

LeadsRx performs radio attribution using a combination of predictive and time-based logic. The system is flexible in terms of specifying instance times for radio spots, limiting data to geographic segments, and determining how much overall attribution should apply. Together, these factors are referred to as Fuzzy Attribution™ and are unique to the LeadsRx marketing attribution platform.

It's important to note that only direct traffic to a website will be considered for inclusion in Fuzzy Attribution. This means visitors who enter a complete URL in their web browser or who use a browser bookmark to arrive at the website. Referred visits, click-throughs from online advertisements and emails, and other tracked visits are not included in Fuzzy Attribution.

There are three considerations for inclusion in the Fuzzy Attribution model:

1. Time Periods

To perform radio attribution, you first specify time periods during which traffic could be included in the fuzzy model. Each period should represent the length of time that is reasonable to expect someone who heard the radio ad to subsequently visit the website. For example, if a radio ad airs at 2:30pm, you might specify a time period from 2:30pm - 3:30pm for possible inclusion in the Fuzzy Attribution with the assumption that listeners might come to the website within an hour of having heard the ad. There is no limit to the number of time periods that can be included.

Multiple time periods can be specified for the same LeadsRx campaign, or, separate campaigns can be created for each timeslot. This choice depends solely on what you want to measure. For example, you might want all ads that air during the morning commute time to be grouped into a single marketing campaign to see how the group of ads perform across days and across stations. Or, another option would be to group all ads from a particular station, no matter what time they air. Creating campaign groups for multiple stations will show the relative performance of each station versus another. There is no limit to the number of campaign groupings that can be created.

Importantly, time period instances can be specified after the fact. In other words, they do not have to be entered into LeadsRx in advance of the actual start time. Additionally, instances can be uploaded from a spreadsheet, and we are working on integrations with popular radio trafficking systems for direct feeds of instance data.

2. Geographies

Inclusion in Fuzzy Attribution can be limited by geographic regions as specified by postal codes. This is completely optional, but if used, only visitors whose IP address originates in selected postal codes will be considered for inclusion in the Fuzzy Attribution. For example, if a national account advertises in a local market only, by specifying the postal codes of the local market, only visitors to the website in this area will be considered for possibly having heard the radio ad. Visitors from outside of the local market will not be considered for inclusion in the attribution. There is no limit on the number of postal codes that can be included, and if none are specified, the entire world of visitors will be included.

3. Predictive Models

Fuzzy Attribution uses predictive modeling to decide how much direct traffic to the website could be included in the attribution model. The system uses up to 6 prior weeks of actual visits as a baseline and then extrapolates this baseline into the future. Visit counts during the selected attribution time periods must exceed this prediction in order to be considered for inclusion in the attribution. This helps to ensure only traffic that is incremental to normal, expected behavior will be included in the radio attribution.

Bringing it All Together

With these three factors, the "potential attribution" to radio advertisements is calculated as the increase in direct visitors above the predicted level, during the given time periods, and from the specified geographic regions.

There is one final adjustment that can be made by the user to this value, which is the "Visitor Attribution Percentage." This is a tunable parameter that specifies how much of the potential population should actually be attributed to radio. You can think of this as the level of confidence you have that people did indeed hear the radio commercial, or, just as a way to recognize that 100% attribution is probably unlikely. LeadsRx will calculate the final "lift" from radio using whatever Visitor Attribution Percentage you decide to select.