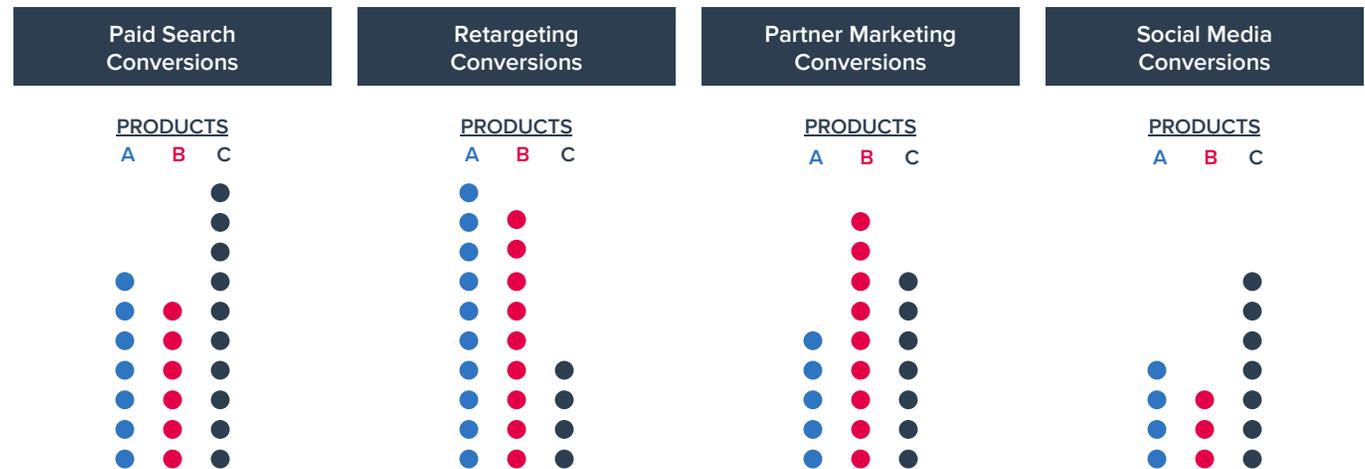


Granular attribution to fully optimize your media mix.

Product Attribution

Savvy marketers leverage attribution to better understand how their marketing mix drives performance across conversions and revenue. Most solutions only go as deep as an *order* to build the customer's conversion path; they don't analyze pathing from *the products within the order*.

But orders consist of low-margin and high-margin products. And the media mix that drives sales of for one, often looks very different than the other. To optimize their media spend, marketers need to understand the unique mix of marketing touchpoints that most effectively drive sales for individual products.



Building conversion paths from the product level allows you to identify which channels are better than others at driving conversions for specific products.

Answer Questions that Impact your Business

Product Attribution allows marketers to answer important questions such as: Which channels are most effective in selling product XYZ? Which media properties contribute most to selling our highest margin categories? Which keywords are only contributing to sales for low margin categories?

Align your Partners to your Retail Strategy

You might be clear on which products or categories in your catalog are important -- but it's hard to get your media partners aligned to your priorities. Now that you have product-level granularity to identify partners who advance your priorities, you can create better incentives to reward them for their efforts.

Contact sales@impact.com
to learn more

Identify the tactics that excel in driving sales to high-margin products, as well as those that do not, so you can shift your marketing spend accordingly.

Know where to allocate spend in order to drive sales for particular products or categories.

Rules-based vs Algorithmic

The full range of Altitude's attribution models -- from customized rules-based attribution to machine learning algorithmic attribution -- can be deployed to analyze attributed value for each marketing touchpoint down the product level.

Attributed Quantity and Revenue

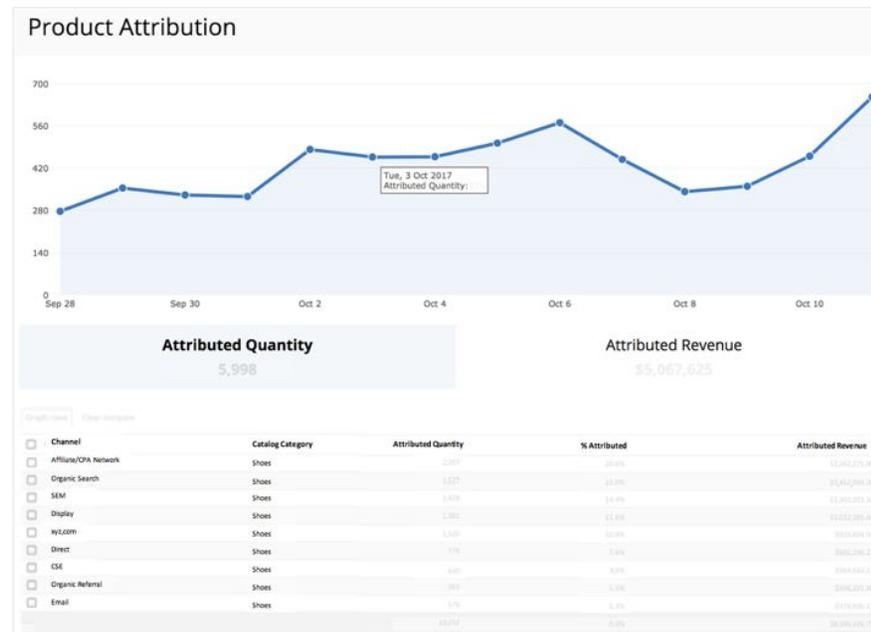
Attribution models consider the specific product quantities and revenues captured by your conversion, and allocate credit for those two metrics across your participating marketing touchpoints.

Built-in Cross Device Identity

Altitude's attribution solution comes with cross-device identity management already built-in to ensure you have accurate product-based paths to conversions that represent the consumer across each the devices they use.

Product or Category Attribution

With product-level attribution you can drill up or down your product hierarchy to analyze their corresponding attribution results by channel, placement, or keyword and truly understand what's driving sales and what's not.



Drill down to a particular category to see the attributed conversions associated with each channel.



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