

# OMNICHANNEL, ATTRIBUTION, DATA RELIABILITY:

the winning trio for retailers,  
their agencies and their media

White Paper



## - ABOUT SMART TRAFFIK

Dedicated to brands and retailers, Smart Traffik is **an omnichannel platform in SaaS mode.**

To reinforce the customer-centric approach, Smart Traffik develops omnichannel customer engagement, models the entire online and offline shopper journey, and provides the actual ROI of marketing campaigns.

Founded in 2012, Smart Traffik already serves **more than 150 brands and retailers, and the solution is used in 114 countries.**



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# PREFACE

It has long been thought, or suggested, that e-commerce represented a threat to physical commerce. However, 9 out of 10 sales are still made in-store<sup>1</sup>, proving that consumers still need this privileged tie with points of sale. This is a tie which they sustain just as largely through their online interactions.

According to a McKinsey study<sup>2</sup>, more than half of consumers worldwide conduct online research before making an offline purchase. This contraposition has given way to a form of development in which the worlds of offline and online are united. Now, it is all about ensuring complementarity between channels along the customer journey.

As it happens, consumers are well aware of this and know exactly how to derive benefit from it. With contact points increasingly fragmented, elaborate strategies need to be developed to bring them all together around the same customer

identifier. And all of this needs to be done, while respecting this data and the privacy of users, particularly in the context of GDPR.

The challenge deserves not only to be considered but above all to be taken up, so that marketers, advertisers and their partners can change to a new course in their approach to data: multi-touch attribution (on multiple contact points).

Which marketing lever is most effective in the purchasing process? At what point is a given system most relevant? How do these arrangements complement each other to bring about more conversions as quickly as possible? What is the real return on investment of the campaigns?

These questions have finally been answered, through attribution models that have at last reached maturity, at the crossroads between online and offline customer activities for a truly holistic view of each consumer.

It is to raise awareness among retailers, brands and advertising companies, that we developed this White Paper. Prepared using substantive articles on the current context, punctuated with figures and studies, and enriched with the expert view of the interviewees selected, this White Paper is intended as a working document to help you understand the opportunity that multi-touch attribution forms.

We would be delighted to meet with you to continue this conversation,

Emmanuel Isnard,  
Laurent Simonin  
and Yann Gilquin,  
Associate Directors  
Smart Traffik

## FOOTNOTES

1. <https://www2.census.gov/retail/releases/historical/ecom/17q1.pdf> // 2. <https://comarketing-news.fr/etude-les-tendances-da-chats-des-internautes-francais/>

After marketing performance metrics  
in the 2010s, welcome to

# AT- TRIBU- TION

marketing

# DATA MARKETING APPROACHES NEITHER HOLISTIC NOR MEASURABLE ENOUGH

It is a fact no one can deny: data, or using its more media-friendly name, “Big Data”, has turned all marketing and advertising practices on end, in the space of a decade. The retail world has been particularly impacted: stores are increasingly connected, e-commerce is booming, new drive-to-store uses are emerging, and much more. Contact points with consumers are multiplying, leading to an ever-increasing volume of data collected.

## A CONSTANTLY-SHIFTING REVOLUTION

This data revolution, which has brought about far-reaching investments in financial and human resources, is bearing fruit in increasingly significant fashion. In a study cited by Forbes, 8 out of 10 company leaders feel that their efforts in this area are now paying off<sup>3</sup>.

Yet, as companies invest to upgrade, consumer behaviour continues to evolve and technological innovations emerge... So much so that the models imagined only a few months ago have lost their relevance and reliability, leading to new thinking and approaches when it comes to attribution strategies.

## TOO NARROW A VIEW OF CONSUMERS

A customer cannot be summed up in its on-line activities (research, e-commerce, etc.)

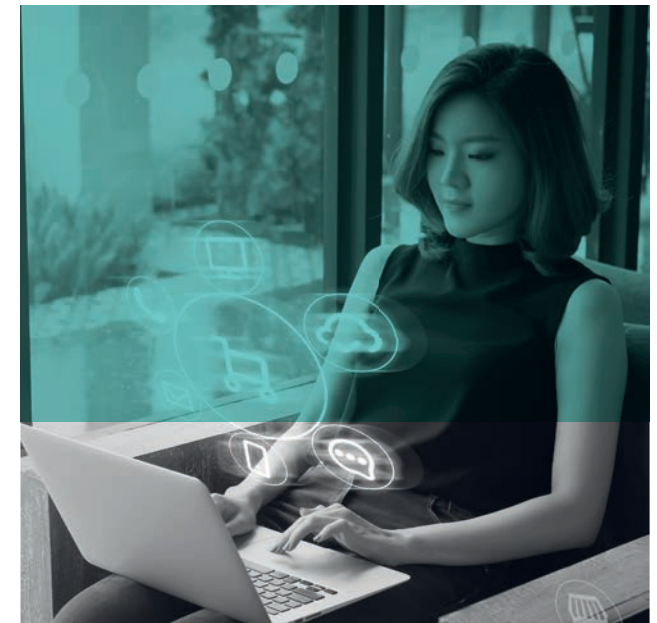
or its POS activities (loyalty card). We know that **9 out of 10 sales are still made in-store**, yet research on the purchasing stage focuses mainly on digital and mobile: there is a very real need to see the online and offline channels as inseparable from one another.

**It is therefore not a question of comparing data sources with one another, but rather of seeing them as complementary and all necessary to achieve a holistic view of customers, and thus adopt a truly customer-centric approach.**

This brings us to the issue of cross-referencing data between the different channels. It is no longer possible to operate in a silo organisation where, on the one end, a Marketing Department makes use of loyalty card information, and, on the other, the advertising agency analyses behaviour and web clicks. If these data are not combined around a unique identifier, the impact of the

campaigns will be minimal at best, counter-productive at worst.

In 2018, in the age of the customer-centric approach, it is a holistic view of customers that must be adopted in order to see them in all their dimensions, away from time, place and sales channel.







## PERFORMANCE INDICATORS... THAT ARE UNDERPERFORMING

Another area of concern for decision-makers is that, despite pressure from their management, marketers are still struggling to provide reliable and complete ROIs for their marketing campaigns.

**First of all:** since the data feeds the KPIs, marketers are turning away from offline actions, the effects of which escape measurable criteria. In retail, this has resulted in players' curbing the use of local campaigns, despite these being far more effective insofar as they are targeted.

**Also of significance is:** as purchasing processes become more complex (see illustration on p.19), it becomes less and less easy to identify the levers that actually have an effect and enable the consumer to be converted.

