multi channel

tracking & measurement

p5

Plumb5 for Advertisers

Plumb5 makes it easy for advertisers to track, monitor, measure their advertisements **across channels**, till the point of purchase. With more than $70 billion being spent on digital advertising, **conversions, purchases and ROI** will be the key focus.

Using Plumb5's **probabilistic attribution model**, advertisers can plan the most **effective media mix** for their campaigns and make sure, there is value for every penny spent
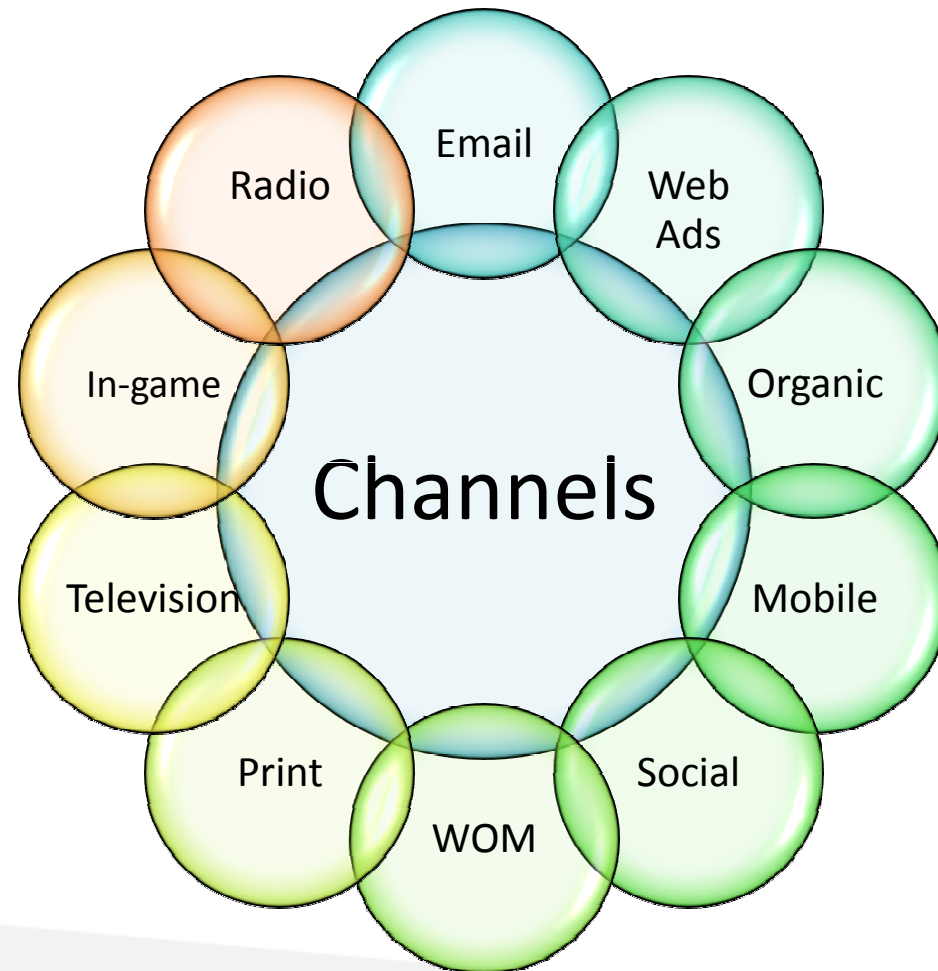
▸ **Getting your decisions right.**

To get the decisions right,
you need to get your numbers right.

