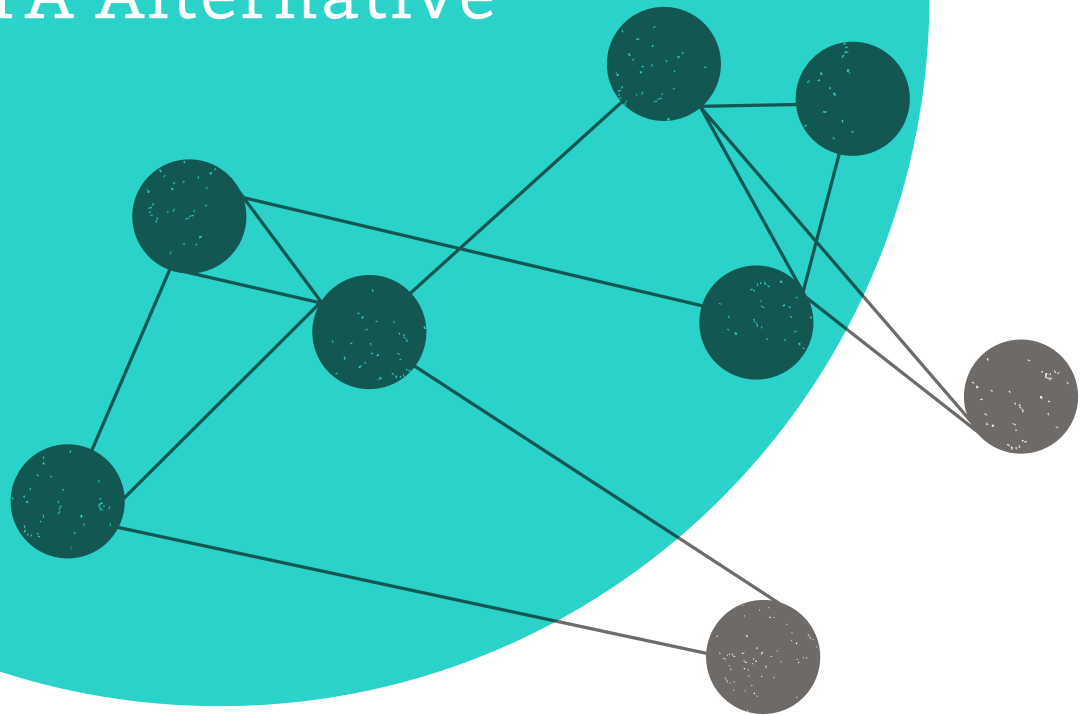




Google Withdraws A360: Your Guide to Finding an MTA Alternative



by **ovativegroup**

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GOOGLE WITHDRAWS ATTRIBUTION 360 FROM THE MARKET

Last week, Google announced to their A360 Partner Group that they are closing the beta for Attribution 360, their full-service Multi-Touch Attribution (MTA) tool. Citing industry-wide issues with 3rd party cookie tracking, the Google attribution team made the call to end service for the platform and focus on re-development to apply learnings from the Beta.



Options for Google Clients

With A360 closed, Google offers two main options for marketers wanting to utilize attribution modeling within Google's stack.

1 Adopt Google Analytics/GA360 attribution models (including data-driven options)

2 Adopt Google Attribution Free*

- a. *Attribution Free is currently closed to new entrants
- b. Google Attribution Free, similar to GA, will not include impression data nor allow for 3rd party tracking



These options present challenges.

Unfortunately, these A360 alternatives are unlikely to be a good fit for anyone looking for a replacement MTA tool. The main issue is that these options are click-only, digital-only solutions – meaning no access to impression data or offline conversions. Furthermore, these solutions have limited ability to track events outside the Google ecosystem, limiting the comprehensiveness of insights delivered.

Pitfalls of a click-only, digital-only attribution model

No tracking of impressions

Moving away from impression tracking leaves out millions of customer media interactions and will often lead to undervaluing impression-based channels, as well as severely limiting opportunities to conduct intra-channel optimizations for upper funnel media. This blinds marketers to the impact of impression-based media on customer pathing and the conversion counts of other channels, including preventing frequency capping analysis.

