

Closed-Loop Attribution

KEY BENEFIT

Measure and maximize return on ad spend (ROAS) by leveraging our industry relationships, comprehensive coverage, and segmentation and modeling expertise to assess your omni-channel campaigns

Measure the Impact of Your Digital Marketing

Marketers need to connect their digital ad spend to their bottom line.

Our proprietary Closed-Loop Attribution measurement solution allows marketers to measure – in a repeatable and turnkey manner – the impact that omni-channel campaigns have on company-specific metrics and revenue, whether the ‘conversion’ was done online or offline.

Assess the Metrics that Matter Most

Digital media is often heralded for being the most-measurable medium, because brands can monitor and quantify campaign activity, counting the total impressions, clicks, page views, etc. But those metrics don’t tell the whole story.

Rather than counting clicks and impressions, closed-loop attribution enables advertisers to measure the metrics that matter most – namely, strategic and bottom line goals.



EQUIFAX[®]

Closed-Loop Attribution Measures the Impact to Your Business



Websites



Display Ads



E-Mail

Sample Metrics

- Number of new customers
- Incremental purchases online and in stores
- Applications, approvals, non-approvals
- Deposit/asset gathering
- Effectiveness of marketing messages or channels



Addressable TV



Mobile



ABC Inc. Mobile App

Get Started with Closed-loop Attribution

1

Define campaign objectives

Marketer and agency identify campaign success metrics in terms of key performance indicators (KPIs) and defines target audience, media plan, channel, creative, and messaging.



2

Execute the campaign

Campaign is launched via one or multiple channels, coordinated by Marketer and industry providers.



3

Measure performance

Equifax closes the loop to link digital efforts with results by performing an overlap analysis based on ad exposure file and conversion file provided by marketer, agencies, and publishers.



4

Determine next steps

Equifax uses its analytical expertise to identify the campaign elements with the biggest impact on results. Final analysis focuses on next steps to help improve campaign effectiveness, including evaluation of target audience, messaging, offer, publishers, media strategy, profile of responders and other factors.



Reduce reliance on measuring clicks and gain a deeper, more meaningful understanding into campaign performance.

Closed-loop analysis allows marketers to better gauge ROAS, reduce reliance on clicks and gain a deeper, more meaningful understanding into campaign performance. It can help determine if your display ads, addressable TV ads, and other marketing efforts are reaching your optimal target audience to achieve desired results.

Advertisers can be surprised that a campaign that hits targeted consumers and drives conversions might actually have a lower click rate, but a *higher* conversion rate than a campaign that is served to a broader audience. This could result in a greatly reduced cost per acquisition, which means an advertiser can drive business while reducing overall ad spend – a winning combination for many marketers.



Closed-Loop Case Study for Financial Services Firm

Challenge: Create data driven marketing system to support company's omni-channel communication strategy

Solution: Firm worked with Equifax to assign customers and prospects to a set of attitudinal targeting segments that could be applied to multiple channels

Results: Addressable TV campaign to custom segments resulted in an over 500% lift in new account assets; segments could also be applied via online, mobile, direct mail, and other channels to enhance budget efficiency and offer consistent messaging

Why Closed-Loop Attribution with Equifax?

With the right company, closed-loop attribution does not have to be complex. Equifax takes the pressure off of complicated analytics to get to the bottom line:

- 1. Easy omni-channel marketing, from start to finish:** Equifax provides a one-stop-shop to help you segment and onboard your customer file, and execute and measure your omni-channel marketing campaigns with closed-loop attribution.
- 2. Work with an analytically savvy, neutral third-party that has extensive industry connections:** We are not an agency and we won't tell you how to allocate your marketing dollars. However, we have agreements with online publishers, leading mobile providers and cable companies to help you execute and track your campaigns across multiple channels. Plus, our decades of experience in advanced analytics allows us to attribute your campaigns to the metrics that matter most to your company.
- 3. Depend on our comprehensive coverage and match rates:** Equifax already securely holds credit data on virtually every credit-active consumer as well as direct-measured™ financial data that represents approximately 47% of all U.S. investable assets. Leveraging our industry relationships, this extensive coverage enables us to link together onboarded files, ad exposure files, and conversions.
- 4. Count on us to protect your sensitive data:** Organizations across the U.S. have trusted Equifax for over 100 years to handle and protect their data. We may already handle your data and likely already have a seamless process in place to transmit data to us. Plus, Equifax has deep expertise in data management, hygiene, and enhancement.

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