The traditional last-click approach, based on the premise that the lever used to convert is the last clicked campaign, has long shown its limitations. For example, imagine a customer who was exposed to a display campaign and clicked on the banner. If he or she receives a text message from his or her store in the meantime, the last click will surely be attributed to the display campaign.

This is due to a lack of knowledge of consumer interactions with the brand, when the

trigger was surely the SMS. According to the 19<sup>th</sup> Edition of the SRI E-Ads Observatory, carried out by PwC, the complexity of the purchasing process could bring about a change in attribution models<sup>4</sup>.

In an omnichannel strategy, it is important that the effects produced by each marketing lever be identifiable, regardless of how each contributed to the conversion process, upstream or downstream, in order to accurately measure the initiatives' ROIs and adapt the campaigns to make them increasingly effective.

It is here that the concept of marketing attribution fully comes to bear: a concept that will become increasingly central, particularly in retail, where there are a large number of contact points and increasingly complex journeys.

**Attribution makes it possible to measure the return on investment of each action more precisely and more relevantly, and therefore to refine marketing and advertising systems in real time.**

### FOOTNOTES

3. <https://www.forbes.com/sites/ciocentral/2017/01/10/executives-report-measurable-results-from-big-data-but-challenges-remain/#4afc18812287> // 4. <http://www.sri-france.org/etudes-et-chiffre-cles/observatoire-de-le-pub-sri/19eme-observatoire-de-pub-sri/>





## MARKETING ATTRIBUTION, REVEALING AND ACCELERATING PERFORMANCE

Omnichannel has been the focus of marketers' attention in recent years, due to the emergence of the connected consumer, interacting on all channels simultaneously with their brands, and expecting continuous and uninterrupted dialogue in return.

Measuring the effectiveness of each point of contact will never have been so elaborate, or so essential, at a time when the all-encompassing view of the customer is establishing itself as the key to effective marketing and advertising strategies.

**84% of marketers recognise the part that attribution plays in successful marketing<sup>5</sup>.** This figure is corroborated by the Data & Marketing Association study conducted in June 2017, in which two-thirds of US marketers confirm that **attribution has become a priority area in the last 5 months<sup>6</sup>.**

Beyond measuring campaigns, attribution is also essential in optimising systems, redirecting them when necessary and ultimately finding the best combinations to invest in the right levers.



# THE GROWING WARINESS OF ADVERTISERS

Parallel to this quest for maturity, which would best be reached using data strategies, a new issue is emerging -- mistrust -- which will force advertisers to review their advertising strategies. While the explosion of digital has enabled the rise of new practices that are ever more tightly targeted, more powerful, etc., it now appears that this mad race for audience numbers is also running out of steam. Not only has advertising fraud caused advertisers to less and less frequently place their confidence in agencies and syndicates, but they are also looking for alternatives to escape the control of the GAFAs.

## ADVERTISING FRAUD, A VERY REAL PHENOMENON THAT BREAKS THE BONDS OF TRUST

No longer can we turn a blind eye to advertising fraud which, practised by certain unscrupulous service providers, discredits the entire profession. From selling fictitious spaces or fictitious audiences, to mis-targeting and altering results, the concept of advertising fraud encompasses many different practices. In the face of this situation, advertisers are realising how complex it is to gain an accurate and fair picture tracing back the sums they invest, for the number of service providers at stake has grown so large.

**The scale of the phenomenon is such that the World Federation of Advertisers estimates the impact to be in the region of 30 to 40% of global digital media investments in 2025, i.e. some USD 150 billion<sup>7</sup>.**

In a White Paper dedicated entirely to the topic<sup>8</sup>, the Performance and Acquisition

Collective carried out a investigation showing that **60% of French advertisers believe that more than 10% of their budget invested is fraudulent**. Faced with this situation, the brands have chosen to respond: either by simply cutting their investments, or by in-sourcing as many necessary jobs as possible. Procter & Gamble, the world's leading advertiser, is one example, having announced last year five measures to combat advertising opacity and prevent malicious and illegal practices.

## GEOLOCATION FRAUD HAS AN IMPACT ON RETAIL


The retail market is also directly affected by advertising fraud. With many of them testing drive-to-store approaches, geolocation fraud came into being. Specifically, advertising companies here do not necessarily use highly innovative technologies, being content to sell false audiences. For example, they promise the advertiser that they will target a geographical area within a radius of 10 kilometres around the store, when in reality

they will have to take aim at Internet users in a much broader area so as to achieve audience figures satisfactory to their customer.

## FEARING GAFA HEGEMONY

In a decade's time, some social networks have literally sucked up audiences, and gobbled down advertising investments.





**In the United States, according to Pivotal Research<sup>9</sup>, Google and Facebook are believed to have captured 99% of the growth of the online advertising market, and 77% of total Internet advertiser spending!**

This stronghold necessarily raises a number of questions... We have not even reached the case of their Chinese counterparts, BATX (Baidu – Alibaba – Tencent – Xiaomi), which are less well known but almost as powerful.

Advertisers have come to realise that these web giants sometimes lack transparency in their audience measurements, and most of all, that these audiences are measured internally without the intervention of a trusted third party, a practice not used in the so-called traditional media. The risk then is to let these giants dictate their own playing rules, and to always depend on them for the valuation of their audiences.

The power balance is thus becoming increasingly tense, and already advertisers are scoring wins over the GAFAs. In the United States, for example, since February 2017, Youtube has been under obligation to have its audience figures certified by the Media Rating Council.

### **IN THE PUBLISHING WORLD, STRENGTH LIES IN NUMBERS**

In France, another form of response is taking shape in the mainstream media.

To counter the GAFAs, major publishers are coming together to aggregate their audiences, offering a solid alternative to the staggering audience volumes of Google and others.

The Gravity Alliance was thus launched in July 2017: around a hundred media outlets (Largardère, L'Équipe, Les Echos, Prisma Media, L'Express and others), but also SFR and Orange operators and the FNAC-Darty Group share their advertising data in order to better market their digital offering.

The alliance claims a daily audience of 53% of the Internet population in France (source: Médiamétrie, September 2017), just behind its two unrivalled major competitors, Google and Facebook.

This concentration phenomenon of around publisher data can be seen elsewhere in Europe. The British Channel 4 has joined the first major alliance on the subject, which also includes the German channel ProSiebenSat. 1, the French channel TF1 and the Italian MediaSet.

