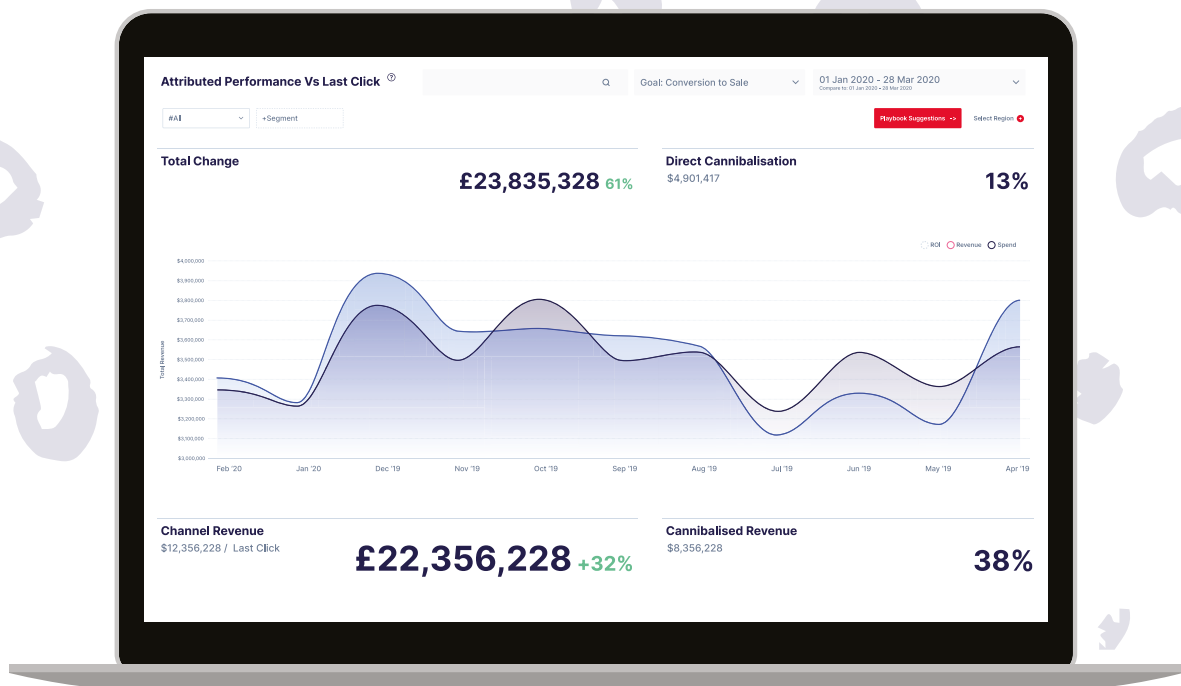


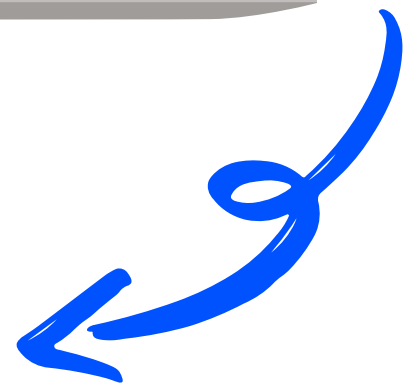


# A Unified View of Marketing Attribution

[www.queryclick.com/corvidae](http://www.queryclick.com/corvidae)



**Eliminate data silos, unbundle walled gardens and remove all cookies from your analytics. Discover the power of AI and predictive analytics for optimisation ROI.**



## The Marketer's Problem

The pressure on marketers to spend accurately, efficiently and to drive growth is more intense than ever.

Paid Social has become as saturated as Paid Search, meaning cost effective growth is further away than ever.

Brand activity is under heavy scrutiny in the search for short term growth and overall budgets are harder than ever to justify.

Linear TV remains expensive and siloed from digital activity - which itself is increasingly siloed by the dominant walled gardens - Facebook, Google, and Amazon - who claim credit from each other in their own reporting.

Marketers, as a result, are overwhelmingly left with conflicting performance reports and disconnected channel strategies that make it impossible to remove wasted spend, tackle cannibalisation, or identify cost effective growth strategies or individual campaign tactics with an understanding of their effect on later customer conversion behaviour.

Meanwhile, high spending competitors erode market share and drive up CPAs across all channels, and customers increasingly demand a more joined up experience from the marketing collateral they are presented with.

