



● **RECORDED** WEBINAR

AI-Driven Attribution For a Privacy-First World



 **Provalytics**

JEFF GREENFIELD
Co-founder and CEO



 **OVERDRIVE**
INTERACTIVE

JOEL BREEN
Chief Revenue Officer

Agenda



- My Attribution Story
- How AI-Driven Attribution works
- How easy is it to increase your ROI

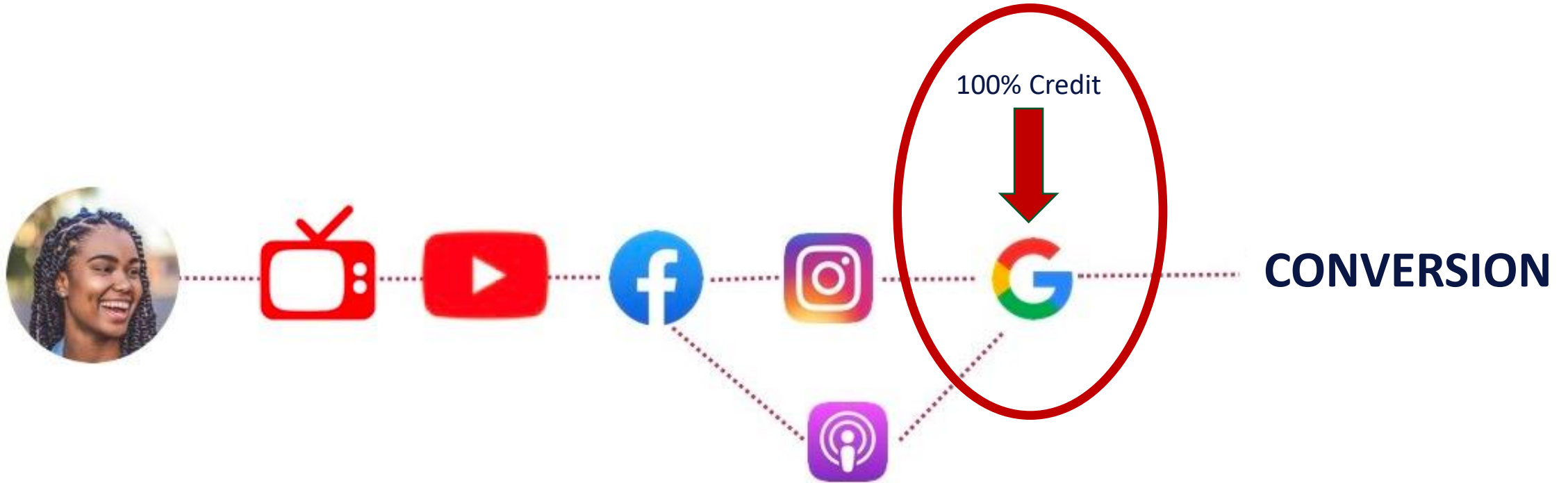
Before Attribution



- Buying all media for Medifast
- 100% measured via Last Click



Last Click



Last click works great for search but undervalues other channels.

To Hit Our Q3 Numbers....CEO Cut Marketing Budget



- Cut the non-performers:
 - Non-Brand Search
 - Paid Social



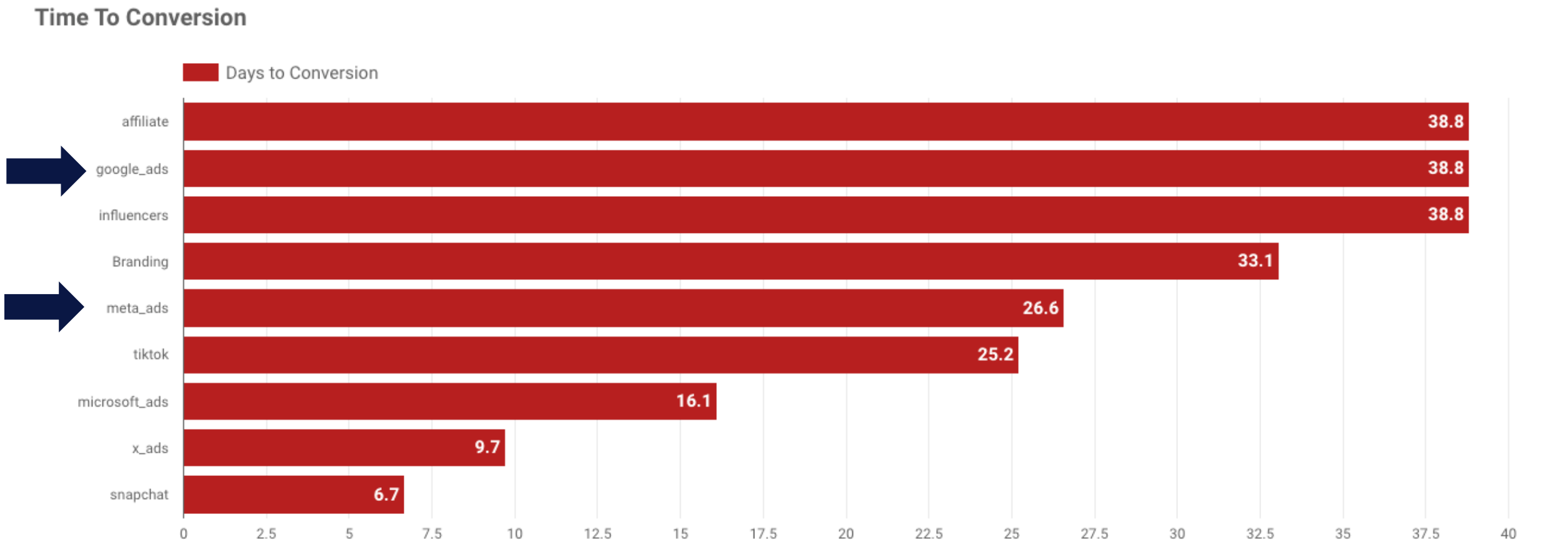
To Hit Our Q3 Numbers....CEO Cut Marketing Budget