#### **FOOTNOTES**

5. <http://www.e-marketing.fr/Thematique/data-1091/Infographies/Marketing-performance-queles-sont-priorites-marketeurs-2017-316033.htm> // 6. <https://www.emarketer.com/content/how-to-build-a-more-customer-centric-attribution-view> // 7. <http://www.strategies.fr/blogs-opinions/idees-tribunes/1059550W/la-fraude-face-cachee-de-la-publicite-digitale.html> // 8. [http://unbouncepages.com/fraude\\_marketing\\_digital\\_2017/#ectrans=1](http://unbouncepages.com/fraude_marketing_digital_2017/#ectrans=1) // 9. <http://fortune.com/2017/04/26/google-facebook-digital-ads/>





## THE GDPR DIRECTIVE: a real opportunity to build consumer trust and make marketing campaigns more effective

Featured in all the media headlines over the past few months, here is a topic that is particularly hard to miss **The GDPR – or General Data Protection Regulation – came into effect on 25 May 2018** to protect European citizens in the use of their data.

Experienced by some as a constraint, specifically those organisations required to fulfil a certain number of obligations, the GDPR can also become a real opportunity. First, it can be a business opportunity for companies, which **required to map their data**, will also have the chance to think seriously about the value they expect from it, better rationalise their investments, and propose more effective marketing and advertising strategies.

The GDPR is also a unique opportunity to restore the trust relationship between over-solicited consumers and brands. **By giving citizens the opportunity to control their information, it restores a healthier relationship, and consumers feel safe knowing that their data will not be misused.**



# Interview with

# JULIEN COQUET

## VP Product & Chief Evangelist

**HUBSCAN**  
Groupe Business & Decision  
CONVERT YOUR TRAFFIC INTO BUSINESS

The man who describes himself as a “veteran in digital performance measurement” answers our questions on the current issues in attribution, as well as on the issue of data strategies in the context of the GDPR.

## WHY IS THERE ALL THIS TALK ABOUT ATTRIBUTION RIGHT NOW?

Because it addresses one of the major challenges faced by marketers: knowing how each marketing channel behaves. It helps answer the questions that professionals ask themselves about the right strategies to adopt, particularly advertising strategies.

Attribution still works a lot today like it did 20 years ago, i.e. based on last click. The time has come to understand it in sequence because, as we know, the last contact point is not necessarily the most decisive in the purchasing process. These journeys are rarely simple. When an Internet user searches for a product or service, he or she is in "butterfly" mode: checking friends' opinions on Facebook, carrying out searches on comparators, clicking on Adwords advertisements, etc. This activity becomes all the more intense before sensible purchases such as insurance, a car, etc. To perform multi-touch attribution then (i.e., on multiple contact points), analysis also needs to take into account the type of good or service being offered.

## WHAT CAN ATTRIBUTION BE EXPECTED TO DELIVER?

There are two distinct sides to attribution. The first is the declarative and indicative information provided by attribution. It reflects the state-of-the-art on the behaviour of marketing levers, the value of any channel in

a campaign: for example, it can be concluded, over the journey of brand X, that Adwords is a powerful lever for contact, while emailing is effective for conversion. In this regard, it serves as a reporting function that confirms or disproves a marketer's strategy.

The second aspect, with which little has yet been done, consists of making attribution actionable. This is what we need to strive for: activating personalised hooks on the right contact points and at the right time in the marketing cycle. This will be possible with machine learning, which will build mathematical models that analyse visitor information and behaviours to feed DMPs or third-party data systems.



In particular, this will help advertising companies to push good advertising at the right time.

**In short, we will be able to better target consumers, and thus limit the butterfly phenomenon, which will in turn reduce acquisition costs. People will not spend less on marketing, they will spend more profitably.**

## HOW CAN THESE ATTRIBUTION ISSUES BE ADDRESSED IN THE CONTEXT OF THE GDPR?

The GDPR is a major pillar in the question of "Attribution". Attribution does raise questions of transparency regarding the use of data and respect for the privacy of consumers. The GDPR echoes these issues and endeavours to provide them with a legal framework.

The challenges of hyper-personalisation will also have to respect those of the (hyper-) anonymity made mandatory by the GDPR. This does not mean that it is not possible, but it will be very complicated. Where attribution is concerned, the customer journey will need to be effectively tracked and escalated at all points of contact, all the while maintaining the anonymisation of customer data – and taking into account their degree of consent! Ideally, a unique and anonymous identifier should be created to connect up the various visits and various devices and browsers.



Reconciling all this data to a single ID will require quite a sizeable amount of data processing.

This demand for anonymity and consent is made complicated by the actual working principles of the current marketing systems. The number of intermediaries is growing: advertising agencies, technical service providers, etc., and all these players must agree to adopt a common language so as to align on the unique identifiers. This will prove a truly fundamental issue for the next five years: how to rationalise the operating methods of all players.

We won't deny it, the GDPR has us all -- advertisers, public authorities, technical service providers, etc. -- grinding our teeth, as it will be very complex to deploy, however, in practice we will all gain from its implementation.

On the marketing end, we will be assured to have more relevant data, in that it is provided with the consent of the Internet users. On the users' end, they will be able to rest assured that they are not being exploited, and will no longer serve as "the product, if the service is free".

## HOW WILL THIS IMPACT RELATIONSHIPS BETWEEN BRANDS AND CONSUMERS?

A very important concept will now make its appearance in the relationship, that of consent. I have been working on the issue of digital data for 20 years, and must recognise that so far, Internet users have provided us with their data without really batting an eyelash.

With the GDPR, we will move from implicit consent to explicit consent. This will put off a number of consumers, and we will most likely see our volumes of data for processing substantially drop in the coming months, before returning to a normal level.

To secure customer consent, advertisers will need to be very precise about the type of activity they want to carry out with the data captured. The clearer we are on the give-and-take involved, the more likely consumers will be to participate and share information.

**To sum up, we will need to switch from a "Marketing First" system to a "Privacy First" or "Privacy by Design" system. Advertisers will have to first ask themselves what information they really need, rather than capture everything they can as they do today.**



## WHAT ADDITIONAL IMPACT WILL THIS GDPR HAVE ON THE RETAIL WORLD?

It will make the situation even more complex, as there will also be a need to reconcile all data collected in-store, always preserving consumer anonymity. There will be a need to successfully gather all the data, between digital and offline, through a single anonymous ID.

Required to secure explicit consent, brands will potentially lose valuable data. For example, customers will be able to demand that their entire purchasing history be deleted even if they have been customers for 15 years... Meaning as much customer knowledge that we will have to do without, if the consumer so chooses. Once again, the question of the trust relationship of will take precedence here. Retailers, like the brands, will need to stir trust: in their values, in their messages, in the way they plan to make use of data.

