

ATTRIBÚCIÓ, AVAGY A LAST CLICK WINS TEMETÉSE

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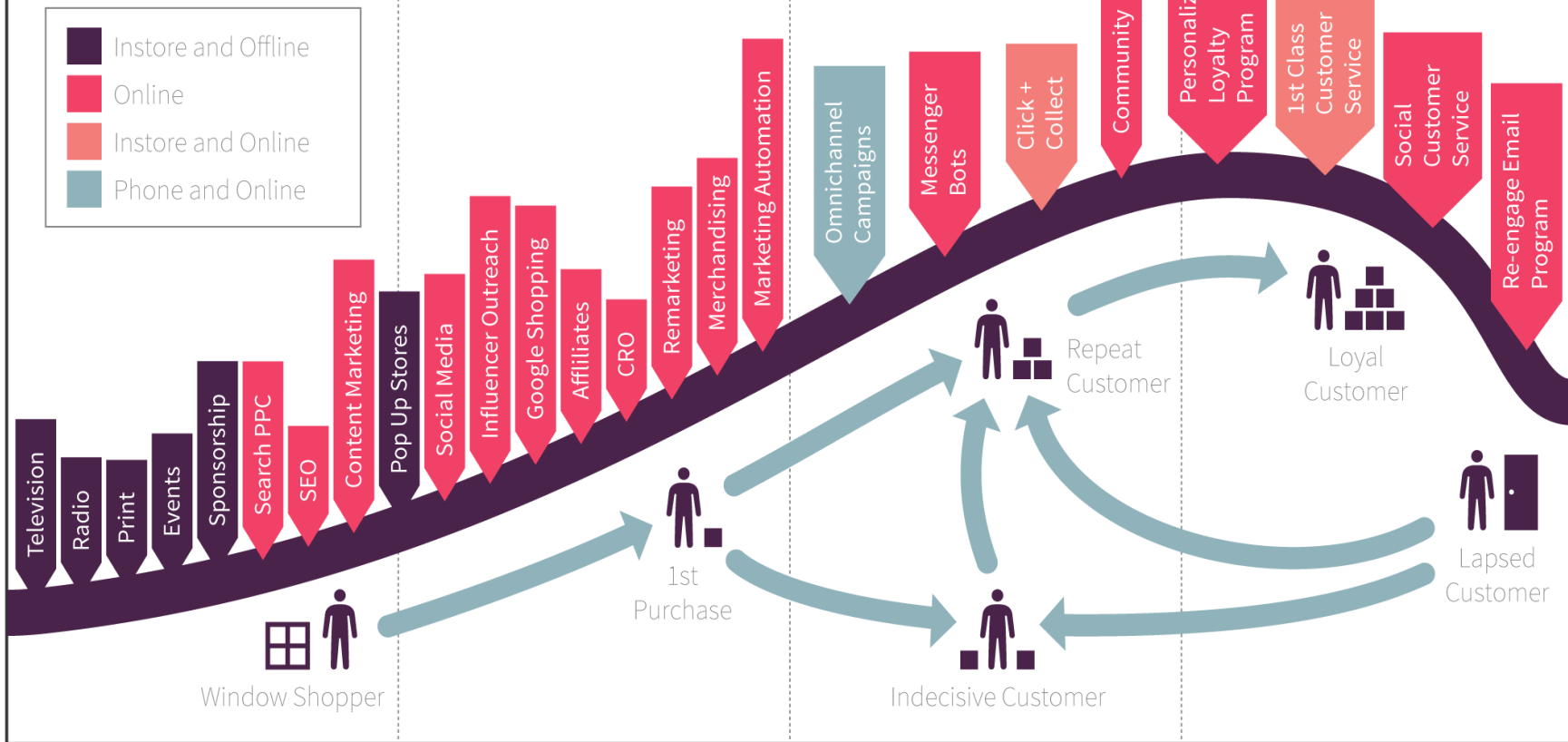
REACH

ACT

CONVERT

ENGAGE

Customer Value \$€



Time

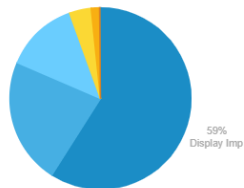


Az utolsót már nem kellett volna meginni?

