

KENSHOO SMARTPATH™

Bid to True Value with Dynamic Attribution

No single off-the-shelf attribution model works for every advertiser, in every scenario. Each path to conversion is distinctive and original, built from various touch-points throughout the funnel and, as such, a proper attribution model must be adaptive and account for these activities and assign value accordingly.

Kenshoo SmartPath is the first form of attribution that applies sophisticated mathematical modeling combined with machine-learning and algorithmic decisioning to drive optimized digital media bidding. By creating a unique value allocation for each interaction in any given conversion path, Kenshoo SmartPath provides an understanding of the true contribution of all interactions and delivers unprecedented accuracy in value-based digital media optimization.

Why Kenshoo SmartPath?



- Integrates with Kenshoo Portfolio Optimizer™ to activate more informed bidding
- Accounts for all interaction path data – even those interactions that do not result in a conversion
- Re-allocates perceived revenue from touch-points across channels, down to the keyword level
- Determines the probability of a conversion for a given path, based on the interactions that have occurred
- Incorporates interaction data from external channels, including display, retargeting and more
- Constantly measures the prediction accuracy of its models and uses a closed feedback approach to correct errors and increase accuracy



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Dynamic Attribution. Deep Insights. Optimized Results.

Role in Conversion Funnel

Measure the value of an interaction and weigh that value against other interactions based on its singular contribution to a conversion

Causality and Synergy

Detect whether there is causal relationship between interactions or if a single interaction is independent of others

Engagement Necessity

Consider the chances that engagement, and therefore conversion, would have occurred whether or not a certain ad appeared (e.g. navigational intent)

Value of Loyalty

Discern impact of a customer's previous experience with an advertiser on likelihood of an additional conversion

Comparing the allocation of attribution weight via sample Kenshoo SmartPath against three traditional attribution models – Last-click, First-click, and U-shaped – shows the differences in how credit is distributed.