**RETAIL-**

**ERS**

**AND BRANDS FACING  
THE CHALLENGES OF  
ATTRIBUTION**

# INCREASINGLY COMPLEX CUSTOMER JOURNEYS

With new digital and mobile uses gaining pace over the last few years, the customer journey has become considerably more complex. As contact points multiply, that journey has gone from being mono-channel to multi-channel. The boundaries between online and offline have also become blurred. Contact points have multiplied, interactions are more numerous and sometimes simultaneous: more than 1 consumer in 2 uses a mobile in-store to consult product fact sheets, consult consumer opinions or compare prices<sup>1</sup>, etc. Case-by-case analysis becomes a necessity. (See illustration p.19)

## THE HOLISTIC CONSUMER APPROACH & MULTI-TOUCH ATTRIBUTION:

### 4 SUCCESS FACTORS

The concept of “customer journey” effectively illustrates the consumers’ many interchange and interaction points with brands. This concept is even more meaningful in the retail world, where contact points are both online and offline. Knowing how to transcribe each person's journey is essential when entering a multi-touch attribution logic.

**A number of key questions arise: just how can we re-constitute each individual's journey?**

**How can we close the divide between online and offline to consolidate all contact points on the same technological platform? And of course, how can we do all this while respecting consumer privacy?**

Here, we list the 4 major issues to be addressed.

#### 1. CROSS-DEVICE

Here, we identify all devices used by a single individual. The objective is to be able to reconcile the maximum number of technologies used by the user throughout the day. This is needed to reconcile the information, monitor consumer behaviour over time and be able to step in with targeted messages if necessary.

#### 2. CROSS-BROWSER

The cross-browser first requires listing all the devices referred to up to this point, along with all browsers used. This will then make it possible to identify them within a single device ID. The device type can also be determined at this stage:

smartphone, tablet, desktop or mobile, connected object, etc.

#### 3. CROSS-ENVIRONMENT

The aspiration here is to close the gap between the digital world and the physical world by reconciling a single customer's online and offline interactions. Easy to understand but more complex to implement, this is nevertheless an essential step toward maintaining this consistency in the customer journey, even when the relationship de-materialises with the in-store visit, or when the customer is on the move.

#### 4. LOCATION

At the crossroads of the 3 previous points, the location of the individual and his/her geographical location at the time of the different points of contact with the retailer is an element that must be considered.

It is the data point that will reconcile all consumer actions and enable a “cross-BED” strategy (Browser, Environment, Device). The location of the customer makes it possible to determine whether the connection is made from a place of interest (home, workplace), on mobility or in a store. It can also be determined whether the log-in occurs during office hours, when travelling on foot or in public transport, etc.

The combination of these different elements will determine whether the consumer has visited a store from home or from work. Special attention will need to be paid to the details of the information recovered and its use. It is for instance not necessary to know the GPS location of a place of interest, but rather to enrich the point of contact with meta-information.

For example: the customer has logged in to the brand's website during non-working hours, from a desktop, at home and in a sedentary situation.

With increasingly rich customer journeys, retailers will have to take into account the new geolocation issues that will keep them as close as possible to their customers. It is on this basis that they will be able to build advanced customer knowledge where all types of data and all data sources will be cross-referenced: cross-browser, cross-environment, and cross-device.



## GEOLOCATION AT THE HEART OF TODAY'S PROBLEMATIC

Any discussion of attribution in the context of the retail world must take into account geolocation technologies. They address two objectives that will fuel customer knowledge: being referenced by customers looking for a point of sale, and subsequently offering personalised promotions when these customers are close to or inside the store.

The benefits and effectiveness of geolocation are well established: according to a survey by the Local Search Association, 75% of people who carry out a local search on a store name (store locator for example) visit a store the following day. And one-third of them will make a purchase<sup>2</sup>. On the consumer end, 8 out of 10 activate their geolocation function<sup>3</sup> unprompted, a figure that is still increasing in large cities.

How do these WiFi, Beacon, GPS, NFC, etc. technologies actually enrich the customer experience and more generally marketing performance?

### BY ATTRACTING VISITORS TO THE STORE

The first appeal of geolocation lies in the ability it gives retailers the ability to identify customers within a perimeter close to their store, and to capture them using a promotion, POS event, etc.

### BY IDENTIFYING TRAFFIC AT THE POINT OF SALE

By tracking customers in real time, geolocation can provide valuable data on the number of in-store visits, the average time spent, the sections that are most successful, etc. All of these are valuable information to analyse in order to optimise each point of sale.

### BY ENHANCING THE IN-STORE CUSTOMER EXPERIENCE

Data can also be made available to customers when they visit the store: identifying the products in stock, knowing in which sections to find them, viewing current promotions, etc.

### BY OFFERING PERSONALIZED MESSAGES IN REAL TIME

By connecting current visitors up with their already known data (purchasing history, preferences, etc.), retailers can send ultra-customised messages and targeted promotions at the time they appear in-store. These extremely well pinpointed operations result in very high conversion rates.

#### FOOTNOTES

1. <http://www.blog-to-store.com/53-des-mobinautes-utilisent-leur-smartphone-en-magasin/> // 2. <https://www.lsa-conso.fr/mobile-to-store-quatre-dispositifs-qui-marchent,279642> // 3. <http://www.cbnews.fr/etudes/etude-baromobile-la-data-au-coeur-a1040631>



### SOCIAL MEDIA

For **74% of customers**, there is a connection between videos viewed on social media and their purchasing decisions<sup>6</sup>

## A CUSTOMER JOURNEY RICH IN CONTACT POINTS

### WEBSITE

**66% of the French** are now internet buyers, as compared to 38% in 2007, says Fevad<sup>4</sup>

### SEARCH ENGINES

**81% of customers** conduct web research prior to a major purchase<sup>5</sup>



4. <https://www.journaldunet.com/ebusiness/commerce/1084075-nombre-de-cyberacheteurs-france/> // 5. <https://www.hubspot.com/marketing-statistics> // 6. <http://ad-exchange.fr/les-videos-vues-sur-les-reseaux-sociaux-ont-un-reel-impact-sur-les-decisions-dachat-etude-33115/>



# = SHOP =



## IN-STORE

**More than 9 out of 10 sales** still take place in stores<sup>7</sup>

## CLICK & COLLECT

In 2017, **1 in 2 Americans** tested Click & Collect for the 1<sup>st</sup> time<sup>8</sup>

