

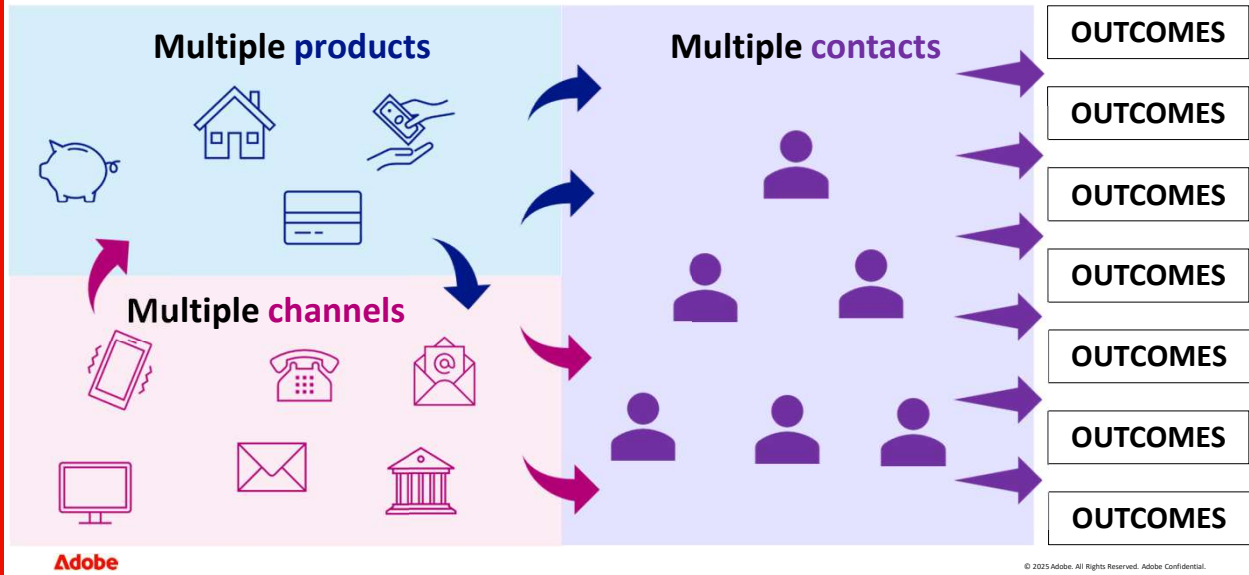


# Multi-touch and Omni-channel Attribution

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**Adobe**

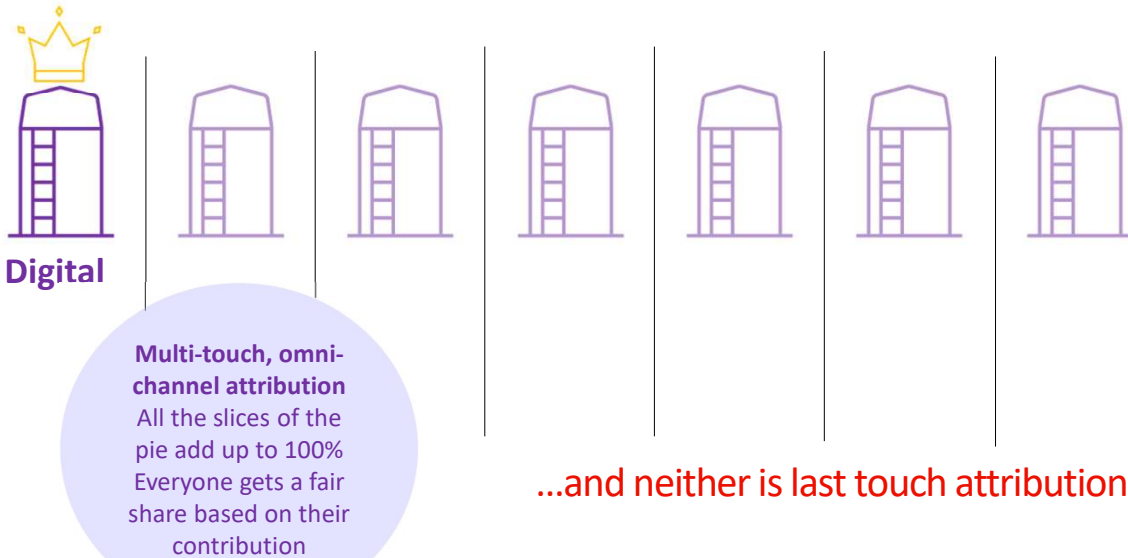
## We live in an omni-channel world



## Silos is not the solution...



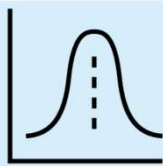
## Silos is not the solution...



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## Step 1: Figure out your response windows



- Plot response curves for each channel / product
- Quick response > positive skew (e.g. digital)
- Slow-build response > negative skew (e.g. mortgages)
- Create model based on response windows

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## Step 2: Combine touchpoints and outcomes into one dataset

### Touchpoints

- Unique IDs
- Customer ID
- Channel
- Product
- Date

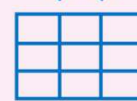


### Outcomes

- Unique IDs (distinct from customer)
- Customer ID
- Product
- Date

### Joined in AEP on

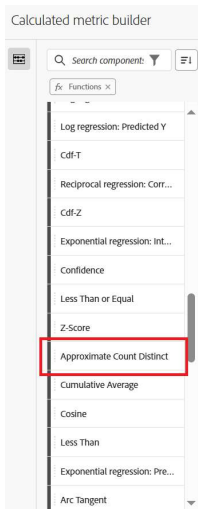
- Customer ID
- Product
- Response window



Ingest into CIA

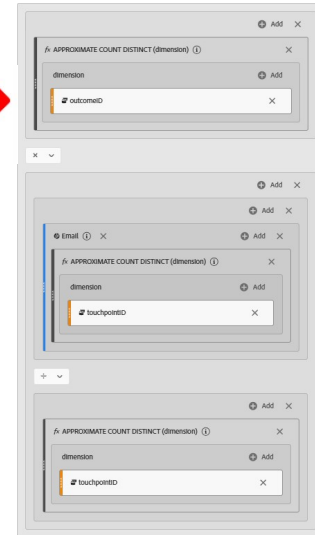
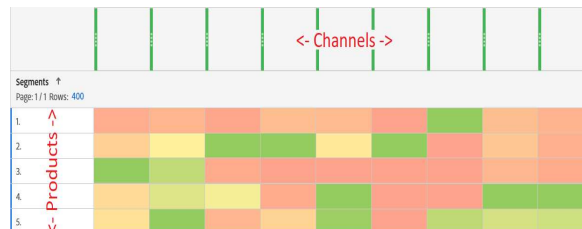
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## Step 3: Share attribution for an outcome with all related touchpoints



- Calculated count metrics >> # outcome IDs, # touchpoint IDs, # touchpoint IDs per channel
- Calculated attribution metrics

$$\text{Attribution} = \# \text{ outcomes} * \frac{\# \text{ channel touchpoints}}{\# \text{ touchpoints}}$$



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## Benefits to the business

### We now know

- Number of sales
- Value of marketing
- Channel-Product effectiveness



Optimised marketing strategy

## Summary



Step 1: Figure out your response windows



Step 2: Combine touchpoints and outcomes into one dataset



Step 3: Share attribution for an outcome with all related touchpoints

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