

MODERN SEARCH



MEASUREMENT

How artificial intelligence captures the context of the consumer journey.

AI'S ROLE IN MEASUREMENT

Indulge us in a thought experiment for a moment: what brought you to reading this article? You clicked the link, of course. And before that? Did you watch one of our Modern Search webinars? Did you read one of our other whitepapers on these topics? And what before then? Did you see a post on LinkedIn from NetElixir you liked? Have you seen us at trade shows? And what before then?

We're willing to bet no two readers have the exact same journey to this whitepaper. And yet, today's marketing places such a high value on the ability to declare, "I know how you got here!" That's no fault of businesses; tracking methods and attribution modeling are a foundational part of strategy. But AI in Measurement is a remarkable next step in the evolution of these methods. Retailers can now understand the purchase funnel in a psychographic sense, learning the unique context behind clicks and conversions. Empowering artificial intelligence to learn without assumptions ultimately creates deeper insights that tell us more about what customers are seeking both from brands and from marketing moments.

The AI in Measurement modules include:

- **Non-Last Click Attribution Modeling** - This data-driven approach relies not on any singular touchpoint, like a bell curve or time decay model, but considers all the factors impacting a user along their purchase funnel journey. By building in more signals as part of how a customer's path is considered, this modeling type provides deeper insights into the factors that drove a conversion.



NETELIXIR'S BEST PRACTICES:

- **Implement a Phased Approach** - While we support the implementation of an AI-based model, it's important to know that each model has its own constraints. Compare your last-click attribution with data-driven attribution and see what the differences are. This reveals how each reporting type weighs different touchpoints, empowering you to discern which is more beneficial. Incremental testing will help you fully appreciate the model's effect on your ROI.
- **Rethink your Approach to Marketing Platforms** - For totally optimal marketing, you'd want a data-driven analytics platform. This may be more of a long-term solution. Until then, your analytics platform can use a last-click attribution model, while your advertising platform should be moved to a data-driven attribution model. This way, the search engine that serves your ads will now be learning and growing from the data it gathers. You're empowering the system to understand the contextual behavior patterns of users and when the best moments to connect with them are.
- **The Untapped Potential in Retail** - By reshaping the attribution model, clients can immediately reap the benefit of deeper learning. For one of our retail clients, an experiment we conducted showed that optimizing towards a data-driven model instead of a last-click produced 3.4x more signals that could be identified for improving Google Ads performance. We also observed a 5% average increase in Total Conversions due to a more contextual understanding of consumer behavior. These data points indicate a fantastic opportunity to drive results from information that clients already have. It's simply a matter of seeing your customers in a whole new way.





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{ RETAIL SEARCH MARKETING }

NetElixir is a specialized search marketing agency that helps global retailers thrive online. We've been in the digital marketing space since a tweet was simply the sound a bird made. Every single day, we combine this unique experience with our never ending passion for creating smarter search marketing solutions to help our clients engage with their customers. And most importantly, drive results that surpass their wildest expectations.

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