# Introducing Corvidae

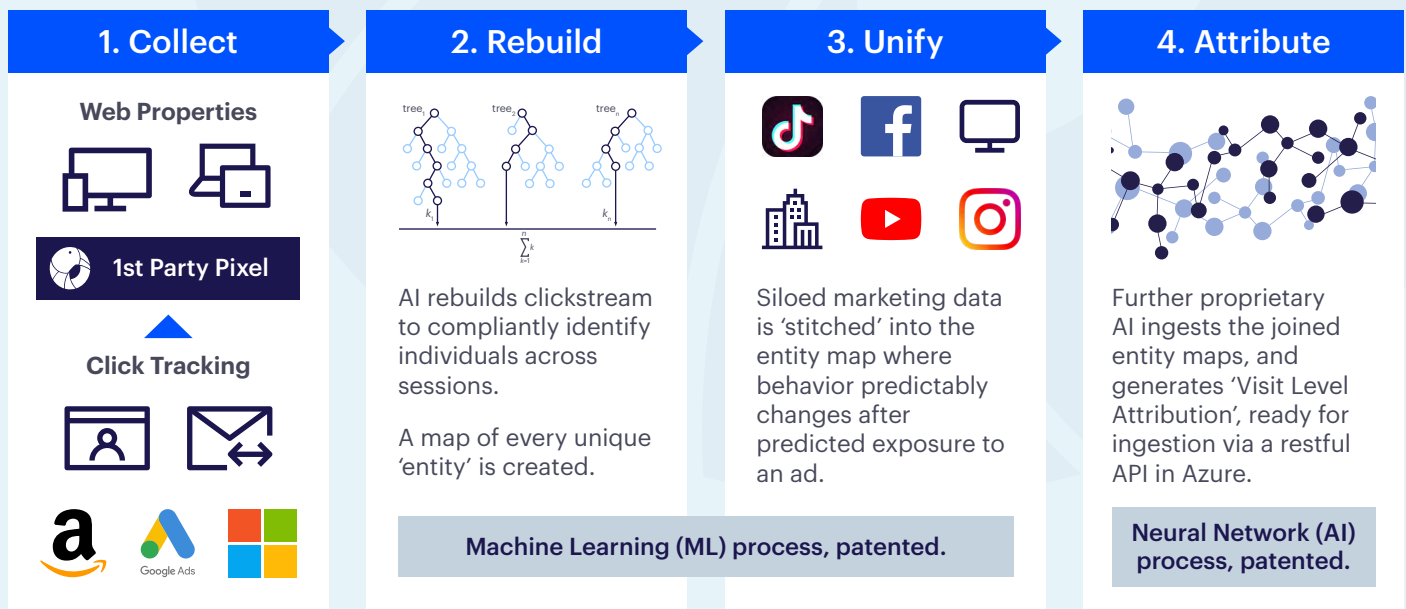
Using more than a decade of performance marketing experience with large enterprise brands, combined with years of investment in our technology, today we have a scalable cloud platform that can unify all marketing activity and provide performance marketing insight that is unavailable anywhere else.

Protected by global patents, our Corvidae technology uses a unique approach to rebuild the marketing data used by all other systems before

then applying advanced modelling to dramatically improve its accuracy and performance.

Our unique attribution AI is built upon primary research conducted in partnership with EMEA's largest school of Data Science and Informatics and outperforms all existing approaches to attribution, giving accurate data down to the individual ad impression level.

## COLLECT, REBUILD, UNIFY, ATTRIBUTE



1st Party, Unified Attributed Marketing Data, Entity Graphs, APIs & Reporting



Microsoft Gold Partner


- Compliantly deploy a 1st party pixel across all web properties, and benefit from supporting services to configure campaigns to ensure granular attribution data
- Click data is 'stitched' into conversion paths using ML - no pixels required.. This makes data 4x more accurate for modelling.
- Data silos online and off are aligned by Corvidae's AI, joining where an ad impression or TV spot is predicted to have influenced conversion behaviour.
- Conversion paths for every interaction an individual is exposed to are scored by the AI to provide accurate attribution down to even the smallest campaign for performance optimisation.

## How data undermines marketing attribution

The root cause of attribution's failure for the vast majority of marketers is the unaddressed problem of very poor quality underlying data.

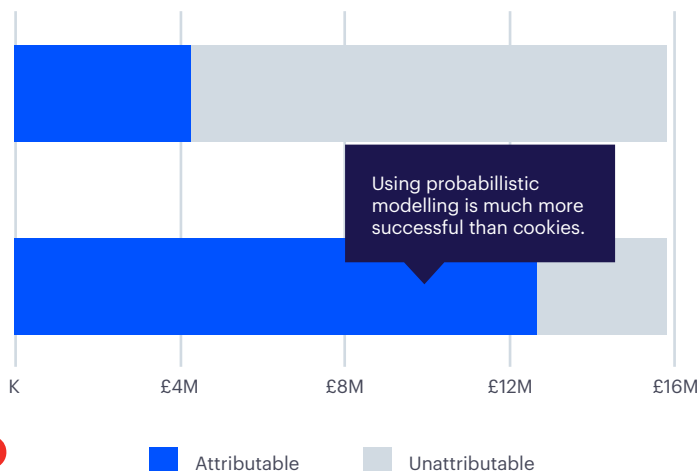
Web analytics' use of cookies to join multiple hits into sessions meant to represent an individual causes the vast majority of data represented by your analytics package to be wrong.