No insight into digital media's impact on in-store sales

If your business has a substantial offline presence, a lack of visibility to digital's impact on the store could mean underestimating the scale of your media-driven revenue by 50 - 100% or more. In this scenario, standing up even the best digital-only attribution tool could leave you with misleading recommendations at both aggregate and granular levels.

No insight into the impact of addressable offline media

Depending on your business, offline addressable media channels (SMS, direct mail, catalog, etc.) can have substantial media budgets. While these channels have traditionally been measurement blind spots, methods exist to tie these channels into attribution and should be used as data allows.

While tracking each of these variables presents difficulties to MTA and other measurement providers, it is possible to capture portions of the requisite data and to derive actionable insights. By appropriately evaluating these insights, Ovative clients have found significant media optimization success. Gaps in tracking should not prevent organizations from acting, so long as appropriate care is taken.



So, where to go for attribution?

There are many challenges facing the MarTech space right now, and Google's closing of the A360 beta is just another sign that attribution is hard to get right.

In our experience working with many providers and marketers, we see three key problem areas with attribution platforms:



This is why we built the **Ovative Marketing Analytics Platform (MAP)**. We've spent years working in the MarTech space as consultants and media planners, and we understand the environment marketers operate in. MAP is inspired by decades of marketing execution experience and was built to address these key issues.

