

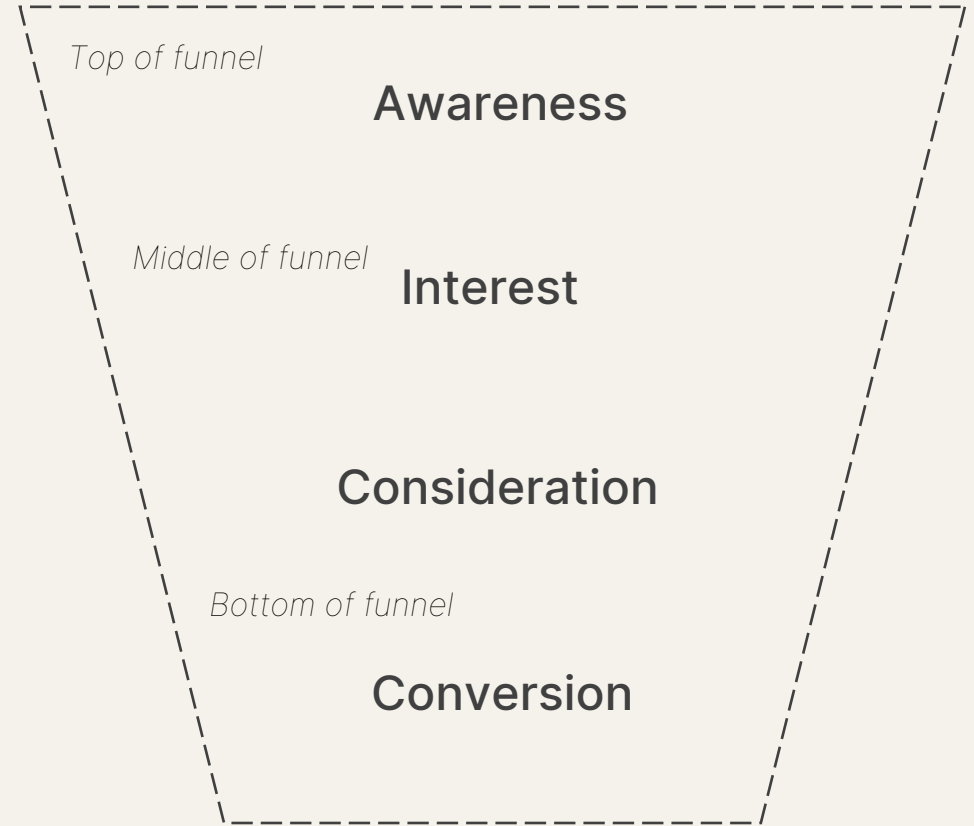
# Crafting a Winning eCommerce Strategy

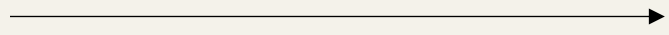


Rona Leslie, Lead Strategist  
Yard Digital

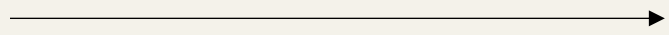


An approach that combines the power of both brand building and performance marketing.

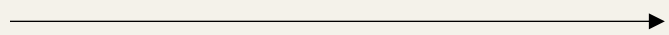




Tackle the Data Dilemma



Measure the Unmeasurable



Adopt an Operating Model

# 1. Tackling the Data Dilemma

**Only 17%** of marketing leaders' 'go-to' for decision-making is data or analytics

34% of Chief Marketing Officers, 41% of Data Analysts, and 51% of CTOs and CDOs said, **“we don’t trust our data”**

– Yard & YouGov

“The dual challenges of a sector **moving away from third-party cookies** and a consumer base increasingly **fragmenting their shopping experience** across multiple sessions, mediums and devices it became very evident that this historic model didn't offer anything like the level of sophistication we needed to truly understand our customers' often complex journeys.”