## IN-STORE SET-UP

In 2018, the number of beacon devices in the US will rise to **4.5 million**.<sup>9</sup>



## MOBILE

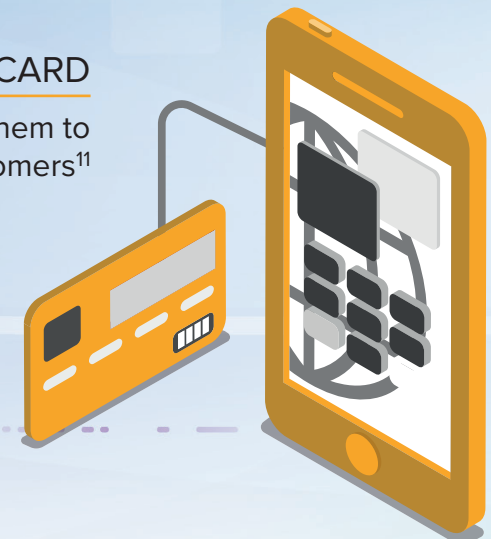
**53% of mobile users** use their smartphone in-store<sup>12</sup>

## LOYALTY CARD

**30% of retailers** use them to segment and target their customers<sup>11</sup>



**1 IN 2 FRENCH PEOPLE  
COMBINE IN-STORE AND  
ONLINE VISITS<sup>12</sup>**



7. <https://www.forbes.com/sites/forbestechcouncil/2017/06/01/a-closer-look-at-the-retail-industry-in-crisis-and-what-role-technology-plays-in-solving-it/> // 8. <https://www.fooddive.com/news/grocery-walmart-plans-to-double-click-and-collect-locations-next-year/507027/> // 9. <https://www.mobilepaymentstoday.com/articles/whats-in-store-for-beacons-in-2017/> // 10. <http://www.blog-to-store.com/53-des-mobinautes-utilisent-leur-smartphone-en-magasin/> // 11. <https://www.lsa-conso.fr/comment-redynamiser-les-programmes-de-fidelite,220668> // 12. <https://www.lsa-conso.fr/barometre-des-achats-multicanaux-csa-fullsix-lsa-la-high-tech-championne-du-rope,257457>






# Interview with

# ROMAIN VANCAPPEL

## Marketing and Communication Director



Just as the brand was commended with its 4<sup>th</sup> consecutive customer service award of the year, its Marketing and Communication Director gave us an exclusive look at his strategy, his need for clearer and more comprehensive indicators, and his vision of attribution that would allow, in the distribution world, real measurement of the impact of advertising devices on point-of-sale traffic.



## WHERE DO YOU STAND WITH YOUR MARKETING AND ADVERTISING STRATEGY?

We are in the process of a real change in course in 2018, which will consist in shifting the majority of our investments to digital. This is a major turning point, which responds to the changing behaviours of customers that are increasingly connected and mobile. This also responds to another need: we can better measure the impact of our campaigns on digital. The web allows us to gather tangible information.

At the same time, this digital shift does not mean that we will no longer be able to run ad hoc projects on so-called traditional media. For example, for our 40-year anniversary, we recently carried out a major operation, offering an advertisement in a very innovative storytelling format. We made a short film of a few minutes that we commissioned from film-maker Olivier Marchal (36 quai des Orfèvres, Braquo, etc.), which was broadcast on prime time on a Saturday evening in March on TF1. The film now also has its own life on the social media: we believe strongly in video as engaging and value-creating content, on television as well as on social media.

## WHAT ARE YOUR OBJECTIVES IN DIGITAL?

**Our priority is first to generate traffic to the points of sale, beyond traffic on the Speedy website.**

Our automotive diagnostics and maintenance activity are such that whatever happens, customer interaction has to take place at one of our centres.

**In retail, we operate on omnichannel pathways. Unlike e-commerce, where it is easy to measure ROI during an online purchase, we have to deal with tracking and transparency issues about the performance of the campaigns we organise.**

## WHICH TOOLS DO YOU USE SPECIFICALLY TO MEASURE THIS ROI?

As we are very digitally oriented, we are very sensitive to results measurements. We use classic web analytics tools that offer a fairly fine-grained vision. We ask that our partners work with the same tools so that we can speak a common language. However, even with sophisticated analytical tools, it is not always easy to measure the exact impact of our digital campaigns on traffic at the point-of-sale.

Another reason we need these indicators is to maintain the trust relationship between us and our 500 centres. We must prove the value of digital to them, and show them that the actions we are putting in place generate in-store traffic. We could even see ourselves providing them with KYC tools so that they can use them directly to optimise their business.

With regard to traditional campaigns, it is also very complex, if not impossible to measure its effects. The only reliable tool is reputation measurement, but that remains quite opaque. For example, when we run TV campaigns, we relay them on other devices, particularly digital. At this time, it is not possible to measure the effects of each of the device's levers. There is still a lack of traceability on the contact points that genuinely influence the purchase decision.

#### WHAT ARE YOU IMPLEMENTING IN TERMS OF WEB-TO-STORE?

We already have coupons available via the store locator tool. This allows us to accurately measure conversion to a point of sale.

Here again, however, the measurement is not always precise: we sometimes pass these promotions on to other advertising medium, and we don't yet know exactly which influences traffic creation. Sometimes people come to Speedy after being exposed to a coupon, without using it however, or using it on another service.

We are testing other methods, in particular geolocation, which is a very interesting avenue.

**For example, we are starting to deploy connected boxes in a few test centres that measure traffic in the point of sale.**

We will also be able to cross visitor information with their digital data, particularly when customers use coupons... This will enable us to refine our knowledge and identify the influence of each promotional lever.

#### WHAT ARE YOUR NEXT STEPS IN TERMS OF MARKETING?

We want to go further in the attribution process, a subject on which we are in the reflection phase. Today, many devices still use last click, but we need to go further in our understanding and actions, all along the conversion tunnel.

Technological development should help us to move in this direction so that we can bring together as much data as possible, at the point of sale and online, and put an end to this vagueness around the actual results of our campaigns.

We are convinced that it is through complementary actions that we will ultimately be able to derive better profitability from our campaigns, and also more detailed, omnichannel knowledge. This will be a real advantage in managing our advertising investments.



