



## Bid to True Value with Dynamic Attribution

No single off-the-shelf attribution model works for every advertiser, in every scenario. Each path to conversion is distinctive and original, built from various touchpoints throughout the funnel and, as such, a proper attribution model must be adaptive and account for these activities and assign value accordingly.

**Kenshoo SmartPath™ is the first form of attribution that applies sophisticated mathematical modeling combined with machine-learning and algorithmic decisioning** to drive optimized digital media bidding. By creating a unique value allocation for each interaction in any given conversion path, Kenshoo SmartPath provides an understanding of the true contribution of all interactions and delivers unprecedented accuracy in value-based digital media optimization.

## Why Kenshoo SmartPath?



- Integrates with **Kenshoo Portfolio Optimizer™** to activate more informed bidding
- Accounts for **all interaction path data** – even those interactions that do not result in a conversion
- Re-allocates **perceived revenue** from touchpoints across channels, down to the keyword level
- Determines the **probability of a conversion** for a given path, based on the interactions that have occurred
- Incorporates **interaction data** from external channels, including display, retargeting and more
- Constantly measures the **prediction accuracy** of its models and uses a closed feedback approach to correct errors and increase accuracy



## Dynamic Attribution. Deep Insights. Optimized Results.

### Role in Conversion Funnel

Measure the value of an interaction and weigh that value against other interactions based on its singular contribution to a conversion

### Causality and Synergy

Detect whether there is causal relationship between interactions or if a single interaction is independent of others

### Engagement Necessity

Consider the chances that engagement, and therefore conversion, would have occurred whether or not a certain ad appeared (e.g. navigational intent)

### Value of Loyalty

Discern impact of a customer's previous experience with an advertiser on likelihood of an additional conversion

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*Comparing the allocation of attribution weight via sample Kenshoo SmartPath against three traditional attribution models – Last-click, First-click, and U-shaped – shows the differences in how credit is distributed.*

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