- Paused the non-performers:
 - Non-Brand Search
 - Paid Social
- Week 1: Everything was fine
- Week 2: ROAS decreases for EVERY channel
- Last click is not working!



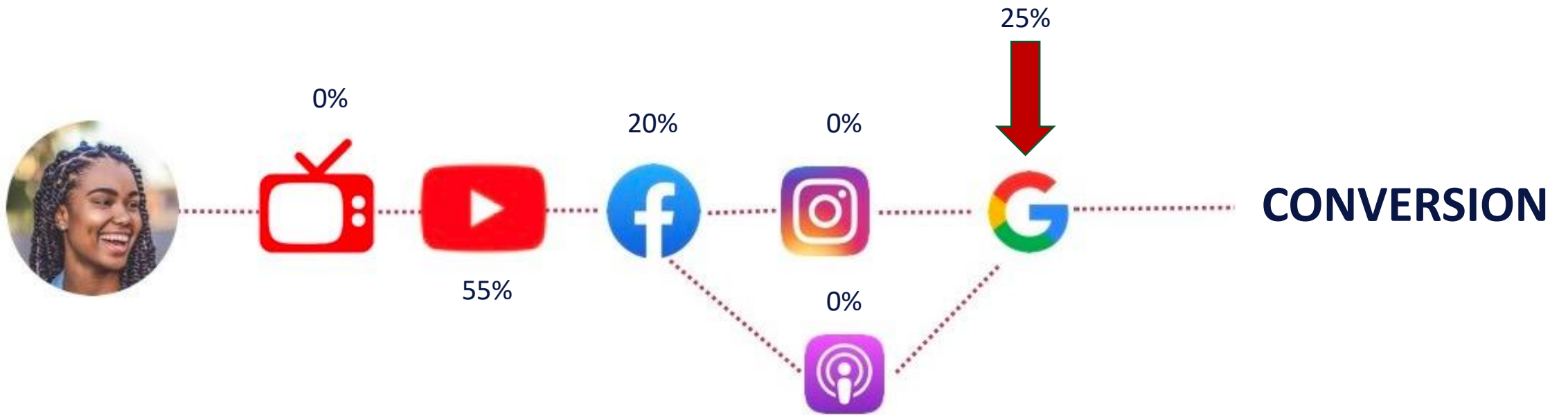
Non-Brand Search Was Filling The Funnel (We need a bigger boat)



- Clicks only (except for YouTube)
- No place for impressions from Non-Google media
- No 'tab' for CTV or Podcasts