**FORWARD-  
LOOK-  
ING:**

**RETAILERS AND  
MULTI-TOUCH ATTRIBUTION**



# STATE-OF-THE-ART: EXISTING DRIVE-TO-STORE TRACKING TOOLS

We discussed this in the previous section and return to it here: the retailers' ability to close the gap between online and offline is a prerequisite for multi-touch attribution. Today, there are reliable tools that have proven their effectiveness in tracking a customer between their web, store and mobile activities. We have listed the main ones here.

## COUPONS AND QR CODES

The first lever of offline attribution is a simple and very effective form of web-to-store tool. Coupons - print, mobile or digital - enable customers to benefit from an additional promotion or service when they go to the point of sale. These coupons and QR codes will continue to feed marketing devices in the coming years: according to a Juniper Research study,

**their number is expected to increase from 1.3 billion in 2018 to 5.3 billion in 2021<sup>1</sup>.**

## MOBILE ATTRIBUTION

Currently the most popular method, mobile attribution makes it possible to link a digital campaign to a visit to the store. It requires that the consumer use a mobile application featuring In-App advertising, a tracking service, and shared geolocation.

## OTHER EXAMPLES OF DRIVE-TO-STORE TOOLS:

**Making an appointment** allows the customer to access vendor availability slots directly from the brand/retailer website. It takes the

customer to the point of sale, but also allows the sales team to be better prepared for their visit.

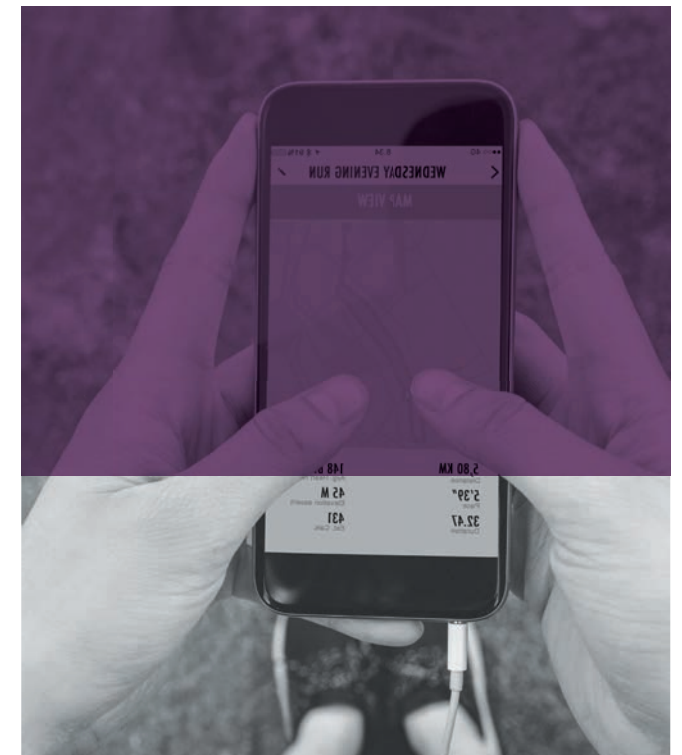
Once integrated into an e-commerce site, **click and collect** allows customers to make online purchases at any time, and to collect them in-store. Far more than leading customers to the point of sale, this also makes it possible to anticipate cross-selling or upselling.

This non-exhaustive list presents the tools currently available. We could also have cited Cookie Matching or CRM OnBoarding to estimate the offline impact of marketing campaigns using common data samples or cross-referencing algorithms.

All of the above have proved to varying extents their effectiveness in reconciling web, mobile and in-store behaviours. However, the common feature of all these technologies is that they do not enable a holistic approach to the consumer.

These are often fragments of audiences, i.e., a silo vision that does not make it possible to

gain the global vision that will result in complete understanding of the customer journey. These approaches deserve to be rethought in order to be integrated into a global, unique and complete vision of each consumer, which will then make it possible to develop effective multi-touch attribution models.



A woman with long, wavy brown hair, wearing a purple off-the-shoulder dress with a white polka-dot pattern, is looking down at a smartphone held in her right hand. She is smiling slightly. The background is blurred, showing what appears to be a retail or office setting.

# MULTI-TOUCH ATTRIBUTION, THE NEW GENERATION IN ATTRIBUTION

The future of marketing lies in attribution. The knowledge gained over the last few years thanks to data, combined with constant technological innovation, will enable professionals to reach a new level of maturity from which to approach to see this subject.

The question will no longer only be "How can we generate leads? ", but "How can I optimise my journey to convert more customers more quickly? ".

Models have emerged, setting themselves apart from the "last click" model, including the linear or even parabolic model -- however, we at Smart Traffik are convinced that the culmination will come with multi-touch attribution, which will precisely assess the contribution of each point of contact in the customer journey, whether online, offline or in mobility. Below, we describe its main characteristics.

## WHAT IS MULTI-TOUCH ATTRIBUTION?

More than accurately measuring individual and global performance, multi-touch attribution is an ambitious marketing management tool that understands and adapts to consumer behaviours to provide them with an appropriate, relevant and objective response.

The specificities of the multi-touch attribution are as follows:

- A complete, sustainable model adapted to customer behaviours
- An attribution method that favours a holistic view of customers: online, offline and mobile; physical and dematerialised interactions
- A tool that defines not only the best lever, but the best complementarity or the most effective order
- A global vision of ROI: online, offline and on the move.

## UNIFYING AND TAKING BACK CONTROL OF YOUR CONNECTED SHOPPER'S DATA

As we have just seen, there currently exists a range of tools that make it possible to monitor consumers between their online, offline and mobile activities. What is becoming a necessity is the ability to ensure a presence at each point of contact and to reconcile this information so that all the data pertaining to a single consumer is brought together within a unified ID concept. This unique ID will, of course, have to remain anonymous so as to be compliant



with GDPR. To achieve this, we will need to have good control over all areas of exchange with the consumer, deploy the technologies necessary for capturing the needed data, be driven by data-centric thinking, in particular, as regards taking over consumer data and applying the algorithms necessary to reconcile and enhance the profiles of individuals.

### TO STEER MARKETING MORE CLEARLY

With a holistic view of each customer and thanks to the multi-touch attribution model, marketers will enjoy a comprehensive, real-time tool, with no break between offline and online.

The attribution findings bring out information that is all the more useful:

- the role of each point of contact in the marketing funnel,
- the most effective combinations or component,
- the most effective solicitation order,
- the insertion of a non-predictable interaction in the journey leading to a conversion...

