IBM Digital Analytics Impression Attribution

Attribute website conversions and page views to impression marketing campaigns for accurate ROI

Display ads and social media investments are necessary investments. However, measuring their effectiveness can be difficult. For example, metrics such as impressions and clicks are but rough approximations that do not measure how impression-based marketing contributes to our bottom line. In addition, you need to be able to analyze online marketing initiatives such as syndicated videos and widgets that users access away from your instrumented website.

IBM® Digital Analytics Impression Attribution is a first of its kind ad hoc reporting solution that helps optimize impression-based marketing initiatives and justify budgets. Now you can analyze and demonstrate how campaigns across the Internet influence website visitor acquisition, conversion and retention.

With IBM Digital Analytics Impression Attribution, you can drive accountable display and social media advertising by analyzing display ad performance using attributable metrics, such as sales, conversion events, page views, unique impression viewers, and more. For more in-depth analysis, use segmentation to target specific audiences and website behaviors. Then, compare performance of different impression marketing initiatives to optimize budget allocation. Finally, customize reports and produce the right data views for your business.

Highlights

- Compare performance among impression marketing initiatives to optimize budget allocation
- Drive accountable advertising by analyzing display advertisement performance using specialized metrics
- View both metrics and visualizations and instantly evaluate online marketing campaign performance
- Leverage campaign attributes such as language, size, genres and more to uncover campaign viewers’ hidden preferences
- Use advanced segmentation to target specific audiences and website behaviors
**Accurately attribute website conversions and page views to impression marketing initiatives to unlock the true ROI of your display ads, videos, widgets, and more.**

**Key challenges and benefits**

Display ads and social media investments can seem like a black-box. Metrics such as impressions and clicks are but rough approximations that do not show how impression-based marketing contributes to your bottom line. Moreover, it is challenging to analyze online marketing initiatives such as syndicated videos and widgets that users access away from your instrumented website.

- Drive accountable advertising by analyzing display ad performance using attributable metrics, such as sales, conversion events, page views, unique impression viewers, and more
- Compare performance of different impression marketing initiatives to optimize budget allocation
- Use advanced segmentation to target specific audiences and website behaviors
- Customize reports and produce the right data views for your business and key decision-makers

“Seton Hall University requires measurable results from Facebook and other forms of social media, tying Facebook investments directly to specific metrics, such as student enrollment. IBM’s approach to quantifying Facebook’s contribution to the bottom line, grounded in the broader analysis of the contributions of other impression-based campaigns is an extremely sophisticated, market-leading take on social media analytics.”

— Senior Director of Strategic Marketing
Seton Hall University

**Get a holistic performance view of all your advertising initiatives**

You depend on different vendor applications to analyze campaign performance. Since these companies are unaware of each other’s implemented solution, they individually take full credit for your website conversions. As a result, you spend time and energy to untangle the data and undo conversion double counting. With IBM Digital Analytics Impression Attribution, you can evaluate how impression-based marketing contributes to your bottom line.
To gain a comprehensive view of your online advertising, use IBM Digital Analytics Impression Attribution to:

- Compare the performance of different advertising initiatives with the parallel comparison metrics
- Select your preferred attribution logic and window and apply them consistently across all initiatives
- Use a single interface to track all advertising initiatives and reduce time and effort of using multiple applications

IBM AdTarget enriches your online advertising by delivering highly relevant messages to a segmented audience. You can measure the effectiveness of your online ad campaigns and the resultant influence on website visitors. The rich set of information on granular visitor activities and profile information helps target a specified audience to increase ad click-through and conversion rates.

IBM Digital Analytics Impression Attribution at a Glance
Learn how IBM Digital Analytics Impression Attribution enables you to:

1. Toggle between metrics and visualizations to identify instantly the best performing and the least performing online marketing campaigns. Apply consistent metrics for true, parallel comparisons.
2. Go beyond impressions and clicks and select metrics that directly demonstrate contribution to your business's bottom line, such as attributed event points and page views.
3. Use a single interface to track all your marketing campaigns, including display ads, widgets, microsites, syndicated videos, and more.
4. Leverage campaign attributes such as language, size, genres, and more to uncover hidden preferences of your campaign-viewers.
IBM Digital Analytics Impression Attribution enables you to track impressions for all your marketing campaigns, including display ads, widgets, micro-sites, and syndicated videos. Apply consistent metrics for true, parallel comparisons. Then, use the inter-face to toggle between metrics and visualizations to identify instantly the best performing and the least performing online marketing campaigns.

Then, go beyond impressions and clicks and use metrics that directly demonstrate contribution to your business’s bottom line, such as attributed event points and page views. Use the information about campaign attributes such as language, size, genres, and more to uncover hidden preferences of your campaign viewers. This information enables you to evaluate campaign ROI. For more in-depth analysis, use segmentation to target specific audiences and website behaviors. Then, compare performance of different impression marketing initiatives to optimize budget allocation. Finally, customize reports and produce the right data views for your business.

**For more information**

To learn more about IBM Digital Analytics Impression Attribution, please contact your IBM marketing representative or IBM Business Partner, or visit the following website: [ibm.com/software/marketing-solutions](http://ibm.com/software/marketing-solutions)