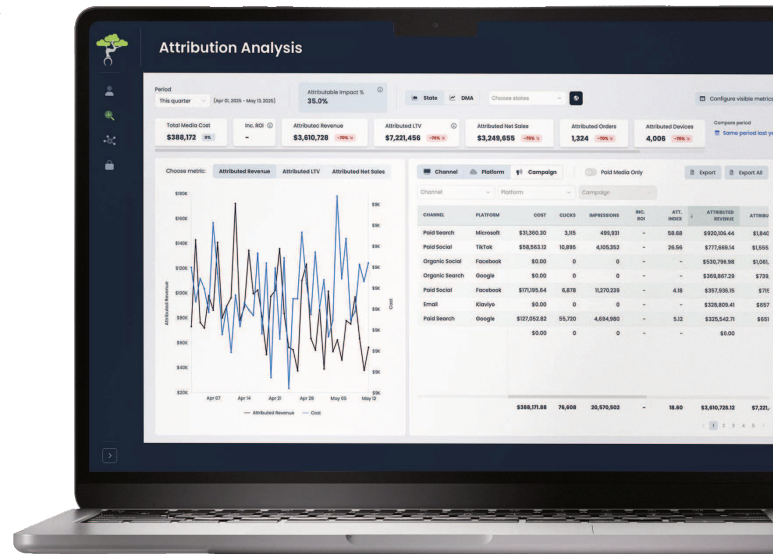




Multi-Touch Attribution

Our *fully deterministic, windowless customer attribution solution* comes complete with customer journey analytics, custom audiences & seamless platform integrations.

See attribution at the most granular level for up to **15 custom business KPIs** that reconcile to your system of record.



Why choose Bonsai for Multi-Touch Attribution?

→ Windowless

Know the attributable impact across every customer journey - no limits or "attribution windows"

→ Proof of Work

See the individual customer journey and the attributable metrics for every touchpoint, down to each node in each unique customer journey

→ Compatible with Incrementality

We marry incrementality model results with attribution data to give incremental ROI at the most granular levels

→ Business Results Only

Every attributable metric is custom to your unique business and reconciles with your financial system of record

Visit bonsaidata.io to get started.



By activating your Incrementality Analysis, get your **incremental ROI** here.

True, long-term value generated by digital touchpoints in the customer journey through our windowless attribution methodology

SAMPLE METRICS

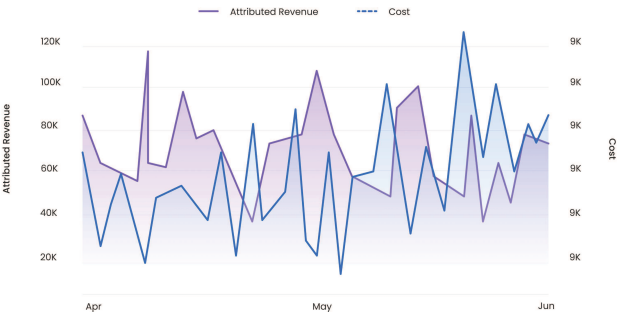
Total Media Cost
\$207,682 0%

Inc. ROI
3.6

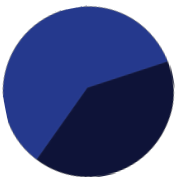
Attributed Revenue
\$1,620,140 -76%

Attributed LTV
\$3,240,280 +23%

Attributed Net Sales
\$1,458,126 +37%

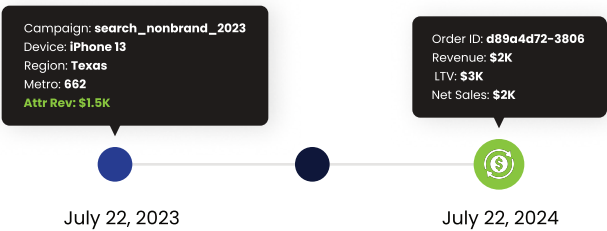


CHANNEL	PLATFORM	COST	CLICKS	IMPRESSIONS	ATT. INDEX ↓	ATTRIBUTED REVENUE	ATTRIBUTED LTV
Paid Search	Microsoft	\$16,766.33	1,674	267,384	53.15	\$445,545.03	\$891,090.05
Paid Social	TikTok	\$31,336.98	5,830	2,197,944	21.14	\$331,260.35	\$662,520.70
Organic Social	Facebook	\$0.00	0	0	-	\$202,588.45	\$405,176.91
Paid Social	Facebook	\$91,639.22	3,691	6,032,289	4.00	\$183,051.35	\$366,102.71
Email	Klaviyo	\$0.00	0	0	-	\$163,819.86	\$327,639.72
Organic Search	Google	\$0.00	0	0	-	\$151,805.94	\$303,611.89
Paid Search	Google	\$67,939.80	29,810	2,511,287	4.18	\$142,068.91	\$284,137.82
		\$0.00	0	0	-	\$0.00	\$0.00

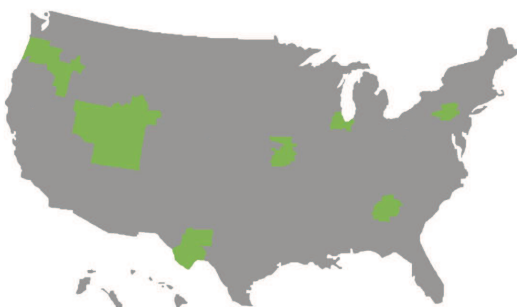


- Campaign 1
- Campaign 2

User Journey Timeline



Filter all data by state or DMA level



The Bonsai Difference

ALTERNATIVES

	Windowless, Customer Centric Model	Data Warehouse	First-Party Algorithms	Pixel/Cookie Required	Enterprise Support	Data Engineering Required
Bonsai	●	●	●	○	●	○
SAAS Attribution	○	●	○	●	●	●
Custom Attribution Tech Solutions	○	○	○	○	●	●