To get the numbers right,
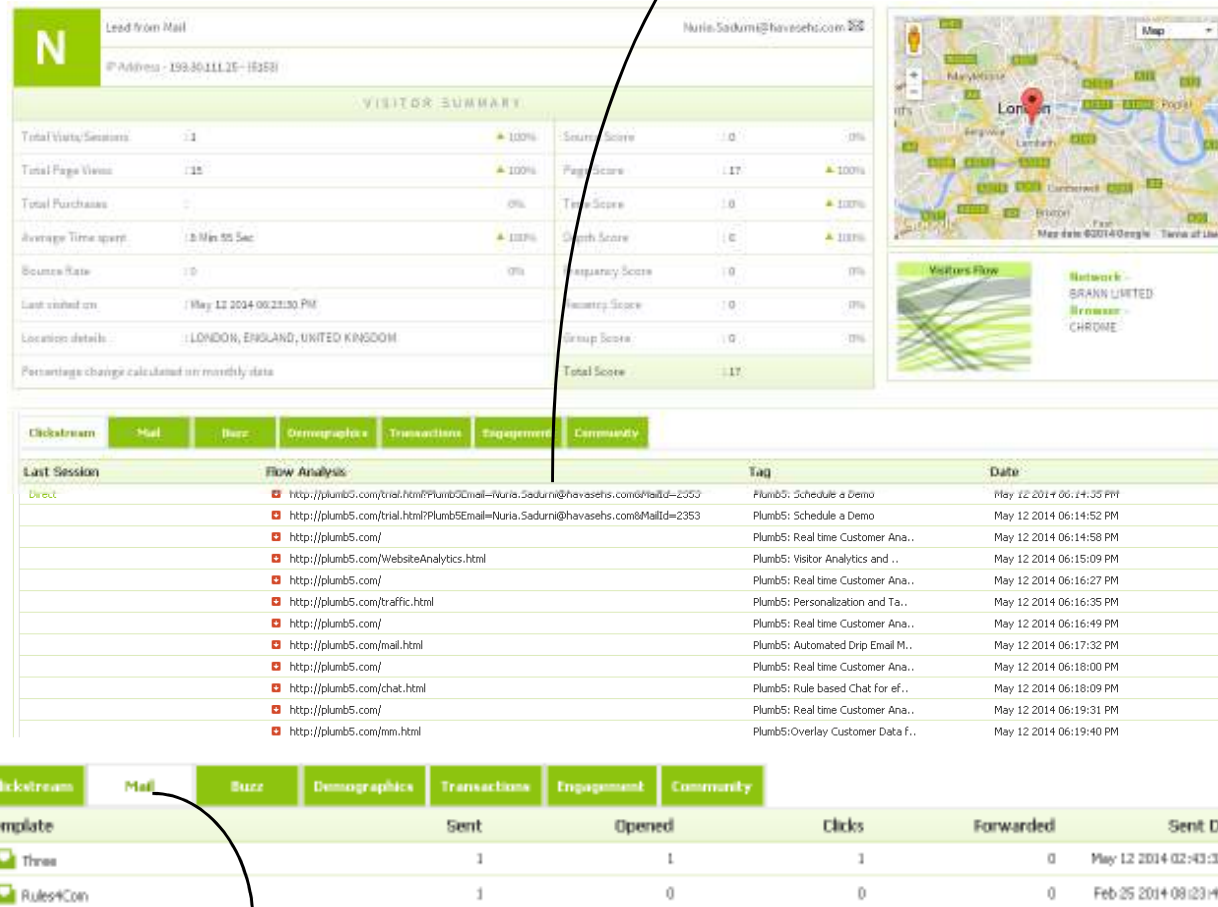## you need to track your ads across channels

Tracking Ads across Channels

Plumb5 offers the advertiser, a single platform to monitor ad responses

p5

Email Marketing

Click-stream journey
Of the mail recipient

History of emails sent to a particular mail recipient

Measuring your email campaigns can be seamless

Start tagging your email campaigns and start monitoring recipient's behavior, once they are on the site

Get popular campaign flows and enable conversion goal paths

Get Campaign History by recipient and target your email campaigns effectively

Online Advertising

Measure each of your campaign by source and visitor engagement, right up to purchases

