



Observe Point **EDGE**

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

Andy Meadows
www.bl.ink



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Andy Meadows

Managing Director





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



**Budget
Misallocation**

**Customer
Experience
Suffers**

**Compliance &
Privacy Risks**

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.





links.blink.app

11 731 Total Engagement 3,044

Keyword	Engagements	Owner	Created
Opj008	0	Super Admin User	September 08, 2023
9EF3CO	2	Admin User	June 16, 2023
pFZZUY	1	Andy Meadows	May 30, 2023
	1	Andy Meadows	May 25, 2023
	1	Super Admin User	May 22, 2023
	1	Andy Meadows	May 19, 2023
	2	Andy Meadows	May 19, 2023
	2	Andy Meadows	May 18, 2023
	2	Andy Meadows	May 16, 2023
	1	Andy Meadows	May 16, 2023
	1	Andy Meadows	May 16, 2023
	1	Andy Meadows	May 11, 2023
	1	Andy Meadows	May 10, 2023
	2	Andy Meadows	April 26, 2023
	1	Javier Solis	April 25, 2023
	1	Super Admin User	April 19, 2023
	2	Annaaa Israelyan	April 13, 2023
	1	Andy Meadows	April 05, 2023
	1	Andy Meadows	April 04, 2023

Generate Variants

Search

Variants 5

Cancel Generate

Roots Type

Text

Video

Audio

Image

Text

Link Edit

Settings Rules 1

+ Add New Rule

Cancel Save

Long URL *

Rule *

Language

is French

Sub-Rule *

Country

is France

+ Add Sub-Rule

Link Details

Settings Rules

BLINK ID: 11344

Total Engagement 2

QR Code

Select QR Code Template

BLINK Download

Short URL

https://links.blink.app/8EA290

Long URL

https://www.example.com

Description

123

Full URL

https://www.example.com?ref_social-generic&campaign-general

Additional URL Attribute

ref_social-generic&camp

Created By

Andy Meadows

Created

May 19, 2023

Modified

September 8, 2023

Redirect Types

307

Owner

Link Duplication

How many duplicates do you want to create? 12

You can create up to 12 links

Create Cancel

Link Variants create infinite iterations of a link in seconds.

Rule-based routing enables different destinations based on Date, Language, Device, & Geography.

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)



Global Consistency, Local Relevance

Standardize links across markets while
maintaining attribution accuracy

Improved ability to measure local
campaign performance

The Coca-Cola logo is positioned in the bottom right corner of the slide. It features the brand name in its signature white script font, set against a dark red background that is part of a larger graphic of a liquid splash.

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.



Data Reveals Customer Journey Insights

- 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

1. Use a tool like BL.INK to standardize and centralize your tracking.
2. Choose the right attribution model based on your campaign's goals.
3. 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.



"Attribution is no longer just about clicks and conversions; it's about understanding the complete customer journey in a privacy-conscious world." (Source: Merkle, 2023)



Thank you.

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