

Piecing Together the Puzzle of Marketing Attribution:
A Unified Approach for Fragmented Ecosystems

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Observe Point

BL.INK helps you

# Make Every Link the Perfect Link

Our customers spend millions of dollars to create the perfect assets and customer experiences.

Your links are as critical as the destinations.



























#### The Fragmented Marketing Ecosystem







### Multi-touch attribution is becoming the gold standard for digital marketers looking to Optimize customer journeys across multiple touchpoints.



#### The Impact of Disjointed Data on ROI



#### BL.INK:

#### **Unified Attribution Solution**

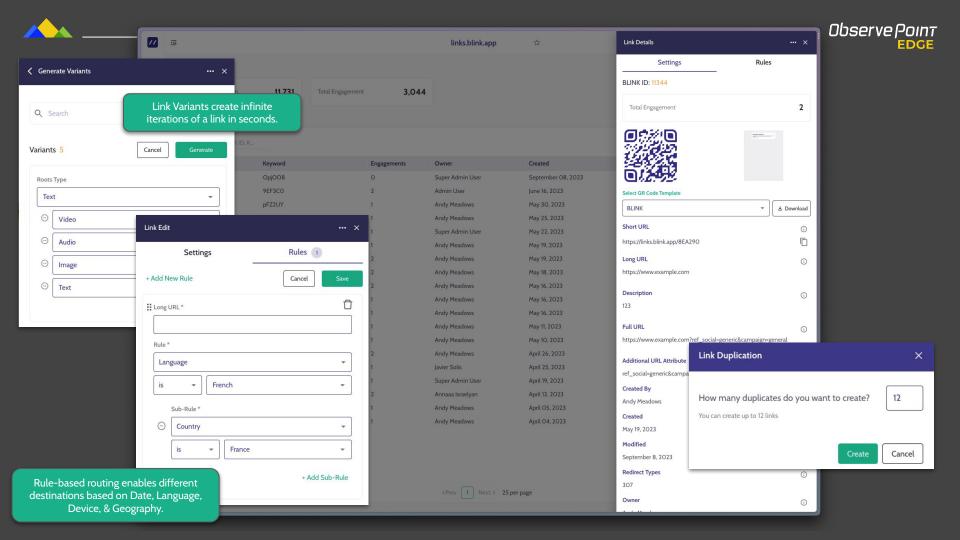
Standardized tracking across all touchpoints.

Single source of truth for marketing performance.

Simplifies data collection, normalization, and attribution across platforms.







# Selecting the Right Attribution Model

Only 17% of marketers feel

highly confident in their current
attribution models, highlighting a
significant gap between data
collection and actionable insights.

(Source: eMarketer, 2022)





Standardize links across markets while maintaining attribution accuracy

Improved ability to measure local campaign performance

Coca Cola

#### **Compliance at Scale**

- All marketing campaigns must comply with privacy regulations (GDPR, CCPA).
- Requires standardized, compliant tracking for financial institutions.
- BL.INK provides standardized, compliant tracking for all digital campaigns.
- Reduced compliance-related risks and streamline audit processes.





- Track complex customer journeys across many digital and in-store touchpoints.
- Centralized tracking helped connect the dots between various touchpoints.
- Gained more accurate reporting and clearer visibility of the entire customer journey.

Room&Board





# Unified attribution systems improve ROI by 20% and accelerate decision-making by 25%

Forrester, 2023

BL.INK brings all attribution models into one cohesive strategy, filling data "gaps" across attribution models.

#### **Unified Attribution Strategy delivers:**

- Improved ROI measurement.
- More relevant and personalized customer experiences.
- Better budget allocation based on accurate data.
- Increased compliance and privacy protection.

**Using an** attribution platform like **BL.INK** is like finding the corner pieces and using them as anchors.





#### **Next Steps: Your Unified Attribution Strategy**

- Use a tool like BL.INK to standardize and centralize your tracking.
- 2. Choose the right attribution model based on your campaign's goals.
- Implement centralized reporting for better oversight and performance measurement.
- 4. Ensure compliance and privacy at every touchpoint.
- 5. Deliver hyper-relevant and personalized customer experiences with confidence.







#### Thank you.

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