- Simon Boice, Head of Digital Performance



# Multi-touch Attribution with Propensity Scoring



For every goal, machine learning models learn from past conversions and predict future conversions.



For every visit on site, the model calculates (in real time) the probability of visitor conversion.



The algorithm tracks and credits all channels based on the changes to propensity scores.

## 2. Measuring the unmeasurable

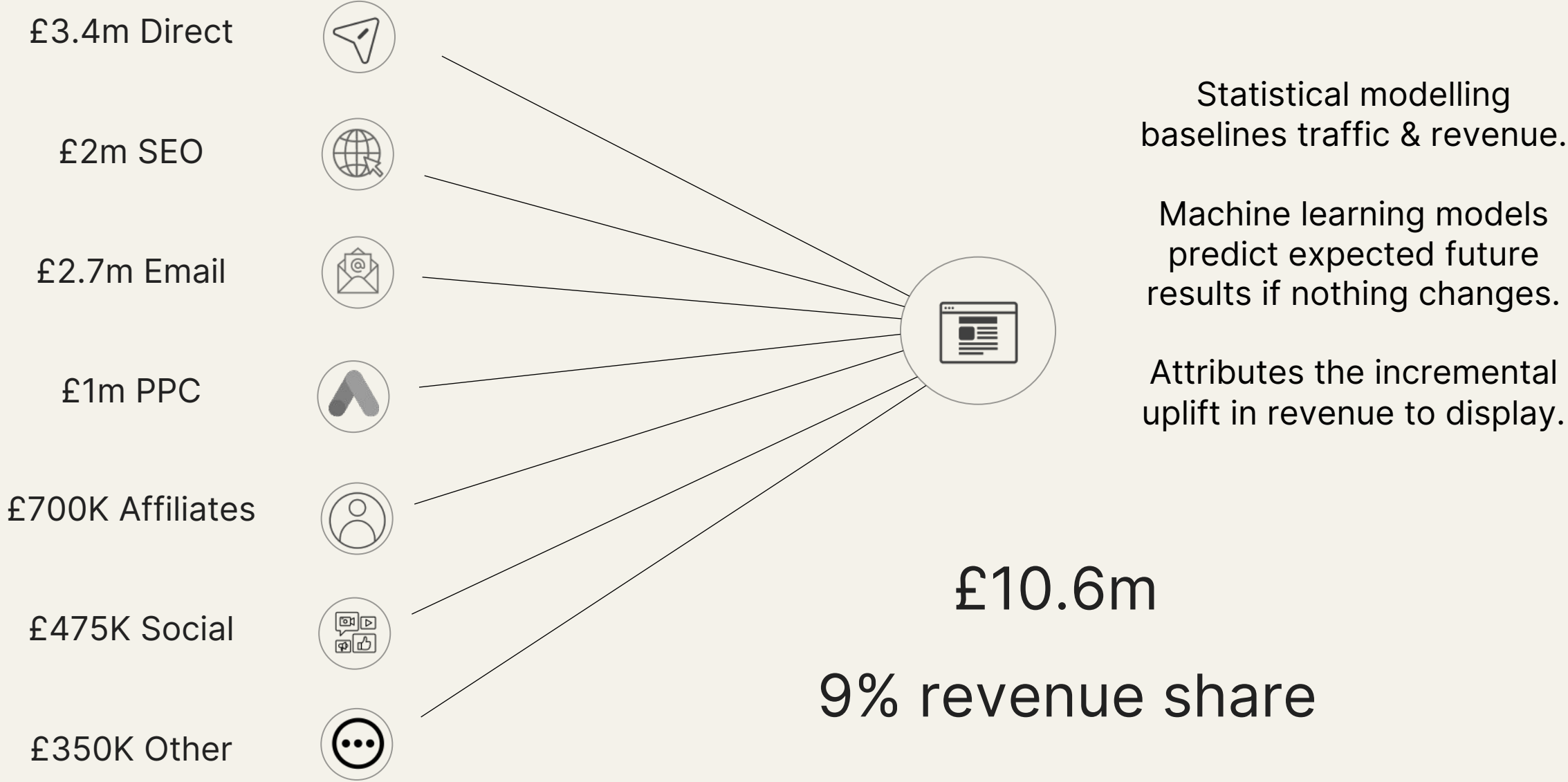
FatFace was struggling to track the performance of display advertising, post-impression.