Ultimately, this better understanding of customer behaviour gives a fairer and more complete view of the results of marketing operations, and makes it possible to precisely calculate the return on investment of each transaction. By integrating a unified attribution

model, ad particularly in the retail sector, the system's results can be used in a way that goes beyond the mere tracking of marketing activity performance. For example, these models will make it possible to increase the potential of selling tablets, very much in vogue at the moment, with more detailed knowledge of the customer currently in store (with that customer's consent of course).

### TO STEER MARKETING MORE EFFECTIVELY

Based on the information analysed by attribution, marketers will be able to manage their systems and adjust their budgets according to the performance of each leverage.

It will also be possible to prioritise campaigns according to the stated objectives:

- Investing more in the most efficient levers,
- Integrating location into the offer, specifying various degrees of importance,
- Reorganising campaign scheduling,
- Adjusting investments to the most effective combinations,
- Integrating the offline component into the objectives set...

The real-time dimension also allows for a high level of responsiveness, which will prove essential in pushing the right offers to the right customer. All the while finally taking into account offline actions thanks to this unified

data vision. This vision of attribution will make retailers and brands more efficient.

**According to an Accenture study, around 1 in 2 shoppers want to receive promotional offers and loyalty points on their mobile while in-store<sup>2</sup>.**

If 86% of marketers recognise that increasing multi-device usage has heightened their interest in attribution<sup>3</sup>, it is clear that this approach will become even more widespread over the coming months and years.

**It is no longer just a matter of last click, but rather of understanding attribution in its broadest and most sophisticated rendering: through a unified vision of each consumer, on all contact points, whether online, offline or mobile, to measure precisely - and above all to adapt - the real performance of each lever.**

#### FOOTNOTES

1. <https://viuz.com/2018/01/09/53-milliards-de-coupons-mobiles-en-qr-code-echanges-en-2021/> // 2. <https://www.accenture.com/us-en/insight-outlook-online-off-track-rescuing-in-store-experience> // 3. <https://econsultancy.com/reports/2017-state-of-marketing-attribution>



## ADVERTISING DEPARTMENTS, DSPS AND DMPs FACING THE ISSUES OF ATTRIBUTION

The whole marketing and advertising ecosystem will be impacted by the adoption of multi-touch attribution.

Advertising agencies, DSPs and DMPs, at the forefront of technological set-ups, will have to take this approach into account to respond to the urgent demand of advertisers, **for a clear and objective view of the results of their online and offline campaigns**. These partners, often specialists in innovation, will also be able to enable brands and retailers to make their marketing and advertising campaigns more effective.

Thus, the new attribution models will be used to put an end to the opacity of data processing and advertising strategies; each player based on a common language and shared data.



# Interview with

# YANN GILQUIN

## Innovation Director

**SmartTraffik**   
Enrich the shopper experience

Passionate about retail and the impact of digital in transforming practices and uses, 6 years ago he co-founded the leader in drive-to-store solutions with the aim of reducing the gap between the digital and physical worlds.

Today, as head of the innovation unit, he shares his vision of the development of retail, the importance of taking a data consumer centric approach and the growing impact of attribution mechanisms that will fuel future strategies.



## HOW IS CONSUMER BEHAVIOUR CHANGING?

We are currently seeing the emergence of two strong trends: on the one hand, that of informed customers who want to quickly and simply buy their product, hence the success of “Just Walk Out” systems such as Amazon Go. On the other hand, there are customers eager for advice and interaction. In both cases, brands and retailers have an important part to play in meeting these needs.

**Herein lies the challenge of offering a high-quality service while giving the customer the impression of being unique -- without the sense of being scrutinised and tracked day by day.**

This will force organisations to better manage their prospects and customers' data, so as to better understand their audiences and offer them the most appropriate and natural offer possible. I feel that we are in a pivotal period in terms of consumer vision: according to a recent Kantar study, one in two millennials say they are ready to share their data in exchange for a personalised journey and offers.

This reflects a real maturity in their understanding of marketing plans, as the same study carried out 10 years ago would have resulted in a much lower score.

## AND FROM A TECHNOLOGICAL POINT OF VIEW, WHAT ARE THE FUTURE DEVELOPMENTS?

As we know, the number of contact points that customers will have with retailers and brands will continue to grow, in particular as a result of the greater connectivity on the part of customers themselves, and also the growing digitalisation of stores. This will lead to multiple phenomena.

There will be, first of all, more and more in-store interactions (sellers equipped with tablets, RFID chips, interactive terminals, etc.), but customers will also be doing more and more research and shopping in mobility situations. This will lead retailers to deploy smart orchestration strategies that optimize order management (Order Management System) to be able to better convert and deliver to the customer when and where they want, and, in that sense, offer premium service.



From an advertising point of view, there will be more and more exhibition areas: this can be seen with Waze, for example, and its ads triggered when a car stops near a shop. Interactivity between screens will also be increasingly used to bring the TV audience, for example, to smartphones, tablets, etc. with the double screen phenomenon where consumers both watch television and surf on their mobile.

## HOW WILL THIS IMPACT RETAILERS AND BRANDS?

I think it is important to emphasise that brands also have a card to play: they are increasingly aware of the need to reconnect with their audiences, even during product purchases in retailer stores. As these too are opportunities to create ties.

Digitalisation will remain strategic for retailers and brands, but should not be limited to points of sale alone. This digitalisation of activities is essential to continue to build loyalty and recruit new customers, all too often frustrated by systems that are still inadequate: too slow, mono-channel, etc.

As regards online, the order management systems I mentioned will become a priority. In-store, we will see more and more monitoring and steering tools emerge, such as customer journey analysis boxes running with WiFi and video.

We can already see many POC (Proof of Concept) initiatives to test strategies in real time, either internally or with specialised service providers, followed by deployment of the best-performing systems.

Service providers will truly become essential technological partners. There is such an abundance of technologies that arise every day that marketers will need their expertise, neutral viewpoint, responsiveness and agility to identify the true sources of innovation, meaning those capable of enriching customer knowledge and improving the purchasing process.

**They will act as trusted third parties to ensure that they are using the best solutions, while remaining in line with GDPR and measuring the return on investment generate by their initiatives.**

### HOW WILL MARKETING DEPARTMENTS MANAGE DATA PROTECTION, ESPECIALLY IN THE CONTEXT OF GDPR?

In an age when we are being called on to adopt customer-centric strategies, we cannot bypass data protection. This is a real issue, and not only from a legal point of view.

Organisations must be particularly watchful in order to maintain the trust relationship with their audiences. There will be no bargaining possible when it comes to respect for personal data and privacy, whether at retailer organisations, within the brands or their providers.