Enable Onsite Re-marketing for visitors who deviate from the conversion goal path.
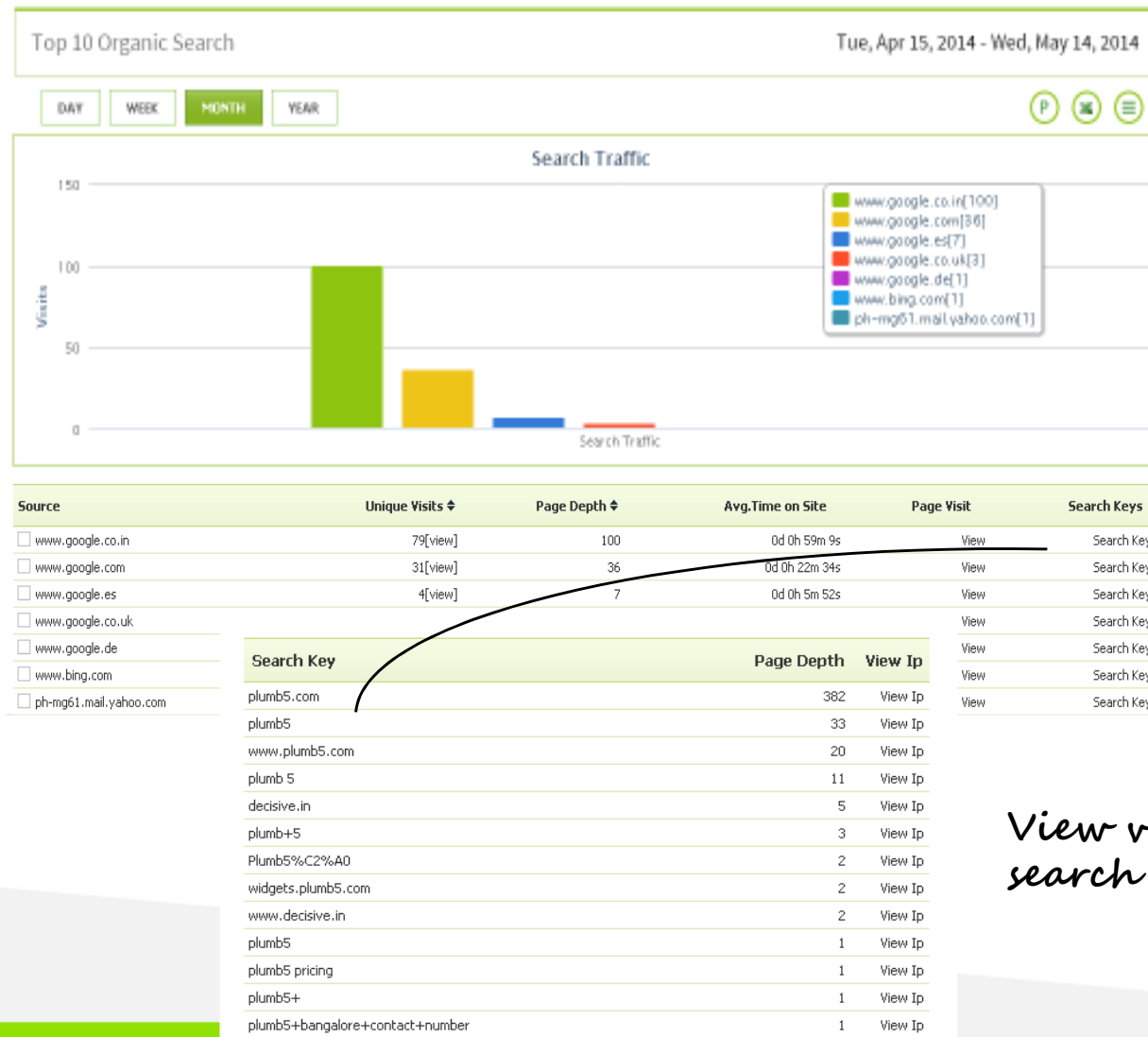
Enable Lead Generation workflows for visitors, visiting from your online campaigns

Integrate Google Adwords and sync with visitor behavior to understand effectiveness of paid campaigns

View behavior and engagement of visitors, visiting from your ad campaigns

Source	Unique Visits ⬍
☐ srv2.plumb5.in	378[view]
☐ www.plumb5.in	198[view]
☐ plumb5.in	78[view]
☐ www.nextbigwhat.com	118[view]
☐ www.iamwire.com	107[view]
☐ plumb.growthbox.com	23[view]
☐ www.prweb.com	86[view]
☐ www.plumb5.com	50[view]
☐ engauge.plumb5.com	49[view]
☐ vcaretrichology.com	84[view]

Page Analysis — Tue, Apr 15, 2014 - Wed, May 14, 2014

Page Views	Unique Visits	Source count	City count	Search keys
241	199	10	117	36

Top 5 Sources
www.linkedin.com 1.7%
semalt.semalt.com 4.5%
www.google.co.in 6.7%
www.google.com 10.6%
Direct 76.5%

p5

Organic Search

Optimizing your organic search campaigns is very easy

Monitor which search keyword is working for you

Target Content based on search keyword and optimize your conversion campaigns

Create cohorts of users coming from SEO campaigns and personalize content for better experience

View visitors behavior based on search keywords

Mobile Ads

Just like online ads, measure each of your campaign by source and visitor engagement, right up to purchases

Add identifiers to track ad visitors coming from native apps

Target campaigns when the visitor is on site, based on device type, location or screen resolution

