



LYNCHPIN

Managing The Gary Lineker Effect

A Guide to Campaign Attribution That Goes "Beyond the Last Click"

"Butcher to Sansom, lovely touch by Beardsley, cross from Hodge, Lineker!"



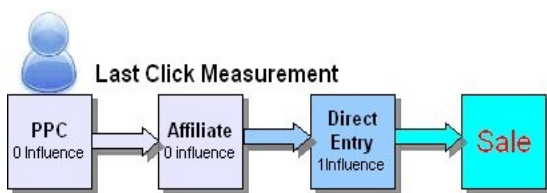
So often Lineker was the man 5 yards out putting the ball in the net. He was the goal poacher and the headline maker: the rest of the team took a back seat despite providing the killer passes, winning the ball back and generally putting in the bulk of the effort.

The **Gary Lineker Effect** is an analogy first used by Matthew Tod for **attributing all the credit for an online conversion to the last click**.

The typical online customer journey involves **multiple visits** to a website across many days, weeks and months and across a **variety of channels** (paid search, email, direct, etc.) The problem exists because the indirect marketing channels and campaigns don't stick the ball in the net so get none of the glory.

Awareness

While awareness of the **effect** has increased, **awareness of the solutions have not**. Traditional web analytics tools can only measure the last click, creating a dilemma for marketers profoundly aware of the issue but unable to see the entire journey.



(Last Click Measurement)

The solutions to this, like most things in web analytics, involves biting off what you can chew! There are a variety of methods that can be used so pick one that gives you **quick wins** and develop it from there. Our suggested approach, outlined below, involves **two stages**, and **two associated metrics**:

1. Understanding **whether** channels are playing a role across multiple visits and tying this straight back to sales. For this we use the metric **number of sales influenced**.
2. **Quantifying** the impact of the multi-visit influence. For this we need a reliable model for comparison - **weighted sales value**.

Number of Sales Influenced

The **number of sales influenced** metric quantifies the total number of **sales** involving a **prior visit** from a channel within an X number of days. We do this by measuring the **customer touchpoints** across each channel enroute to conversion and then aggregating these as a **sales influenced total**.

| Conversions | | |
|----------------|-----|-------|
| Direct Entry | 165 | (37%) |
| Natural Search | 154 | (35%) |
| Other | 83 | (19%) |
| Email | 18 | (4%) |
| Feeds | 17 | (4%) |
| Paid Search | 7 | (2%) |
| Affiliate | 1 | (0%) |

(Last Click)

| Channel | Sales Drivers by Channel | |
|----------------|--------------------------|------------------|
| | % of Sales Influenced | Sales Influenced |
| Natural Search | 57.9% | 216 |
| Direct Entry | 51.2% | 191 |
| Other | 28.7% | 107 |
| Email | 20.1% | 75 |
| Paid Search | 7.8% | 29 |
| Feeds | 6.2% | 23 |
| Banner | 1.3% | 5 |
| Affiliate | 0.8% | 3 |

(Sales by Influence)

The above example indicates that email led to 18 **direct** sales but **influenced** 75 sales. That means 75 of the conversions occurring on this day involved prior email visits from the very same customers within the last 30 days.

The prior visit latency is often set to 30 days to reflect typical affiliate CPA deals that so easily lend themselves to frustrating analysis gaps and confusions. Affiliates are adept at playing a role within the research cycle and

About Lynchpin

Lynchpin is a web analytics consultancy with marketing and technical clout.

- We help our clients manage, interpret and apply the data from web analytics tools to improve their online presence in business terms.
- We use our in-house expertise and advanced technology to build innovative and efficient solutions to reporting and analysis challenges.

Contact us to find out more

Call us on 0845 838 1136

Email us at info@lynchpin.com

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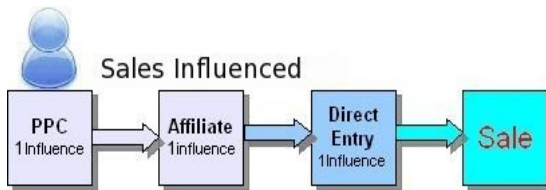
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then claiming all the credit for a subsequent conversion - directly contradicting the data seen within an analytics platform. However, this headache is not unique to affiliate traffic - looking at things from a last click perspective simply doesn't tell you the whole story for any marketing channel.

This type of reporting is a great **quick win** for understanding the **influence** of channels involved in the research stage of the customer buying cycle. However, **attributing 100% influence to a touchpoint is not a good basis for comparative analysis** as it tends towards **over inflation** of sales figures. The following example sums this up:

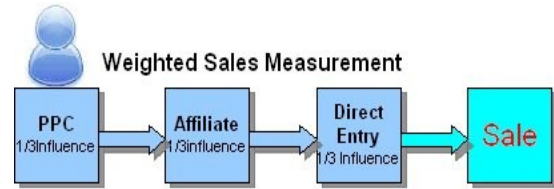


(1 sale and a total of 3 sales influences)

At the next stage we want to see the **exact influence of each channel divided equally** and not aggregated to garner greater campaign performance analysis. In order to achieve this, we need a comparison of campaign performance that employs a weighting to break down influence to a more realistic level.

Weighted Sales

Weightings can be complex so we take the most simple approach to start with. The same method of analysing the customer journey is used, but this time sees credit for a conversion divided equally amongst all channels involved in visits prior to a sale (within a 30 day window). Analysis of weighted data will tell you where your sales are truly coming from.



(Weighted Sales Measurement)

The below screenshot shows each campaign broken down by the weighted influence it has on conversions and value. The influence these campaigns are having on the bottom line can be quickly assessed to determine the real driver of sales. Using these insights means that return on investment is set against fairer criteria than solely relying on the last click methodology.

| Sales Drivers 1 to 10 of 25 | | | | | |
|-----------------------------|-------------------|----------------|-------------|----------|--------------------|
| Source | Identifier | Technique | Conversions | | Value |
| 1. Bookmark or Direct | N/A | Direct Entry | 129.29 | (34.7%) | 63484.64 (34.6%) |
| 2. Google UK | Acme | Natural Search | 33.59 | (9.0%) | 15896.37 (8.7%) |
| 3. Yahoo UK | ACME Corporation | Paid Search | 29.97 | (8.0%) | 15825.85 (8.6%) |
| 4. Google UK | Wacky Inventions | Natural Search | 11.49 | (3.1%) | 3340.97 (1.8%) |
| 5. Google UK | Beep Beep | Paid Search | 7.78 | (2.1%) | 1863.12 (1.0%) |
| 6. JunSpecials | | Email | 5.64 | (1.5%) | 2093.43 (1.1%) |
| 7. MemberSpecials | | Email | 5.31 | (1.4%) | 3146.59 (1.7%) |
| 8. Bing | ACME | Natural Search | 4.54 | (1.2%) | 2597.89 (1.4%) |
| 9. HotUKDeals | hotukdeals.com | Affiliate | 3.73 | (1.0%) | 1217.30 (0.7%) |
| 10. Google Maps | maps.google.co.uk | Other | 3.63 | (1.0%) | 1464.88 (0.8%) |
| Page Total | | | 234.97 | (63.0%) | 110931.03 (60.5%) |
| Grand Total | | | 373.00 | (100.0%) | 183343.69 (100.0%) |

(Sales Drivers by Campaign)

Choosing to analyse campaign and channel performance in this manner is crucial to marketing. Understanding the bigger picture is essential - it empowers decision makers to make informed decisions on their marketing mix that yield greater online marketing ROI.

The above screenshots are taken from the Lynchpin Sales Driver Report.

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