The volumetrics and degree of detail in the information collected from customers will only increase over time. We must therefore adopt an irreproachable attitude from now on, including encryption, pseudonymisation, anonymisation, storage periods, portability, the right to be forgotten, etc.

### HOW WILL MULTI-TOUCH ATTRIBUTION FEED INTO ALL THESE RETAIL ISSUES?

Multi-touch attribution will be the ultimate goal to be achieved in the coming years, and will be the culmination of the work done around data by retailers, brands and their partners for several years now.

**Upstream, people will need to ensure that each consumer is properly monitored throughout his or her journey, online or offline, by adopting a “data consumer centric” vision, the main aim of which will be to reconcile all possible points of contact at the level of each individual.**

From there on out, we will be able to reflect more specifically on multi-touch attribution: which lever is the most relevant? What is the best complementarity between levers? This new approach will reshuffle the deck when it comes to marketing and advertising strategies.

Who hasn't wanted to put an end to the display of an advertisement for a product just purchased online or in-store during the day? This is already part of consumer satisfaction: **nothing is more frustrating than seeing the same product displayed on several different media, when we are no longer interested because you have just bought it.** Another angle is that of optimising advertising investments. This is a central point in attribution.

All the advice provided upstream will make it possible to regain control over data in order to better manage strategy, and advertising investments by knowing the ROI of each lever as well as its complementarity, and personalising messages and journeys accordingly.

# CONCLUSION

The issues surrounding data marketing, which emerged at the beginning of 2010s (or re-emerged for those who worked before that on the deployment of a CRM system), have considerably gained speed in recent years – not only under the effect of increasingly powerful technologies, but also on the transformation of marketing activities.

From the need for more transparency, to the need for greater visibility of return on investment further to initiatives implemented, a lack of clarity on increasingly complex customer journeys and beyond: customer-centric strategies require us that we make the data ownership leap. The time has come to enter the age of multi-touch attribution.

This attribution model makes it possible to consider customers through all their contact points with a brand or company. Not only offline, nor only online: just like the consumer, who is a connected customer but still very present in store. It would be a huge mistake not to consider the customer in their offline journey when we know how attached the customer still is to stores. And this is not a matter of generation: nearly 60% of French people consider shopping a pleasure according to the Cetelem 2018 Observatory<sup>1</sup>.

This holistic vision, at the level of each individual and the overall customer experience, will provide the keys needed to decode the performance of marketing and advertising campaigns. These are all crucial pieces of information on the way to boosting conversions and to better supporting customers on their journey. We can even imagine, tomorrow, when these new approaches are deployed and adopted within a brand, that they be used for other purposes: optimising stock management, enhancing the in-store journey, etc.


**At Smart Traffik, we are already talking about merchandising 3.0. to analyse and improve product positioning, in-store pathways, etc.** It is thus a dual benefit that multi-touch attribution can bring: business-related and relational.

The relationship dimension has become crucial. With consumers increasingly aware and attentive to the use made of data – even without taking into consideration the implementation of GDPR – the trust relationship between latter, retailers and brands is becoming a founding component in the relationship.

## FOOTNOTE

1. <http://observatoirecetelem.com/wp-content/themes/obs-cetelem-V3/publications/2018/observatoire-cetelem-consommation-2018.pdf>



A black and white photograph of a young man with dark hair, wearing a plaid shirt, looking down at a smartphone he is holding in his hands. The image is overlaid with several semi-transparent circular icons connected by thin lines, suggesting a digital or network theme. The icons include a speech bubble, a picture of a person, a play button, an envelope, a cloud, a thumbs up, and a group of people. The background is blurred, showing what appears to be a retail or office environment.

These challenges will become all the more significant as the amount of data collected increases exponentially in the coming years, encouraged by the rise of artificial intelligence. Voice assistants, chatbots and connected objects will further enhance the customer experience... and increasingly make monitoring of all contact points more complex.

To meet these next challenges, retailers and brands must prepare now.

**ARE YOU READY?**

# GLOSSARY

**a**

**ADVERTISING FRAUD:** A relatively common form of fraud in the field of display, the idea being to more or less artificially generate advertising displays that are recorded by the adserver and thereby unduly invoice the advertiser. May also include fraud to sell print-outs connected with fictitious data.

**c**

**CONTACT POINT:** Any form of online or offline interaction between an existing or potential customer and a brand throughout the purchasing process, before - during - after.

**CUSTOMER CENTRIC:** The customer is placed at the heart of a company's organisation and marketing decisions.

**d**

**DRIVE-TO-STORE:** Action aimed at getting a consumer to move to the point of sale from any given initial location.

**g**

**GDPR:** Acronym for "General Data Protection Regulation" which refers to the European Directive on personal data, which enters into force in the Member States of the European Union on 25 May 2018.

**GEOLOCALISATION:** The digital revolution has brought about a new source of data, now available: real-time user geolocation. This new data, coupled with the context in which the user is located, enriches the understanding of consumers and boosts the relevance of advanced advertising messages and their impact.

**i**

**IN-STORE ANALYTICS:** In-store analytics, or measurement and analysis of a point of sale's audience, is the application of web analytics techniques and principles to physical points of sale. The behaviour of visitors at a point of sale, the shopper journey, can be observed and analysed in real time or post-time.

# GLOSSARY

**I**

**LAST CLICK:** Last click attribution is a conversion assignment model whereby conversion detected on a website is attributed to the last click on a marketing lever used to promote the site.

**m**

**MARKETING ATTRIBUTION:** A concept by which an instance of conversion (purchase, lead, etc.) is attributed to a marketing lever (direct or indirect contribution).

**MULTI-TOUCH:** A phenomenon through which a consumer is subjected to multiple marketing contact points during his or her purchasing process.

**O**

**OMNICHANNEL:** Omnichannel systems reflect the wealth of customer journeys that simultaneously use multiple channels of interaction with brands (for example, using a mobile in a point of sale). Omnichannel is the most advanced form of customer journey, after the mono-channel journey (a single lever per interaction) and the multi-channel journey (multiple levers, which do not interact with each other).

**p**

**PERFORMANCE MEASUREMENT:** Approach consisting of analysing and evaluating the effectiveness of marketing systems based on measurable objectives set in advance and the results obtained. Marketing performance (or performance marketing) consists of a set of web marketing techniques (affiliation, PPC, etc.) that measure the results of a campaign and allocate its performance to the various channels according to the results obtained.



# LET'S GET ACQUAINTED

**T**o discuss this White Paper, explore the benefits of Multi-touch Attribution for your business or find out more about Smart Traffik, **our teams are at your disposal.**

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