Run personalized campaigns for devices, to move visitors to conversion goal paths

p5
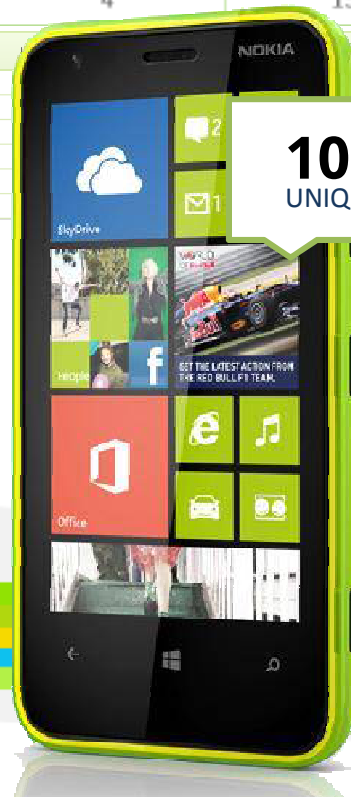
Social Marketing

	AUDIENCE (FOLLOWERS)	POSTS	VIEWS	ENGAGEMENT	CLICKS	REQUESTS
Twitter	↑ 634	↑ 200	↑ 371	↑ 121	↑ 12	0
Facebook	↑ 133	↓ 35	↑ 4089	↑ 208	↑ 52	↑ 2
Quora	↑ 4	↑ 12	↑ 426	↓ 2	↓ 6	0
WordPress	↑ 20	↑ 74	↑ 4012	↑ 129	↑ 94	↓ 3
Pinterest	↑ 24	↑ 69	↓ 42	↓ 3	↓ 5	0
LinkedIn	↑ 34	↓ 14	↑ 3594	↑ 59	↑ 80	↑ 11
SlideShare	↑ 59	↑ 17	↑ 43428	↑ 200	0	0
Google+	↑ 7	↑ 13	↑ 5805	↑ 0	↓ 4	0
YouTube	↑ 2	↓ 3	↑ 165	↓ 5	0	0
	↑ 915	↑ 437	↑ 61561	↑ 727	↑ 253	↑ 11

Connect your social channels and measure your campaigns in one place

Get complete break-down of your campaigns by reach, views, engagement, clicks and conversion metrics
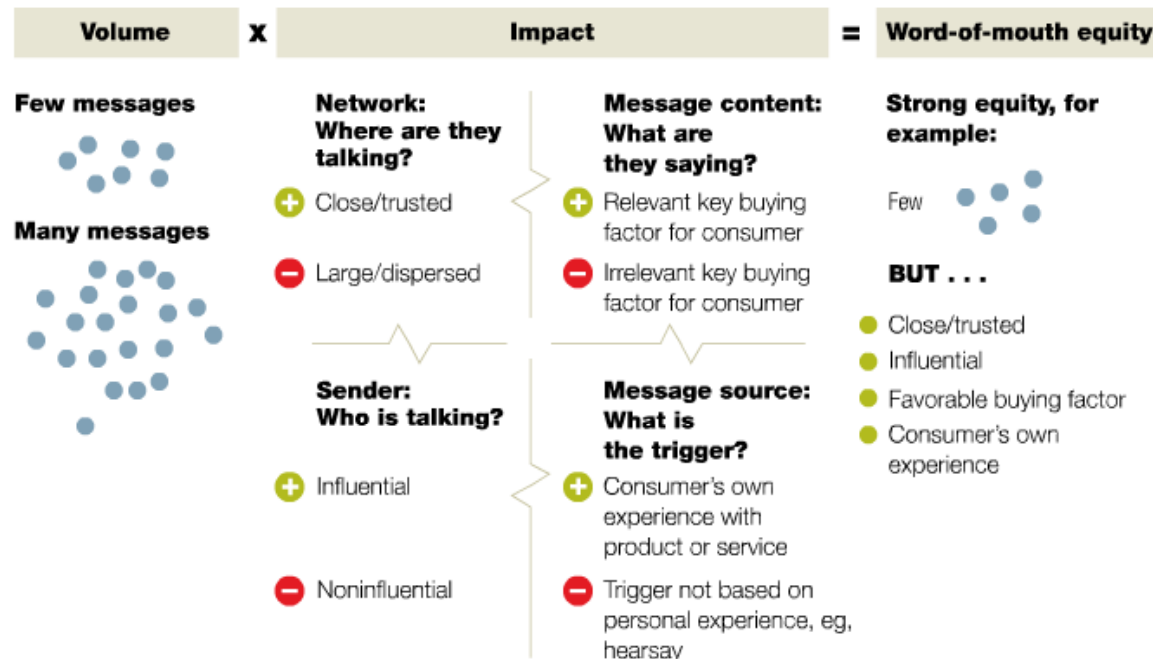
Get in-depth insights of your audience and target your campaigns effectively

Track and measure the effectiveness of your social apps and extend your campaigns based on visitor behavior within your app

p5

Word of Mouth (WOM)

Effect of word-of-mouth messages on company brand

● High impact ● Low impact

| Volume | X | Impact | | = | Word-of-mouth equity |

Few messages

Many messages

Network: Where are they talking?

⊕ Close/trusted

⊖ Large/dispersed

Sender: Who is talking?