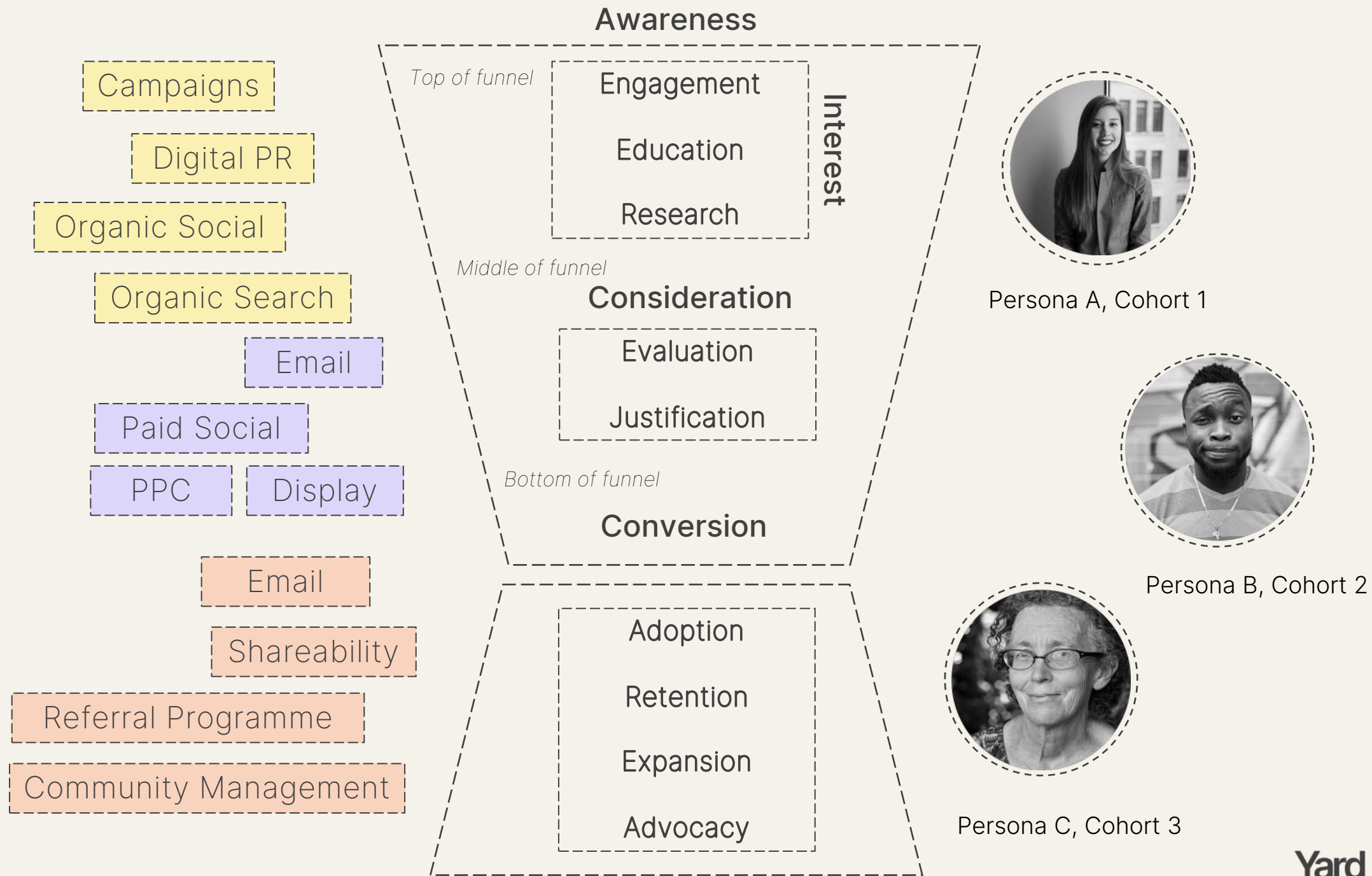
Last click reporting was attributing **£16,000 in revenue** to display over a three-month period.

