marketing	452,15 €	413,30 €
Newsletter 1	0,00 €	0,00 €
Newsletter View 1	1.738,42 €	1.733,27 €
▶ Favourability	223,25 €	163,97 €
▶ Consideration	27,08 €	27,67 €
▶ Intent to Purchase	11,78 €	12,09 €




# Sales Report

## Rule based Conversion Container Tag: Real-time De-Duplication of Sales

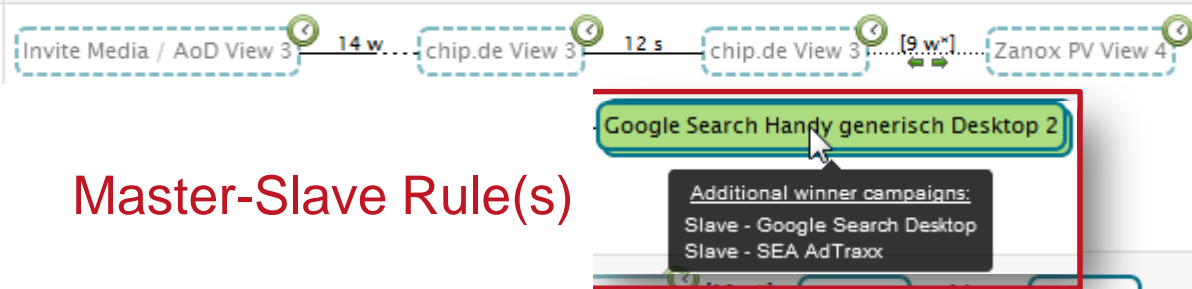
Ca	Winner	Marketingchannel
1961	Google Search Brand Desk...	SEA
1931	payback.de 4	Price Comparison
1941		
1891	Google Search Handy gener...	SEA
1501		
141	sms.de 3	Display
	Google Search Brand Desktop 4	SEA

**Black-List Rule(s)**

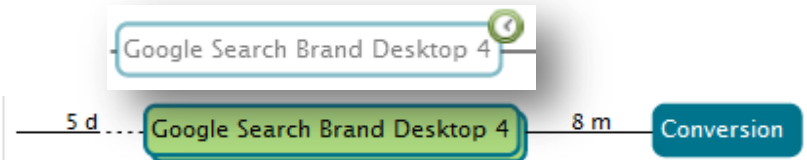


**Master-Slave Rule(s)**



**Cookie Life Time expired**





## Top 5 Actionable Insights

- **Display Budget Optimization of Awareness Campaigns: 30%**  
Identification of 30 % Einsparpotential in Display Awareness: Cut down low-performer and shift Budget to the top-performer
- **Social Media works!**  
Allocate a certain amount of the saved Budget to Social Apps  
Invest in Retargeting to skim the investment of awareness Campaigns
- Preissensible Kampagnen funktionieren über alle Kanäle und Phasen
- Vernetzen der Werbemaßnahmen über alle Kanäle hinweg

# Comparison of Solutions



View-Tracking ✓

No View-Tracking



No Time Limit ✓

30 Days = Max. Duration



Rule-based Conversion ✓  
Container Tag

No Rule-based Conversion  
Container Tag



Concept-driven: ✓  
Marketing Model

No underlying Marketing  
Model

# Advantages



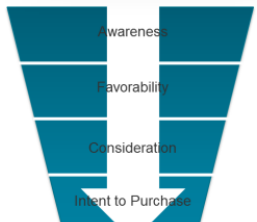
**Enrich** your Customer Journeys with views and discover their influence on your customers' behavior  
**Monitor** Display networks



**Benefit** from tracking **long-term** Customer Journeys for your marketing decisions



**Reduce costs** immediately by de-duplicating winners according to the basic principle "one sale - one winner"



Take advantage of a marketing model that allows you to **strategically plan** your campaigns by **assigning functions to campaigns**

# Why ActionAllocator Elevates Your Digital Marketing to a New Dimension



Concept-driven

Data-driven





Спасибо за внимание  
Спасибо за внимание



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*In Case of questions  
arising during Q&A*

# Additional „Techie-Slides“

- Tagging & Conversion Container Tag
- Conversion Container Tag
- „BanSpam“ – Protect from unrightful Couponing

## 1. Redirect between Ad and Target Website

### Creative

Anzeige zu explido Warum diese Anzeige?