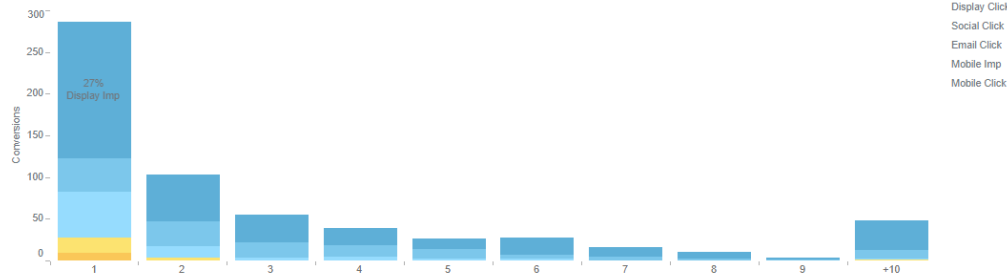


Hány kör lesz?

TOTAL CONVERSIONS BY EVENT TYPE



CONVERSIONS BY EVENT TYPE & CONVERSION PATH LENGTH

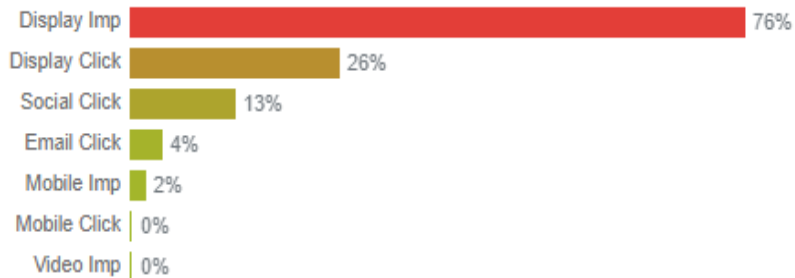


TOP 25 PATHS BY EVENT TYPE

Rank	Position 10, Position 9, Position 8, Position 7, Position 6, Position 5	Position 4	Position 3	Position 2	Position 1	Path Length	Conversions	% of Total Paths	Revenue	Revenue per Conversion	Avg. Delay to Action (days)	Avg. Conversion Path Duration (days)
1					Display Imp	1	164	27%	0.00	0.00	6.18	6.18
2				Display Imp	Display Imp	2	55	9%	0.00	0.00	4.92	6.87
3					Social Click	1	54	9%	0.00	0.00	0.47	0.47
4					Display Click	1	41	7%	0.00	0.00	3.73	3.73
5				Display Imp	Display Click	2	30	5%	0.00	0.00	0.03	0.03
6			Display Imp	Display Imp	Display Imp	3	30	5%	0.00	0.00	2.73	5.17
7		Display Imp	Display Imp	Display Imp	Display Imp	+10	29	5%	0.00	0.00	1.39	9.87
8		Display Imp	Display Imp	Display Imp	Display Imp	4	20	3%	0.00	0.00	5.71	9.41
9					Email Click	1	19	3%	0.00	0.00	2.42	2.42
10			Display Imp	Display Imp	Display Click	3	17	3%	0.00	0.00	0.83	3.28
11		Display Imp	Display Imp	Display Imp	Display Imp	6	17	3%	0.00	0.00	1.96	6.56
12		Display Imp	Display Imp	Display Imp	Display Click	4	11	2%	0.00	0.00	0.02	2.57
13		Display Imp	Display Imp	Display Imp	Display Click	5	11	2%	0.00	0.00	0.02	3.81
14		Display Imp	Display Imp	Display Imp	Display Imp	5	10	2%	0.00	0.00	4.07	6.60
15					Mobile Imp	1	9	1%	0.00	0.00	8.45	8.45

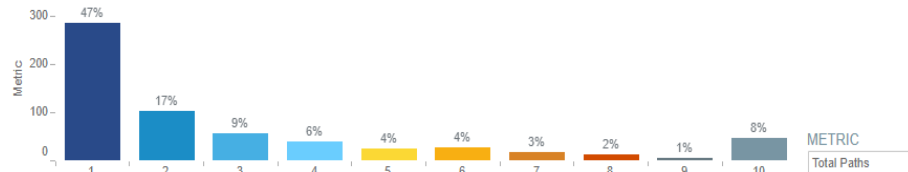
Mik az összetevők?

