

HOW CENTER PARCS INCREASED THE PERFORMANCE OF ITS DIGITAL MEDIA SPEND THROUGH CLICK ATTRIBUTION

CHALLENGE

Center Parcs and Golley Slater have been working together since September 2006 across all online channels, including email, display, social media and search along with creative and website development.

The online activity has gone from strength to strength with the online bookings for Center Parcs now over 70% as opposed to 15-20% before 2006. A key element that was missing was an understanding of the contribution each channel makes across the entire click path, with a specific focus on understanding generic keywords that initiate or assist a conversion and using these insights to maximize ROI. Center Parcs and Golley Slater faced a number of key challenges and partnered with IgnitionOne in order to find a solution.

MULTIPLE PLATFORMS TO TRACK ALL MEDIA CHANNELS

Marketers often report the same conversion multiple times as a result of using separate tools for tracking across different channels; e.g. an analytics tool for post-click conversions and Dart for Advertisers (DFA) for Display post-view conversions.

Center Parcs conversions were being tracked multiple times and with no ability to be “de-duped.” Therefore, it was therefore difficult to get an accurate depiction of the contributions of each channel and took a drawn out process to identify their real marketing ROI. This made it challenging to allocate budgets most effectively across channels.

UNDERSTANDING THE CONSUMER JOURNEY ACROSS ALL CHANNELS

Center Parcs, like most online marketers, was giving all credit to the last click or exposure that led to the conversion—the approach known as “last click

attribution.” When using this method, multiple clicks may occur from a consumer across the same or multiple channels, but only the last one that resulted in the action or booking gets credit. This is common practice because most technologies do not offer the ability to track and optimize multiple clicks across channels.

When all credit is given to the last click that resulted in a conversion, marketers run the risk of moving budget away from channels and keywords that may have been critical in influencing the consumer to convert earlier in the decision making process.

FINDING THE CORRECT ATTRIBUTION MODEL

It is very difficult to pinpoint the correct attribution model for each media discipline. To do this, many different scenarios have to be tested to see the impact each would have on the number of conversions and revenue on each channel, down to the keyword level.

GENERATE INSIGHTS THAT ALLOW REAL-TIME OPTIMIZATION

Most analytics tracking tools provide the data, but don't give insights on cross-channel interactions or use the data to optimize paid search keywords effectively by using bid management rules in real time. Additionally, many tools do not provide the consultative service, support and client based analytics needed to use this data effectively.

After a thorough technology audit of the UK marketplace, Center Parcs and Golley Slater turned to IgnitionOne. This selection was due particularly to IgnitionOne's advanced attribution technology needed to meet these challenges and optimize their online spend across all channels. Other key reasons for selecting IgnitionOne were:

- Advanced search, email and digital media tracking platform
- Cross-channel media insights on exposures, which assist sales to understand user exposure paths
- Use of insights and ability to perform attribution analysis based on marketing goals upon request
- Use of data for budget allocation and optimization
- Ability to use a combination of rules based and portfolio bid optimization

IgnitionOne's advanced search and digital media attribution platform allows Center Parcs and Golley Slater to see a consumer's entire click path across all channels leading to the conversion and uses this data for optimization. When considering allocation of online budget, clients using IgnitionOne are able to see multiple clicks across their paid search, natural search, display, affiliates, and email. In addition, IgnitionOne provides support to perform attribution analysis and recommends a custom weighting method specific to individual clients and marketing goals.

5 STEP APPROACH TO MAXIMIZE REVENUE ACROSS DIGITAL CHANNELS

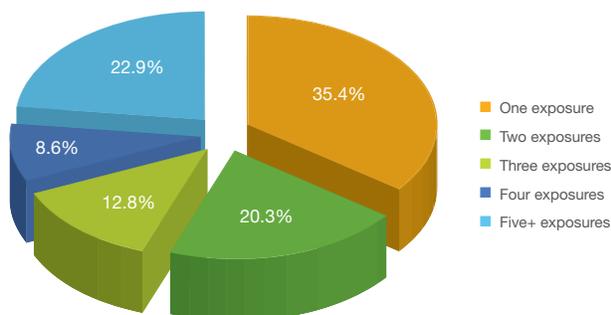
1 Analyze the number of touchpoints in the online marketing mix and understand the full interactions of all channels

From the initial analysis, it was found that 64.6% of paths have more than one click or exposure and that more than 50% of Center Parcs customers were interacting on more than one media channel before converting. The average number of exposures before conversion was 3.4 across all channels.

Key insights found:

- 42% clicked on a PPC ad and booked with no other channel involved in the booking
- 52.1% clicked on an organic search term, a PPC ad, and then made a booking

% of Exposures



- 4.8% viewed a display ad then clicked on a PPC ad and made a booking
- 0.4% clicked on a display ad and then a PPC ad and made a booking

The decision making process on which scenarios should be run was based on the amount of interaction there is between the channels.

2 Define channel prioritization

IgnitionOne enables advertisers to let specific channels take pre-determined priority over other channels, meaning clicks or exposures won't get any credit over channels which are in higher tiers (set by the client).

Below is a generic example of flexible attribution and channel prioritization taken from IgnitionOne's Digital Marketing Suite.