⊕ Influential

⊖ Noninfluential

Message content: What are they saying?

⊕ Relevant key buying factor for consumer

⊖ Irrelevant key buying factor for consumer

Message source: What is the trigger?

⊕ Consumer's own experience with product or service

⊖ Trigger not based on personal experience, eg, hearsay

Strong equity, for example:

Few

BUT . . .

● Close/trusted
● Influential
● Favorable buying factor
● Consumer's own experience

Word of Mouth metrics are derived from posts and comments available on the free web

Monitor channels for keyword mentions and understand user's perspectives

Advocate them instantly and build confidence among the audience

Based on user's social influential score, personalize your campaigns when the user is on the site or social app

Image Src : McKinsey

Print Ads | Direct Mailers | Outdoor Ads

All Offline Ads are usually measured by using either QR Codes or by using a designated URL or phone number

Posters, Brochures, Direct Mailers, Print Ads use QR Code to track their viewers while large formats use free toll numbers.

New techniques which include blue tooth messaging, when in the vicinity of the hoarding, is another way to track effectiveness, based on messages delivered

p5

Television Advertising

501 Twitter users count for a TV show during a time range

2116 Total tweets for a TV Show during a time range

Get Social TV insights from conversation related to programs. Use these insights to plan your slots and strategize your campaigns

For ads delivered on IPTV, you can measure by source and visitor engagement, right up to purchases

Ads delivered traditionally are usually measured by using a designated URL or phone number

Compatible with Nielsen Twitter TV API Suite

p5

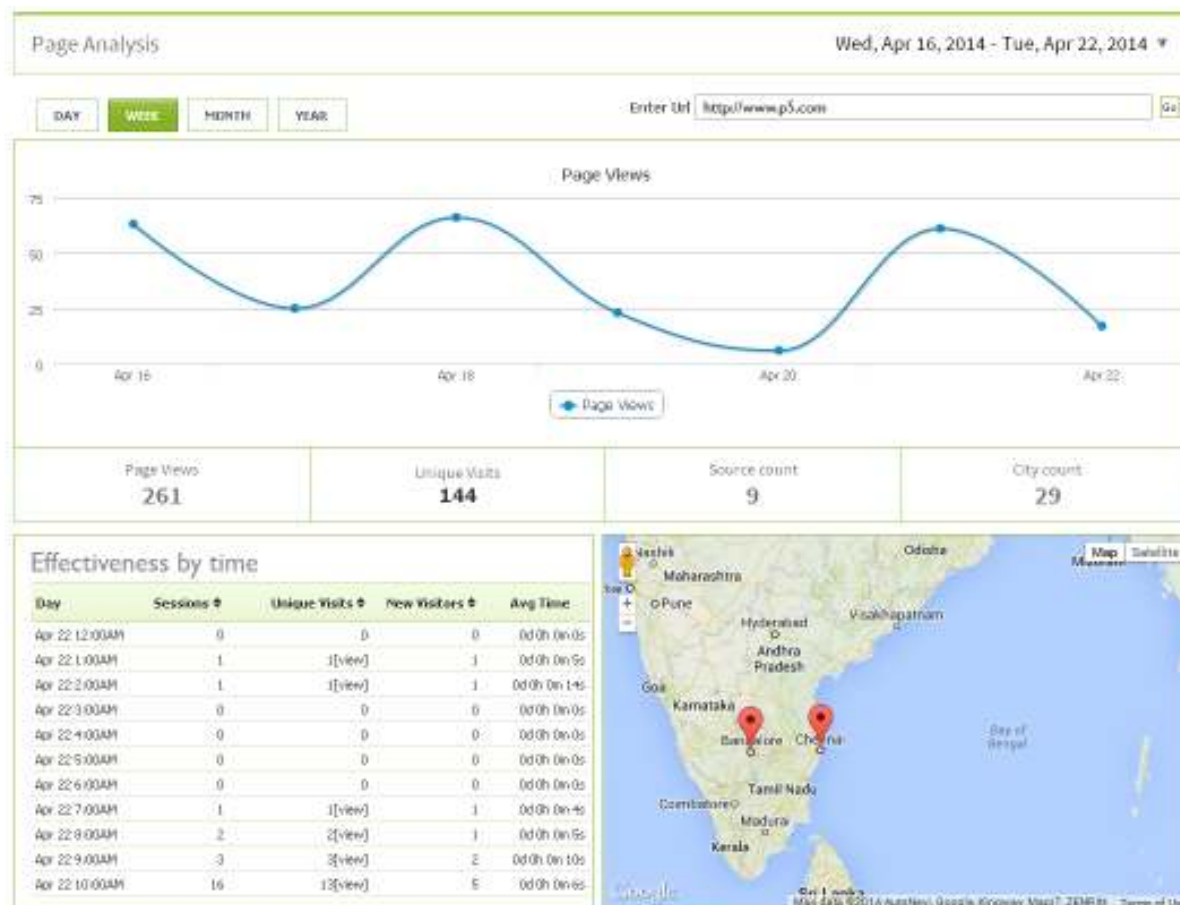# In-game Advertising

216
IMPRESSIONS

Popularly In-game advertising is being delivered using Massive Inc's Ad Server to dynamically display advertising in the game

