altitude
by Impact

Complete transparency and infinite flexibility for your customer journey analytics, media mix and multi-touch attribution modeling
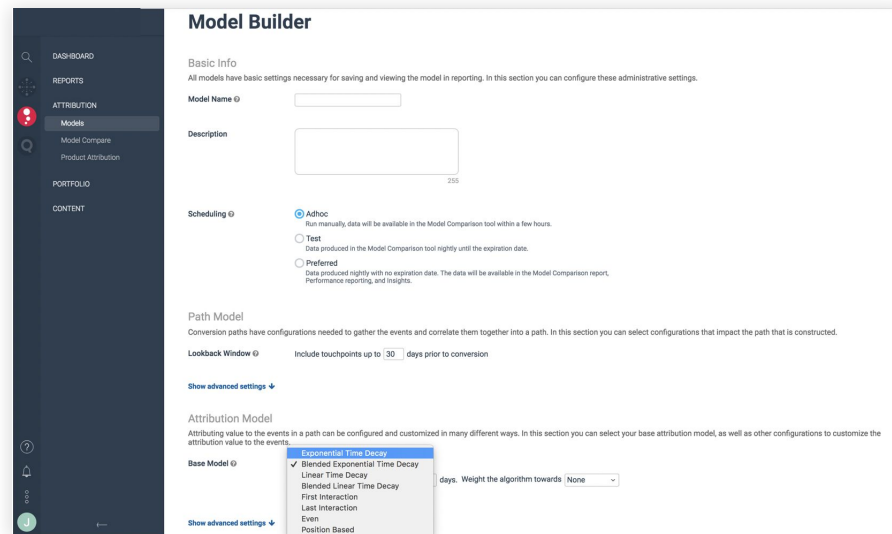
impact

Altitude Attribution: A Unified Approach to Marketing Impact Assessment

The elements of an integrated marketing campaign need to work together in order to successfully turn prospects into customers. But evaluating what media mix works best and causes the greatest impact is difficult without comprehensive, holistic measurement. Enter Altitude.

Altitude provides a full suite of customizable multi-touch attribution and media mix modeling to answer these questions and more. It distributes credit based on the impact of different touchpoints in the customer journey using either standardized multi-touch models, or custom models tailored to your own business rules or our machine learning model. Built on the data science foundations of ClearSaleing, a longtime leader in attribution, Altitude lets marketers understand what's working, why it's working, and make smarter decisions faster.

Altitude's **Model Builder** provides countless ways for marketers to configure their rules-based models to flexibly meet just about any unique modeling requirements needed by your analytics team

Unparalleled Flexibility and Transparency

We know how difficult it is to rally your marketing team around a single attribution model, especially on black box methodologies built elsewhere. Use Altitude to build different multi-touch attribution models. Compare them to each other - including our machine learning model to gain confidence in its result and get your team on the road to a unified model.

Unmatched Customer Journey Tracking

Between the walled gardens, the erosion of user identifiers and the proliferation of devices, tracking the customer journey is getting harder and harder. Altitude provides advanced first-party tracking, and comprehensive probabilistic and deterministic identity matching to provide a clearer person-based view of your marketing performance.

Altitude provides marketers a complete arsenal of attribution options to meet any of your team's needs

Rules-based Model Builder

Marketers who want to move past last-click models may be intimidated by the complexity of multi-touch models. Altitude's **Model Builder** makes it easy by letting you customize our rules-based models. **Model Compare** lets you compare any number of models side-by-side!

Media Mix Modeling

Tired of the offline/online divide? So are we. That's why we've integrated media-mix modeling to Altitude's attribution capabilities. With MMM, leverage our data scientists' top-down statistical model to assess the impact of non-addressable, offline AND digital media!

Fully Customizable PAQL

So you've got really bespoke needs for your attribution model? No problem. Our proprietary patent-pending language, PAQL, the Pathing and Querying Attribution Language can tailor your rules based models to fulfill just about any custom business rules you can imagine.

Machine Learning Attribution

What if you believe in the power of data science, but don't have the data scientists on payroll? Use Altitude's machine learning attribution, based on Impact's deep expertise in data science, to remove human bias, incorporate externalities and measure incremental lift.
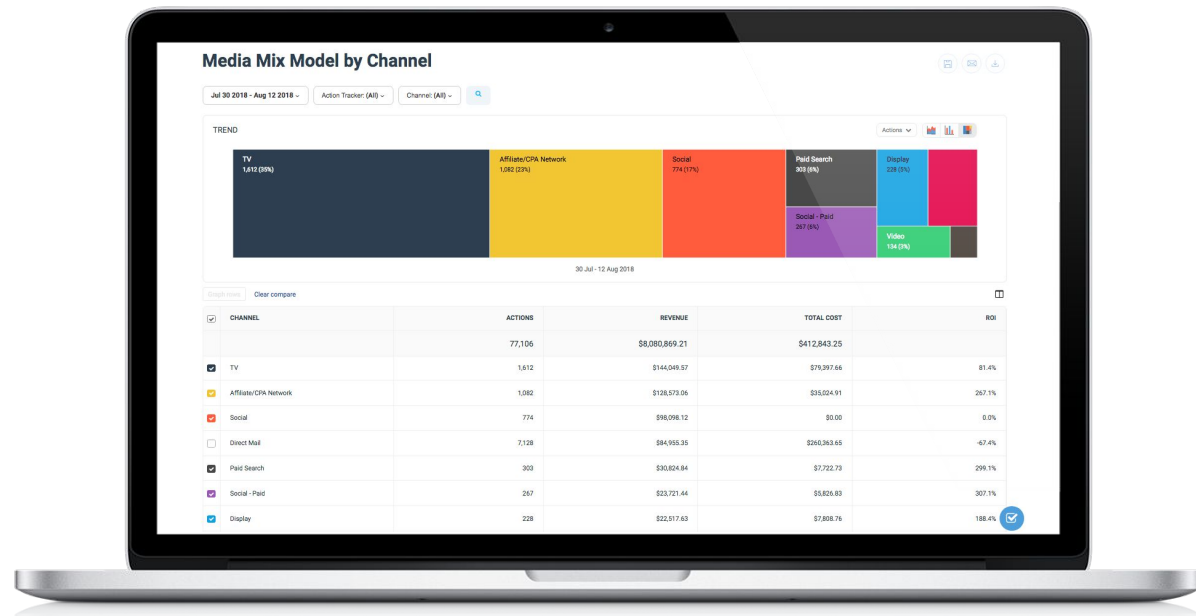
A range of reports allow you to slice and dice the results of your attribution models in every dimension imaginable, so that you can drill down to the granularity needed and find root causes