Multi-Touch Attribution WAS the solution

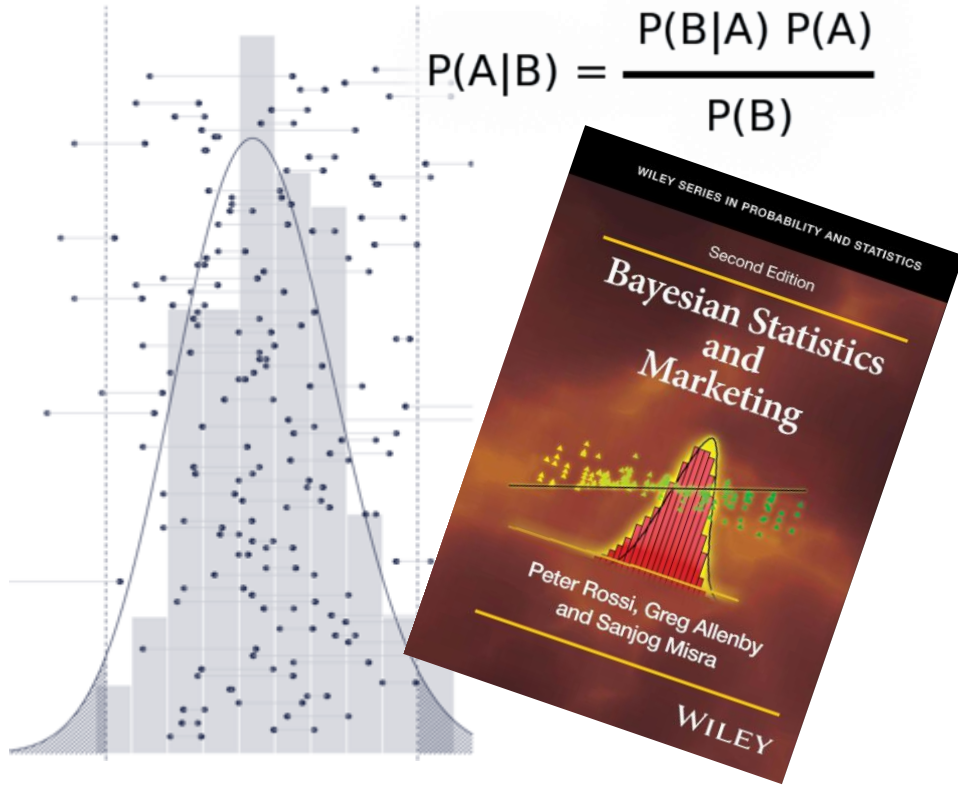


What killed Multi-Touch Attribution



- Apple's cookie changes
- Anti-tracking & privacy laws
- Walled Gardens

AI-Driven Cross-Channel Marketing Attribution



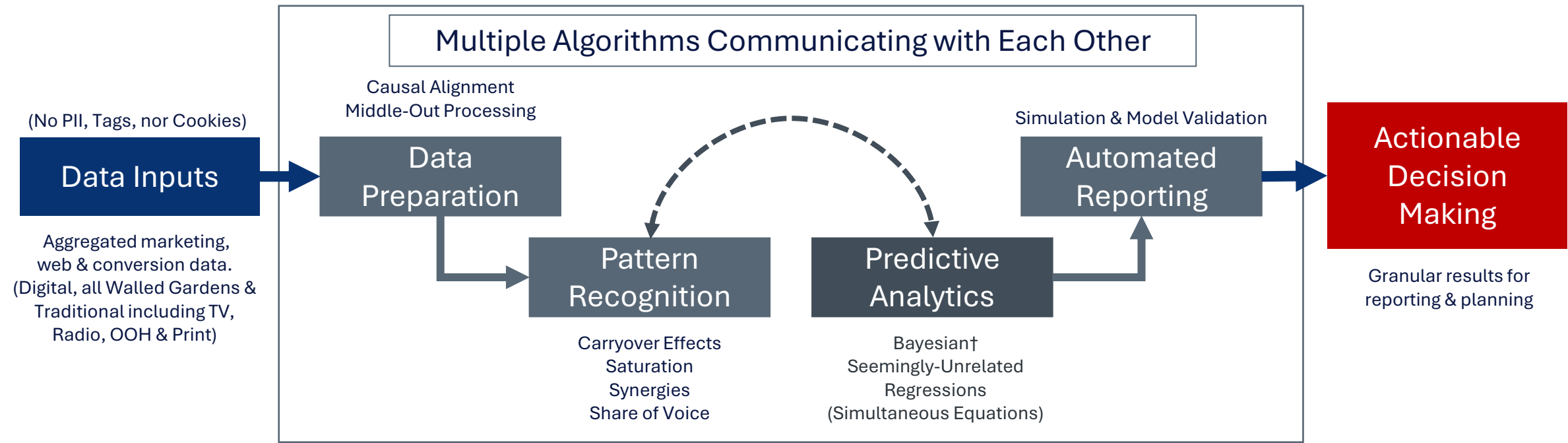
- Solves all issues including privacy, cookie, apps, & multi-device journeys.
- Award winning statistical methodology utilizing machine learning & AI.
- Forward-looking budget recommendations at the channel, campaign and creative levels.
- No tags, no user-level data.

PepsiCo's 'ROI engine', powered by Provalytics methodology, won the 2022 ANA Genius Award.

How AI-Driven Attribution Works



DATA → AI GENERATED INSIGHTS → ACTION



Live Demo



Live Demo

- History of MMM
- Marketing Measurement Challenges
- The AI-Driven Attribution Evolution



Thank You - Any Questions?



Jeff Greenfield

Co-founder and CEO, **Provalytics**

jeff.greenfield@provalytics.com



Joel Breen

Chief Revenue Officer, **Overdrive Interactive**

jbreen@overdriveinteractive.com

Explore Overdrive Interactive



Account-Based Marketing



Content Development



Social Media Marketing



Search Engine Optimization



Paid Search Management



Media Planning & Management



Lead Generation



Creative Services



Web Development



Analytics

Arm yourself and your teams with these valuable resources from our Knowledge Center!

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Search Marketing Map

SEO Ops Map

The Importance of Developing Conversion-Based Personas

The Ultimate Demand RFP

The Power and Psychology of Color



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3. Get a realistic look at the costs and elements of a customized program

Overdrive is Passionate About Your Success!

Discover how Overdrive Interactive helps companies grow their online revenue and branding channels through programs that make real connections with their target audiences.

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Ready to move the needle? Schedule a no obligation call and we'll give you some actionable insights to accelerate your marketing campaigns.

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