By integrating data from Massive's Ad Client software, **advertisers can check the effectiveness of the ads, displayed within the game**, within their Plumb5 account
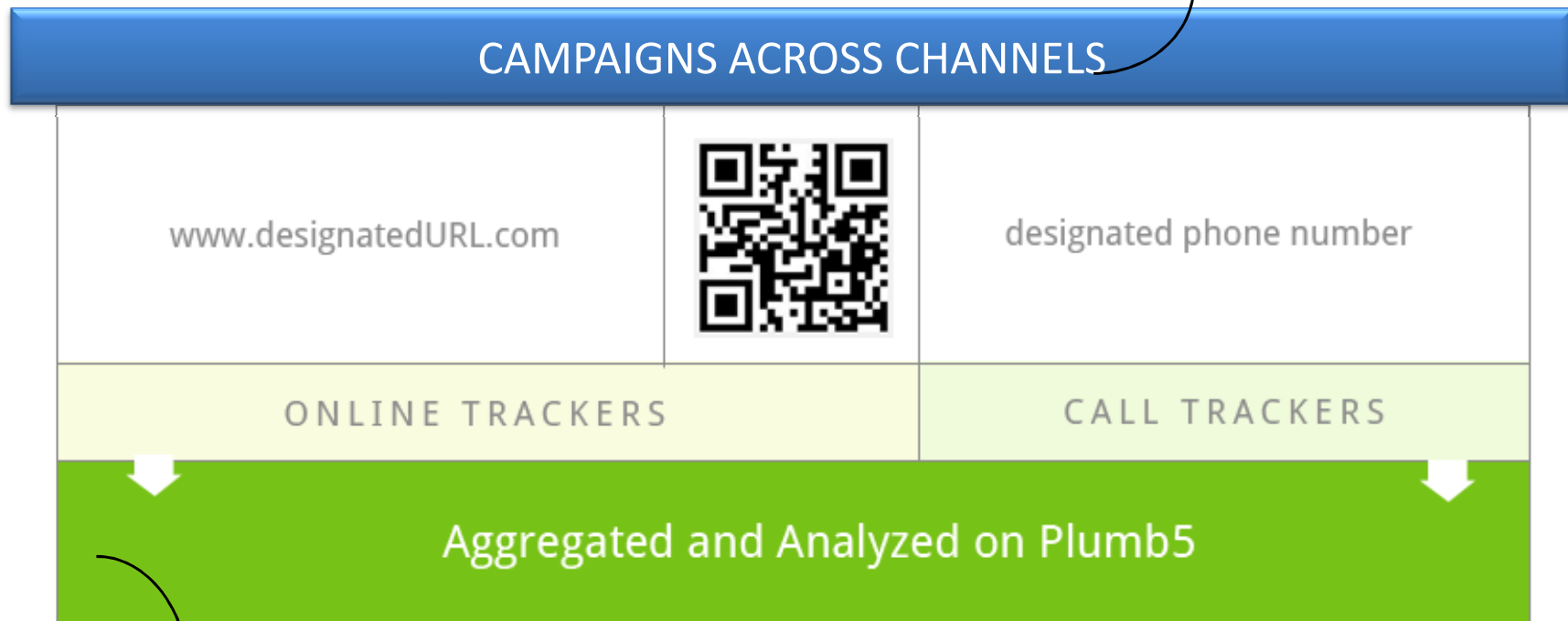
p5

Radio Advertising

Radio Ads can be measured by monitoring visits to a specific URL, which is designated only to a particular radio ad

Measure impressions and click-through from this page, right unto conversions, to understand the effectiveness of your radio campaigns

p5

Unified Channel Tracking

Connect your media campaigns and measure all the way till conversions

Connect all your channels to Plumb5

CAMPAIGNS ACROSS CHANNELS

www.designatedURL.com

designated phone number

ONLINE TRACKERS

CALL TRACKERS

Aggregated and Analyzed on Plumb5

Measure all campaigns from a single platform

p5

Effectiveness by Campaign

Get insights on each unique ad and understand the effectiveness across channels.