As a result of this failure of traditional approaches to analytics, all attribution built on those foundations is also largely wrong.

  
Analytics 360  
Used by ~84%  
of all websites.



### Un-attributable data (i.e. broken sessions)



### Replace cookies with predictive modelling & AI

Corvidae provides a complete solution by replacing cookie information with proprietary ML & AI. Our 'Rebuilding' process is unique to the market. In combination with our proprietary AI development, we offer attribution that is granular down to the finest detail for conversion volumes as low as 25 a day.

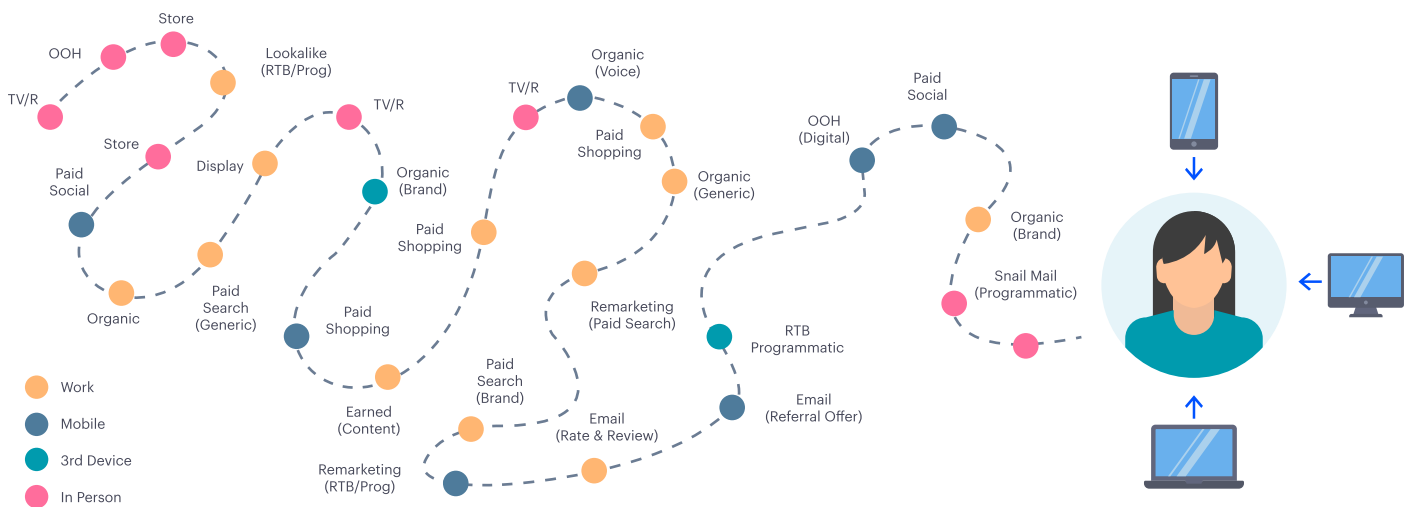
This accuracy allows the unbundling of walled garden data provided by Facebook, Google and Amazon, removing the key blocker for a unified view of attribution. Our enterprise deployments also cater to joining TV spot data, as well as ERP and Store sales data, allowing a truly unified view of marketing activity and optimisation opportunities across all marketing campaigns.

Corvidae is entirely deployed in Azure. As a Microsoft Gold Partner we ensure data security and compliance throughout the deployment, and offer a SAAS approach to pricing and managing scale.

### Benefits for Marketers

- ✓ Achieve unified analytics and attribution across all activity
- ✓ Reallocate wasted & cannibalising spend to increase ROI & reach
- ✓ Accurately measure and report on ROAS of top of funnel activity
- ✓ Predict customer behaviours and automate their acquisition
- ✓ Understand pre-conversion activity of your most valuable customers - and find those who don't convert
- ✓ Hold AdTech to account, and manage agencies with a single view of performance

## Corvidae: building a complete customer view



## The road to achieving accurate attribution

We worked with QUIZ to revolutionise their attribution strategy by unbundling Facebook and mapping Ad Impressions to a unified entity graph using a radical new approach to attribution: Visit Level Attribution (VLA).

VLA found **68% less revenue from Facebook than reported**. And as a result, **freed up £1.6 million additional revenue** to reallocate to better performing campaigns to increase ROI.

*"We've managed to reattribute about 60% of the revenue from Facebook to other channels, versus GA. And so that's immediately helped us to understand, some channels are performing better than we thought."*

**Haroun Saleemi, Head of eCommerce at QUIZ**

## Want to know more about Corvidae?

Book a demo today to find out how Corvidae can help with your attribution.

[www.corvidae.ai](http://www.corvidae.ai)

[Book a demo today](#)

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