



Why most digital agencies work with bad data (and don't know it)

Digital advertising has exploded because advertisers can measure performance in real-time and optimize their campaigns based on real data. Unfortunately, most advertisers don't realize the data that their digital agency uses only provides a one-dimensional view of their advertising that is, at best, incomplete. Here's why...

The Problem



STEP 1

A consumer sees a display ad that highlights special offers on a product he is considering purchasing.

STEP 2

After seeing the ad he searches for the brand, clicks on a search ad, and purchases the product online.



The real sequence of events is one customer seeing two ads, clicking on one ad, and purchasing one product. The agency reporting will show one purchase attributed to the display ad and one purchase attributed to the SEM ad because the two reporting systems are separate and don't recognize each other. There are now two mediums claiming complete credit for one purchase.

THIS IS HOW MOST DIGITAL MEDIA IS MEASURED, AND IT'S WRONG!

The Solution

TCAA employs a custom system for our clients that solves this problem. By accurately measuring how customers interact with different types of online ads, TCAA can measure the CONTRIBUTION of each ad to the sale. This allows a complete view of the true path to conversion across different digital advertising methodologies and helps clients optimize their entire digital media mix to improve ROI in real dollars.

The Facts

- > Client used separate platforms for both search and display campaigns which was providing inaccurate data
- > TCAA recognized the challenge and presented a plan to unify reporting across all systems, de-duplicating tracking and reporting
- > TCAA customized a solution using existing systems to allow for the easiest possible transition
- > Prior to implementation, 35.5% of client conversions were being double-counted in display and search silos

The Results

For the first time, the client was able to see the relationship between search and display advertising. In a single campaign, 45% of ALL search conversions were being driven by rich media display ads. Instead of talking about the “purchase funnel” or “path to consideration”, we found it. When a conversion was driven by both search and display, 89% of the time it began with display and ended with a search event. This means that the success of search started with display advertising.

TCAA was able to optimize search and display campaigns, identifying placements that had a high likelihood of “assisting” conversions. Furthermore, media budgets were more effectively managed; optimizing campaigns between search and display led to overall improvements in campaign performance.

The Bottom Line

If you run your search and display campaigns separately you are working with inaccurate data. Bad data drives bad decisions. If you are “optimizing” using bad data, are you really optimizing at all?

What has your reporting done for you lately? Contact us at info@tcaausa.com.