LinkedIn

Imps	Clicks	Conv
375	19	4

Youtube.com

Imps	Clicks	Conv
985	42	7

Google Ads

Imps	Clicks	Conv
1662	103	1

Car Magazine (QR Code)

Clicks	Conv
17	1

Imps is impressions; Conv is Conversions

Ad image and metrics are just illustrative

Effectiveness by Channel

Set your conversion pages and get standard attribution reports
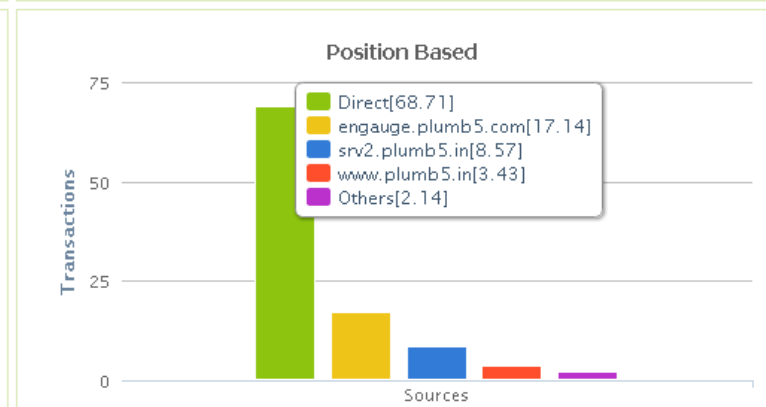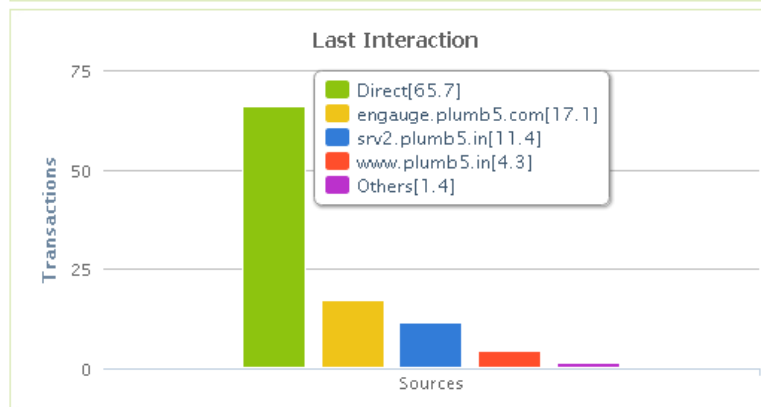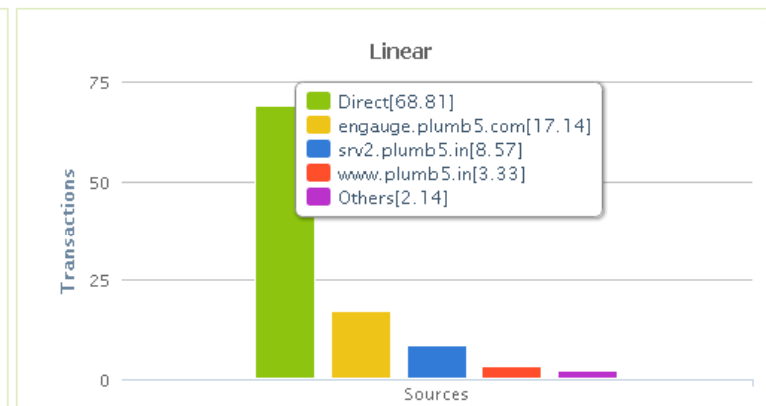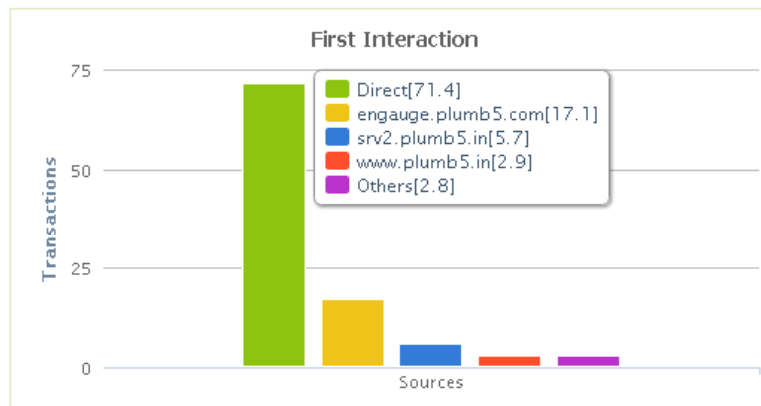
Attribution Model View   Wed, May 21, 2014 - Tue, May 27, 2014 ▼

| DAY | **WEEK** | MONTH | YEAR |

First Interaction

- Direct[71.4]
- engauge.plumb5.com[17.1]
- srv2.plumb5.in[5.7]
- www.plumb5.in[2.9]
- Others[2.8]