CONVERTED PATHS: % OF CONVERSION PATHS INCLUDING

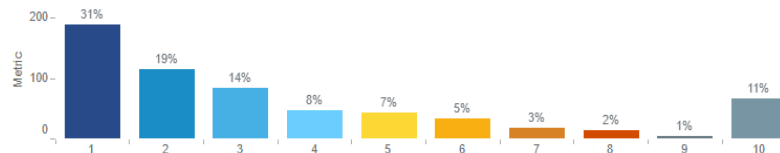


Havas Digital's proprietary digital marketing campaign management system.

CONVERTED PATHS LENGTH: HOW MANY CONVERSION PATHS HAD 1, 2, 3, etc. EXPOSURES BEFORE CONVERSION?

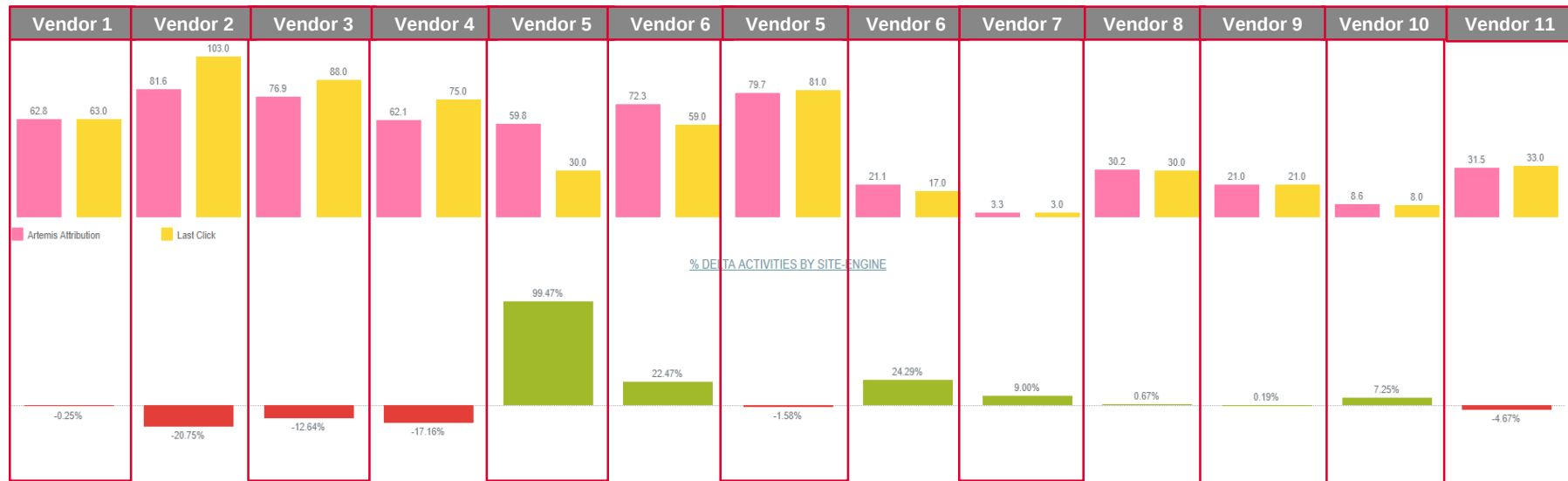


CONVERTED PATHS LENGTH: HOW MANY USER PATHS HAD 1, 2, 3, etc. EXPOSURES BEFORE CONVERSION?



Értékeljük át

ARTEMIS VS LAST CLICK ACTIVITIES BY SITE-ENGINE



% DELTA ACTIVITIES BY SITE-ENGINE

Let's Party!



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