**<1% revenue share.**

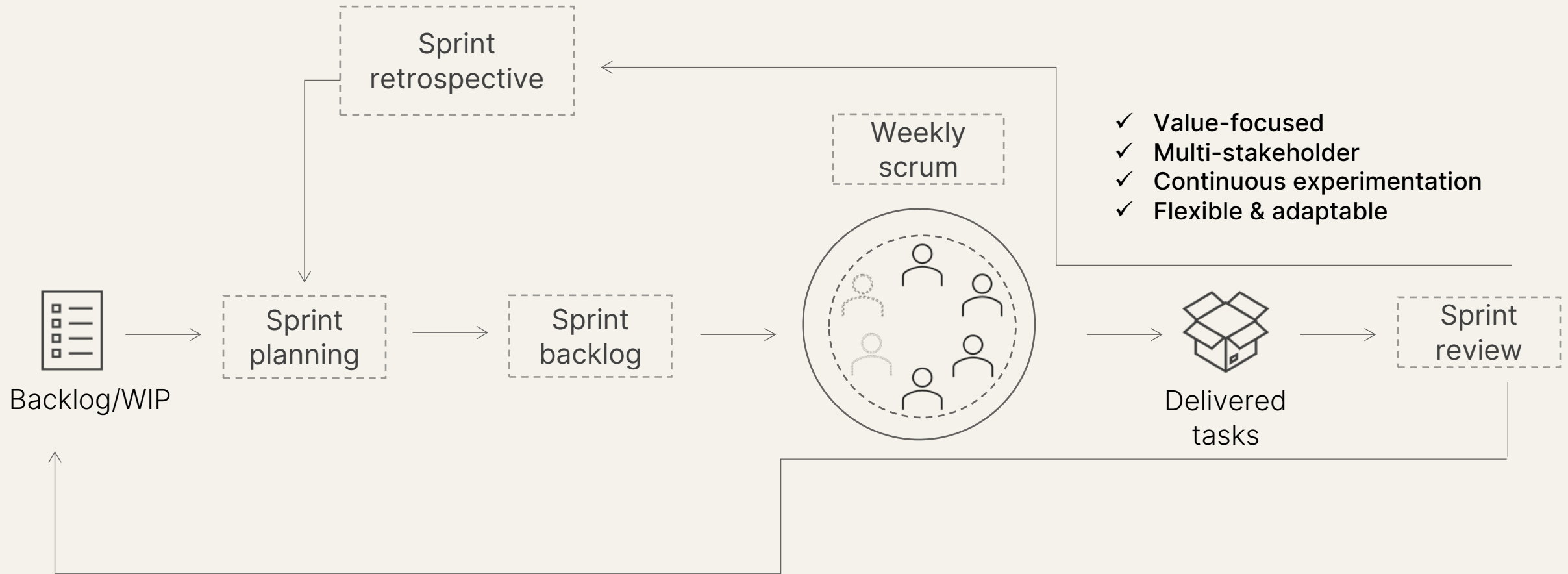
**FATFACE**







### 3. Adopt an Operating Model: Agile-Scrum



To win?

Go full funnel

You'll need:

Accurate data: advanced attribution  
+ a way to measure the  
unmeasurable

A full-funnel view: use your data to  
understand the real user journey

Adopt an operating model: find a  
way to closely collaborate internally  
and externally