Transactions — Sources

Linear

- Direct[68.81]
- engauge.plumb5.com[17.14]
- srv2.plumb5.in[8.57]
- www.plumb5.in[3.33]
- Others[2.14]

Transactions — Sources

Last Interaction

- Direct[65.7]
- engauge.plumb5.com[17.1]
- srv2.plumb5.in[11.4]
- www.plumb5.in[4.3]
- Others[1.4]

Transactions — Sources

Position Based

- Direct[68.71]
- engauge.plumb5.com[17.14]
- srv2.plumb5.in[8.57]
- www.plumb5.in[3.43]
- Others[2.14]

Transactions — Sources

p5

Attributing it right.

Plumb5 provides an advanced probabilistic model where conversion credit is assigned across all touch points for behavior, interaction and engagement

Attribution Model Comparison

COMPARISON
ATTRIBUTION MODELS

		FIRST INTERACTION	LAST INTERACTION	LINEAR	POSITION BASED U TURN	TIME DECAY	P5 ALGO
session 7	**Flow Analysis**		100%	14.29%	40%	25%	**TotalScore-12**
EMAIL	➕ http://plumb5.com/						Page Score (10)
	➕ http://plumb5.com/toolspend.html Purchase ●						Depth (2)
	➕ http://plumb5.com/						
session 6	**Flow Analysis**			14.29%	4%	21.43%	**TotalScore-3**
FACEBOOK	➕ http://plumb5.com/						Page Score (2)
	➕ http://plumb5.com/partners.html						Depth (1)
session 5	**Flow Analysis**			14.29%	4%	17.86%	**TotalScore-3**
EMAIL	➕ http://plumb5.com/demos.html						Page Score (3)
session 4	**Flow Analysis**			14.29%	4%	14.29%	**TotalScore-2**
DIRECT	➕ http://plumb5.com/WebsiteAnalytics.html						Page Score (2)
session 3	**Flow Analysis**			14.29%	4%	10.71%	**TotalScore-4**
EMAIL	➕ http://plumb5.com/present.html						Page Score (3)
	➕ http://plumb5.com/						Depth (1)
session 2	**Flow Analysis**			14.29%	4%	7.14%	**TotalScore-22**
GOOGLE SEARCH	➕ http://plumb5.com/						Page Score (15)
	➕ https://plumb5.com/register.aspx?em=vineeta@decisive.in						Depth (7)
	➕ http://plumb5.com/						
	➕ http://plumb5.com/acr.html						
	➕ http://plumb5.com/						
	➕ http://plumb5.com/platform.html						
	➕ http://plumb5.com/						
	➕ http://plumb5.com/WebsiteAnalytics.html						
	➕ http://plumb5.com/						
session 1	**Flow Analysis**	100%		14.29%	40%	3.57%	**TotalScore-5**
DISPLAY AD	➕ http://plumb5.com/						Page Score (4)
	➕ http://plumb5.com/WebsiteAnalytics.html						Depth (1)

Notice that the most influential session was ignored by the standard models

p5

Planning profitable campaigns with Plumb5

| Track Ads | → | Monitor Interactions | → | Target when on site | → | Drive conversions |
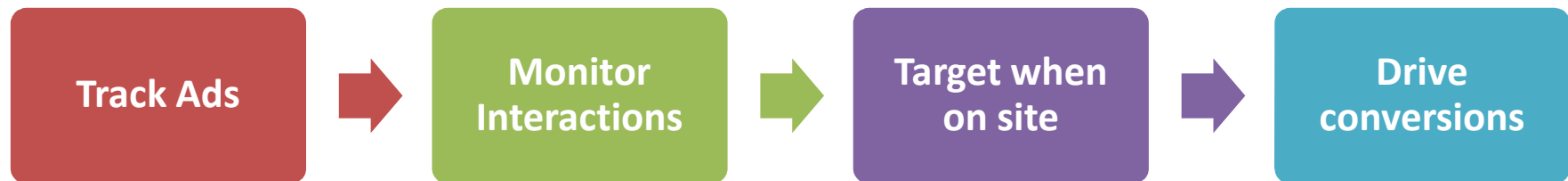
Plumb5 enables advertisers to monitor, measure and deduce smart insights to keep their campaigns effective and profitable

p5

Try it now. www.plumb5.com

p5