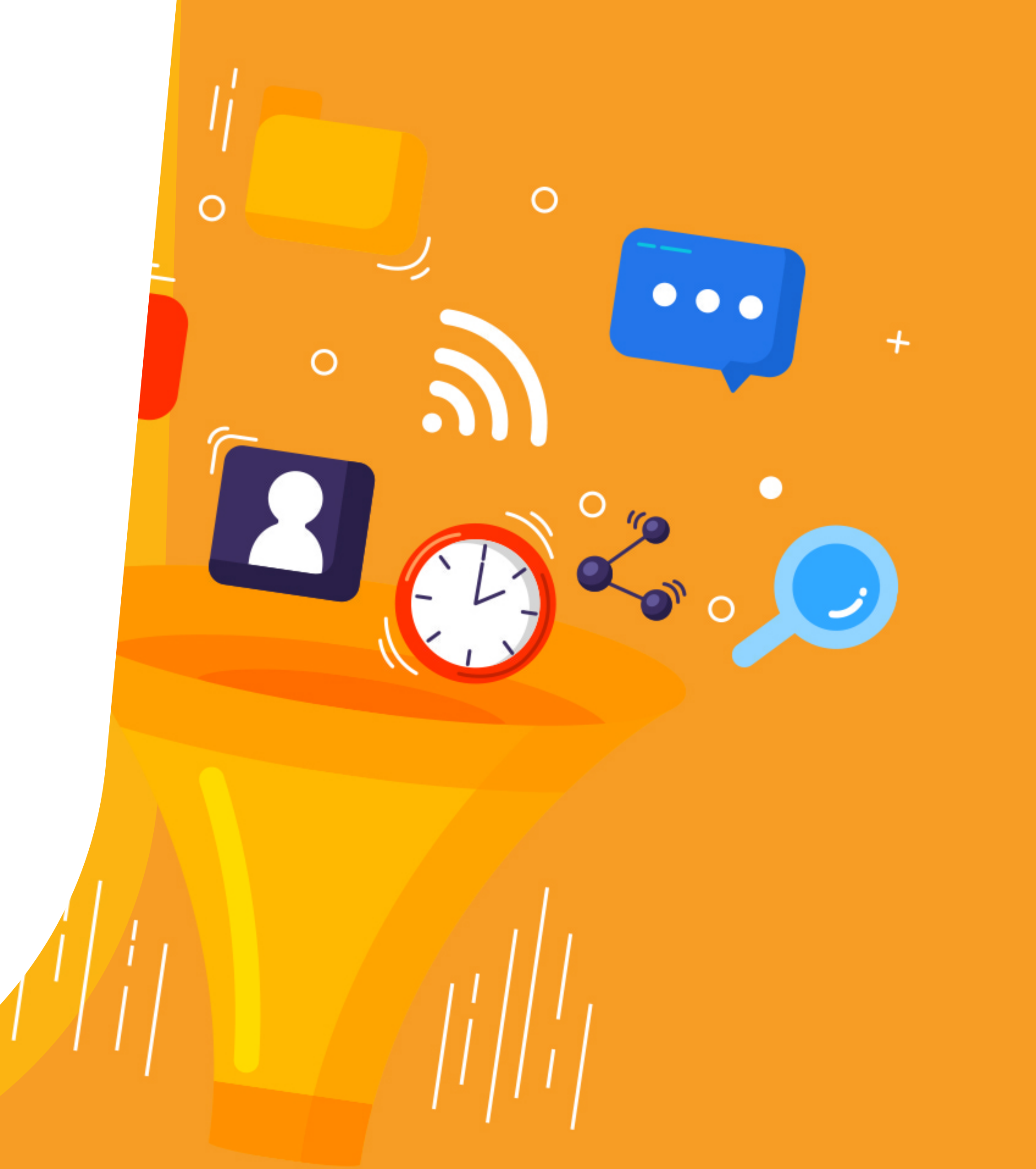




# WICKED REPORTS

The leading marketing  
attribution platform for SMB





“

Half the money I spend  
on advertising is  
wasted; **the trouble is I  
don't know which half**

”