Attribution → Profiles

Profile:

Profile Name:

Attribution Rules: First Exposure Last Exposure Even Distribution Custom Distribution

Affiliate Attribution: Include All Exposures from Affiliate Group Include Only Client Exposures

Channel Priorities	Priorities	Exposure Type	Weight	Lookback Window (Days)
Tier 1	Paid Search	Click	100	30
Tier 2	Natural Search	Click	100	30
	Paid Inclusion	Click	100	30
Tier 3	Display/Other	Click	100	30
	Display/Other	View	100	30
Tier 4				

Using the IgnitionOne platform to reprocess the last 60 days of data, with different levels of credit and prioritization given to each channel, Golley Slater and Center Parcs were able to define the value of an impression and reviewed:

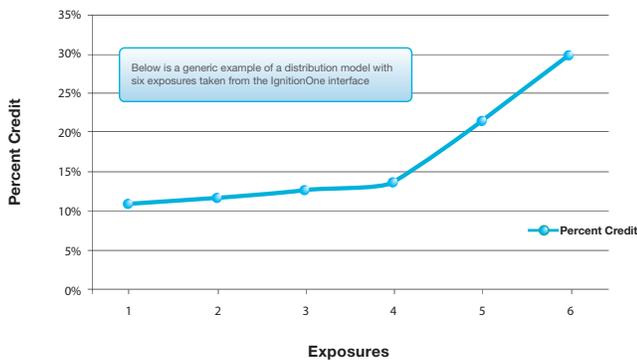
- Display clicks over display views
- Organic search and email channel priorities over paid media channels
- Display view lookback window
- Display view weight

All attribution settings had been reviewed based on the current competitive landscape, TV, above the line campaigns and ad creatives. In addition, settings could be varied seasonally.

3 Distribution

IgnitionOne enables advertisers to move from a last click and exposure distribution to a customized distribution model. A key USP of the IgnitionOne technology is that Golley Slater can analyze 60 days worth of data through various scenarios to see how each would have impacted bookings and revenue. Using a different range of distribution models, Golley Slater compared this against the traditional last click attribution method to evaluate the most accurate distribution model for Center Parcs. As a result, Center Parcs and Golley Slater altered the campaign settings and agreed on the right distribution model. This was based on the number of bookings and revenue allocated to each channel, campaign, placement and search keyword; e.g. for illustration purposes.

6 Exposures



4 Insights

Finding the best suited weights is often an iterative process of viewing how credit is distributed and understanding the logic behind whether or not it best suits the dynamics of the business. With the new tier prioritization, channel settings and distribution model, Center Parcs and Golley Slater observed a significant shift in the balance of revenue attributed between paid search and organic search.

5 Apply insights and optimize through IgnitionOne’s portfolio optimization technology

After 3 months of testing, Golley Slater, Center Parcs and IgnitionOne agreed on the new attribution settings, customized a distribution model and implemented bid rules using IgnitionOne’s proprietary portfolio optimization technology (SPOT). Budgets allocated to each channel and campaigns were reviewed more accurately due to being able to eradicate duplicate bookings and re-attribute conversion data. Visibility on generic keywords and brand increased, which resulted in a decrease in CPC and an increase in revenue.

SPOT’s prediction and optimization engine is driven by nonlinear statistical modeling and other advanced mathematical techniques to find the optimal bid for each keyword across multiple search engines. IgnitionOne dynamically allocates a client’s budget across their portfolios of keywords based on business goals. SPOT’s technology then closely monitors click-through and conversion rates, adjusting results consistently based on real-time findings.

“ Cross media management enables us to accurately review the performance of all our online channels, but more importantly, allows us to direct budget to achieve the greatest return on investment for our business.

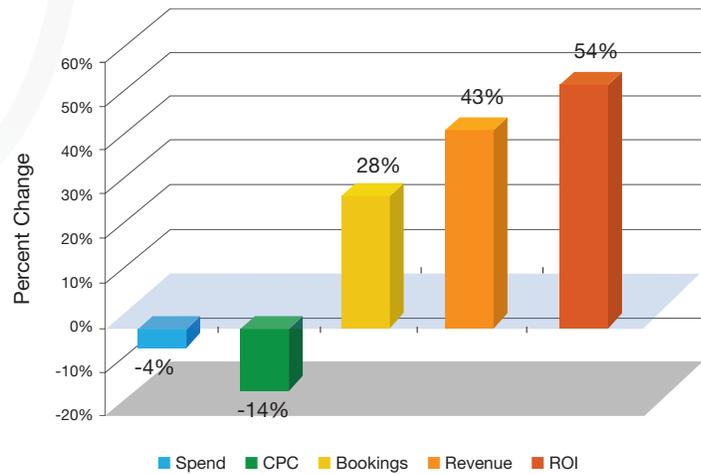
— Jo Button
E-commerce Marketing Manager, Center Parcs UK

RESULTS

Center Parcs saw significant year-over-year improvements in CPC, ROI and revenue. The client now has confidence that their online advertising budget is being tracked, attributed, measured and spent more accurately to optimize ROI. The key performance indicators we benchmarked against saw the following results, with a 4% decrease in paid search spend:

- **14%** decrease in CPC
- **28%** increase in overall bookings
- **43%** increase in overall revenue
- **54%** increase in ROI

YoY Performance Comparison



ABOUT IGNITIONONE

IgnitionOne is revolutionizing the online marketing technology landscape with the world's first "closed loop" Digital Marketing Suite. Our technology offers multiple solutions to improve online performance within a single interface, from managing and optimizing online advertising (search, display and Facebook), to attributing results across channels and improving website conversions.

IgnitionOne currently powers more than \$20 billion in revenue each year for some of the world's leading online marketers, including General Motors, Chico's, Ann Taylor, Fiat and advertising agencies such as Digitas, MRM Worldwide, CyberAgent and more.

“ Giving our clients real insights into their consumers journey has always been the most difficult area for online. IgnitionOne's platform not only provides these insights but also allows our team to react on the fly and apply real-time business rules, which in this case have generated magnificent results for Center Parcs.

— Mark Fagan
 Digital Media Director, Golley Slater
 Chairman, IPA Search