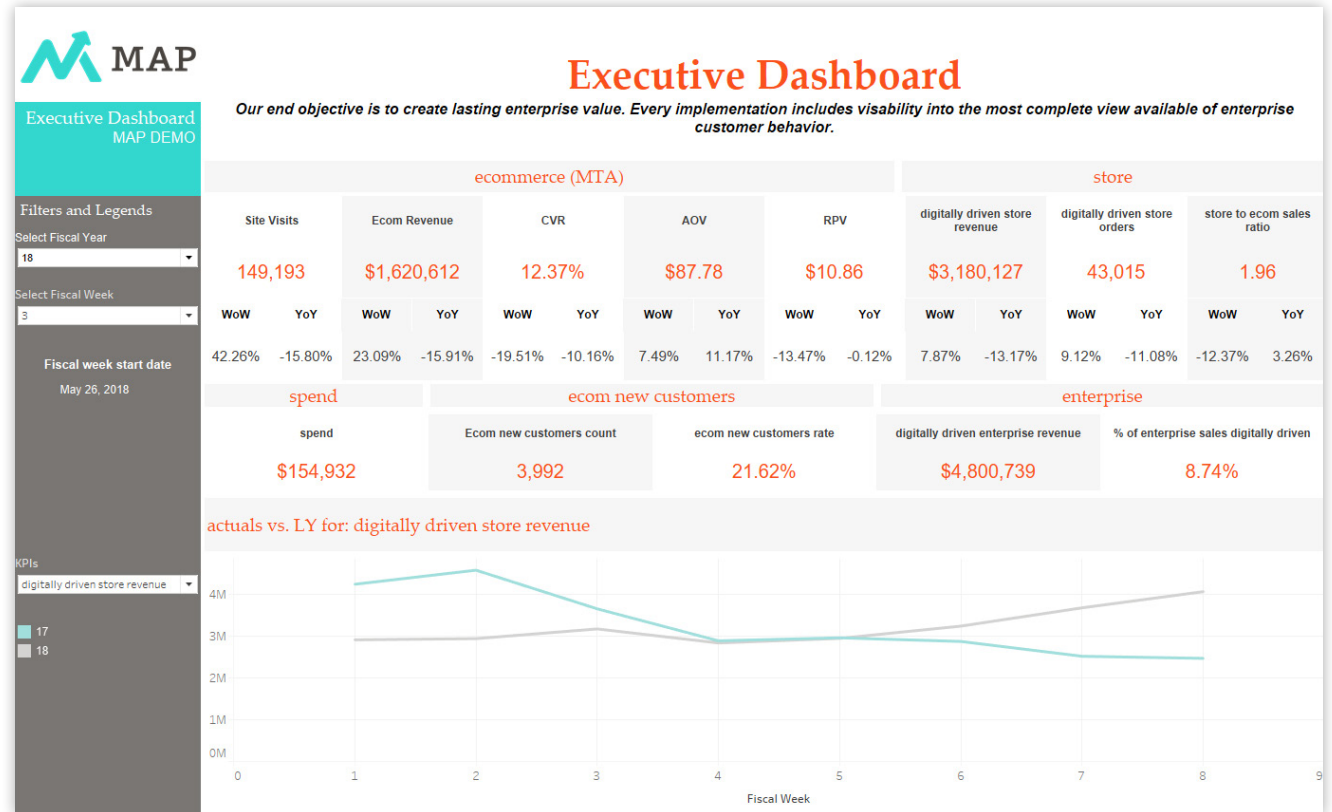


The MAP Approach to Attribution Challenges

Understand the Limitations of Data Collection and use QA to Establish Confidence

Most attribution platforms rely on 3rd party data feeds and/or pixel-based solutions to collect and stitch together media touchpoints.

Some notable blind spots to this approach include walled garden environments (e.g. Facebook custom audience impressions), industry reactions to changing laws (e.g. Google pulling back access to DCM IDs in response to GDPR), and advanced cookie-blocking technologies (e.g. Safari ITP 2.0).



The MAP Approach to Attribution Challenges

There will always be gaps in measurement; it is up to vendors to provide clear lines of sight to these. The MAP team is committed to solving for these gaps as they arise, as well as providing analysis and test support to ensure marketers know when, how, and with what confidence they can activate on the data.

With MAP, data quality is a top priority.

Many attribution providers carry out QA upon implementations, and then hand off the reins of the tool to the users, leading to problems down the road. MAP QA is driven by automated processes and owned by the Ovative team in order to ensure your team has full trust in data inputs and outputs.

Consider the Impact of Online-to-Offline and Customer Attributes

Some attribution providers are offering attribution solutions that live within the silo of events that happen online. Many of our clients see as

much as 80% of their business coming from brick & mortar—focusing exclusively on online leaves marketers blind to the influence digital has on these sales.

If your business exists offline and online, your measurement must consider both offline and on-line conversions and media. MAP collects offline conversions and media channels so that you can measure your business in the same way that customers experience it – seamlessly across devices, channels, online, and the store. We refer to this as Enterprise Measurement.

No multi-touch attribution tool will perfectly account for media incrementality. Issues like audience targeting and bias, always-on media, and non-marketing factors will always play into MTA measurement. We believe the best source of truth for measurement is controlled [incrementality testing](#), so we built MAP to support this use case. MAP allows for clearer insight into true incrementality by enabling the ingestion of in-market test results, as well as considering customer attributes in modeling and reporting.

The MAP Approach to Attribution Challenges

Prioritize Analytics and Activation

The single most important question to judge a technology on: are you using it? Many attribution offerings operate on a self-serve model, leaving your media teams to learn from and execute against the platform on their own. MAP isn't only a technology, it's an extension of your marketing team. The MAP team will help you set marketing priorities, execute in-market tests, and develop a roadmap for fully adopting MTA. 0).

Additionally, MAP uses a data-driven attribution methodology that prioritizes transparency to clients. This allows for a clearer picture of how data outputs are modeled. Our methodology has been fine-tuned by data scientists and media channel specialists alike and is reviewed and updated on a quarterly basis.



MAP by Ovative Group enables decisions based on enterprise value. If you want to schedule a demo or just learn more about the platform, visit our [MAP](#) page here.

Ovative Group unlocks the potential of marketing data to drive enterprise results.

We do this by providing our clients with three services: strategy consulting, omni-channel measurement and media activation. Together, these services maximize enterprise impact by measuring and optimizing marketing investments across channels, locations and devices. Because of this, our clients can grow their revenue and customer base.

Connect with us and learn more.



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