[explido WebMarketing | explido.de](#)  
[www.explido.de/](#)  
Individuelle Erfolgsstrategien für Ihr erfolgreiches Online-Business

Referenzen	Affiliate Marketing
Suchmaschinenmarketing	Conversion Optimierung
SEO	Display Advertising

### ActionAllocator redirect



### Target Page

<http://www.actionallocator.com/cset.php?ex-aid=##&ex-cid=##&ex-url=target-url.ru>



## 2. Tracking of Conversion & Rule-based Tag Management



```
<iframe src="http://www.actionallocator.com/webobjects/Ws/HitTracker.wa/checkpoint?checkpoint=###&http://www.actionallocator.com/cgi-bin/get?id=###&id=##&orderid=[bestellnummer]&currency=[wahrungssymbol]&age=[alter]&value=[umsatz]&customerid=[kunden-id]&sid=[shop-id]&gender=[geschlecht]"></iframe>
```

Exemplary winner pixel



# Higher Mathematics?

$$1 = 3$$



true



false



Higher Mathematics?

1 = 3



true

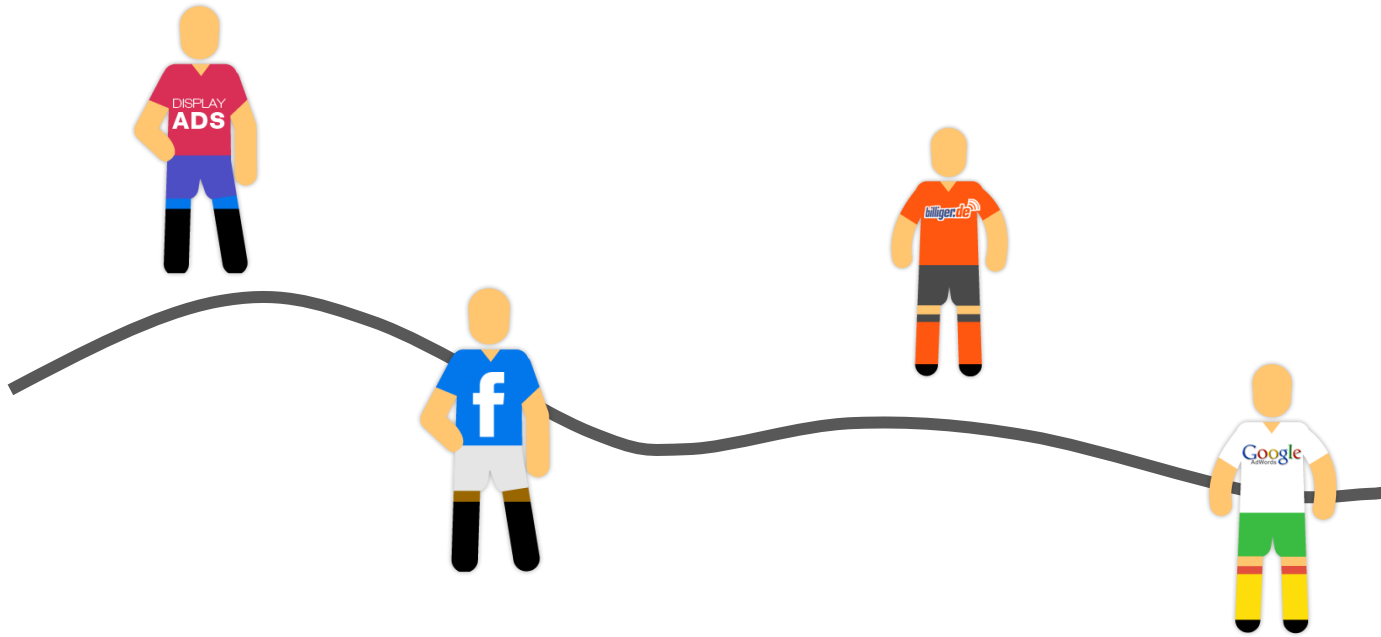


false

Digital Marketing **without**  
Rule-based Container Tag Management



# Your Customers' Journey to Success



Order Confirmation Page

# Focussing on the Conversion

## Digital Marketing **without** Rule-based Tag Management



Order Confirmation Page



All Touchpoints will be compensated/  
credited



## Reduce Costs by De-Duplicating Conversions





## Your Benefit

- Reduce Cost by De-Duplicating conversions
- Rule-Based Compensation resp. Commission:  
You decide who will be tracked as winner of a Customer Journey
- Gain independence from your IT Department by simply implementing one Container Tag once on the order confirmation page





# ActionAllocator – Reduce Costs

## BanSpam - Protect from unrightful Coupons

