Corvidae

Unique, audience-led, analytics and attribution forecasting software, enabling you to maximise the strategic use of budget

The challenge

With digital ad spending predicted to reach $316 billion by the end of 2019 [i] and the bulk of that spend driven by algorithms every day, accurate attribution is the single biggest challenge facing marketers today – a challenge that grows with the sums invested.

Yet widely-used solutions including Google's Attribution 360 (formerly Adometry) and Adobe Analytics provide only *historical* attribution insights that are frequently incorrect due to data cleansing challenges, preventing *proactive* spend adjustment.

Only *accurate* forecasted attribution provides the forward-looking insights needed to enable proactive, near-real-time adjustments to your cross-channel marketing spend that will maximise overall ROI for your current and future marketing budgets.

The solution

To provide accurate, *forecasted* attribution insight, QueryClick has combined pioneering data science and machine-learning techniques to develop *Corvidae*.

Corvidae's *random forest* and Markov chain machine-learning mechanisms simulate billions of future outcomes based on your historic marketing data. It resolves your media mix to a perfect balance of growth and ROI instantly, enabling you to maximise the strategic use of budget ahead of – for example – key seasonal dates.

Forecasted attribution provides clear, robust strategy targets, and can also be used to inform and enhance other services in our portfolio.

Benefits

- Growth opportunities in underused marketing channels

- Reduced budget wastage (for example, on saturated channels with poor returns on the horizon)

- Identification of a single customer view across all datasets – highly customisable, supporting all data sources, tailored to your marketing strategy

- Segmentation down to 'individual' level, and their individual path through the data - as well as their predicted future path

- Insight into each customer's lifetime value, in addition to accurate marketing channel touchpoints, enriched with demographic and behavioural data from programmatic channels

- Prospecting to your most valuable cohorts early in the See, Think, Do, Care conversion path, thanks to cohort grouping

- Attribution strategy refinements, using machine-led media-mix analysis simulation to reveal the true drivers of performance in your marketing mix

Outcomes

UK high street health food retailer:
Corvidae identified a £3.5m undervalue per month of generic search terms within paid search channel in the UK, and the reverse trend in their second largest market (AUS) where the brand was less well known

Major UK DIY retailer:
Corvidae identified new customers with a £1.3m per day incremental repeat purchase probability for targeting via Programmatic advertising

Wiggle: QC found that £48m of digital revenues were incorrectly attributed for one of their £100m turnover B2C brands, with £16.1m more revenue attributable via paid channels than their Marin & Google media mix model suggested

Schlumberger: QC delivered a 162% uplift in organic search traffic within two months, resolving a multinational ranking challenge across nine countries

Technical notes

Scalable cloud architecture and a sophisticated data-cleansing solution means *Corvidae* can capture millions of rows of online/offline data daily and process even the largest data firehose.

Future data onboarding to *Corvidae* is managed by an additional in-house automation platform, to keep customer data updated in a fully GDPR compliant process.

Corvidae may be manipulated by API, and supplies an API output that can be used for large-scale data analysis and near-live actionable reporting.

See additional datasheet – *Corvidae Technical Briefing* – for more information.