John Wanamaker, the founder of modern advertising

# 375 touchpoints to make a sale for headphones.

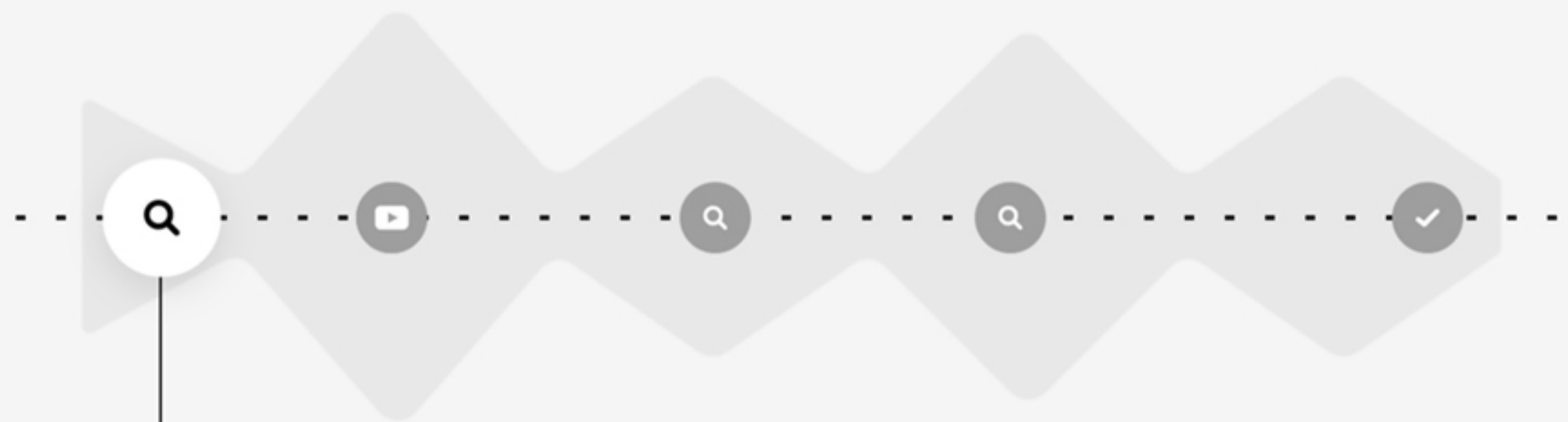
## JUSTIN'S HEADPHONE JOURNEY

### Looking for the last brand standing

Sometimes a person lands on one or a few brands quickly, and the key is to see which one holds up to obsessive rounds of research. This is the case for Justin. When it looks like he's ready to buy, he turns to Google Search and YouTube to find reviews, watch product demos, and determine whether his first-choice brand meets specific criteria. There's one brand that is able to stay on Justin's radar throughout his search, and ultimately this brand wins the sale.



Justin, 19  
Total Touchpoints: over 375



📱 Total searches: 3

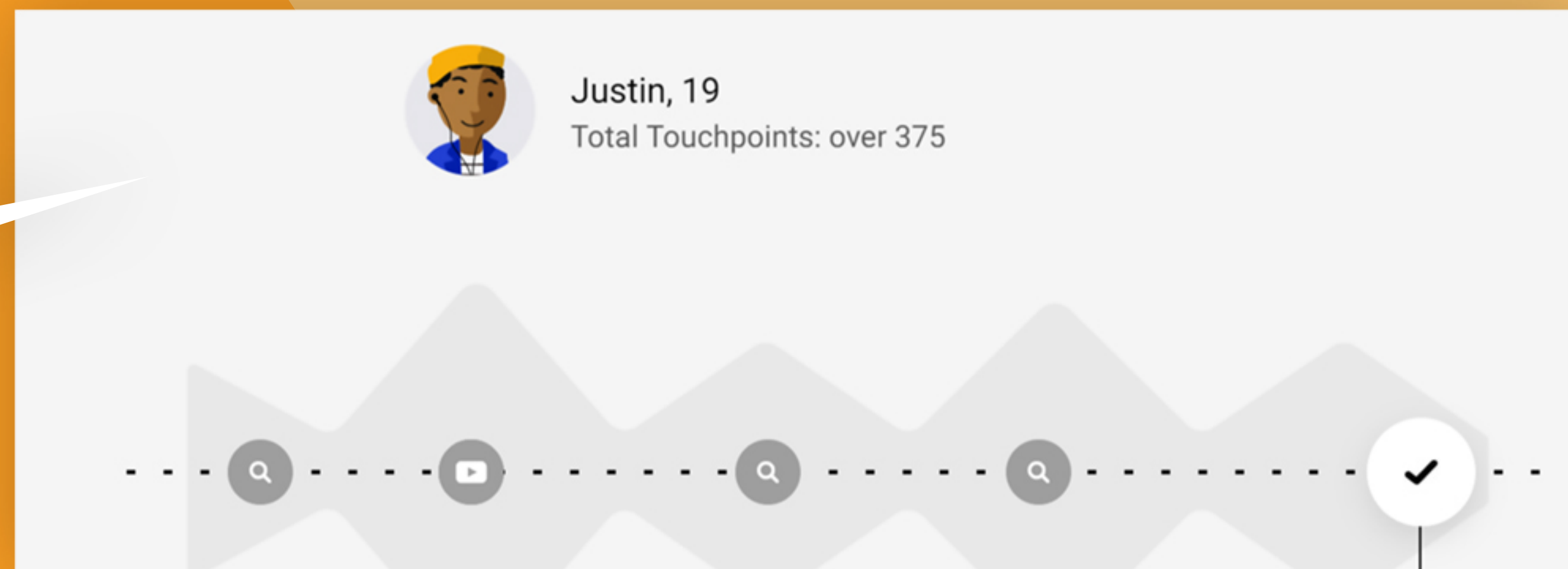
#### KEY SEARCHES ACROSS MOBILE

- 🔍 Pressure in my head
- 🔍 Why do I feel like my head is heavy?
- 🔍 Headphones headache

Smart marketers at this point realize they need to track, understand and then act on their data.

End result after 375 touchpoints = \$100 sale

How hard do you think it will be to show positive ROI on an ad campaign at 26 cents a sale!



Attribution Model

Idea

Value per touchpoint

Problem

Linear

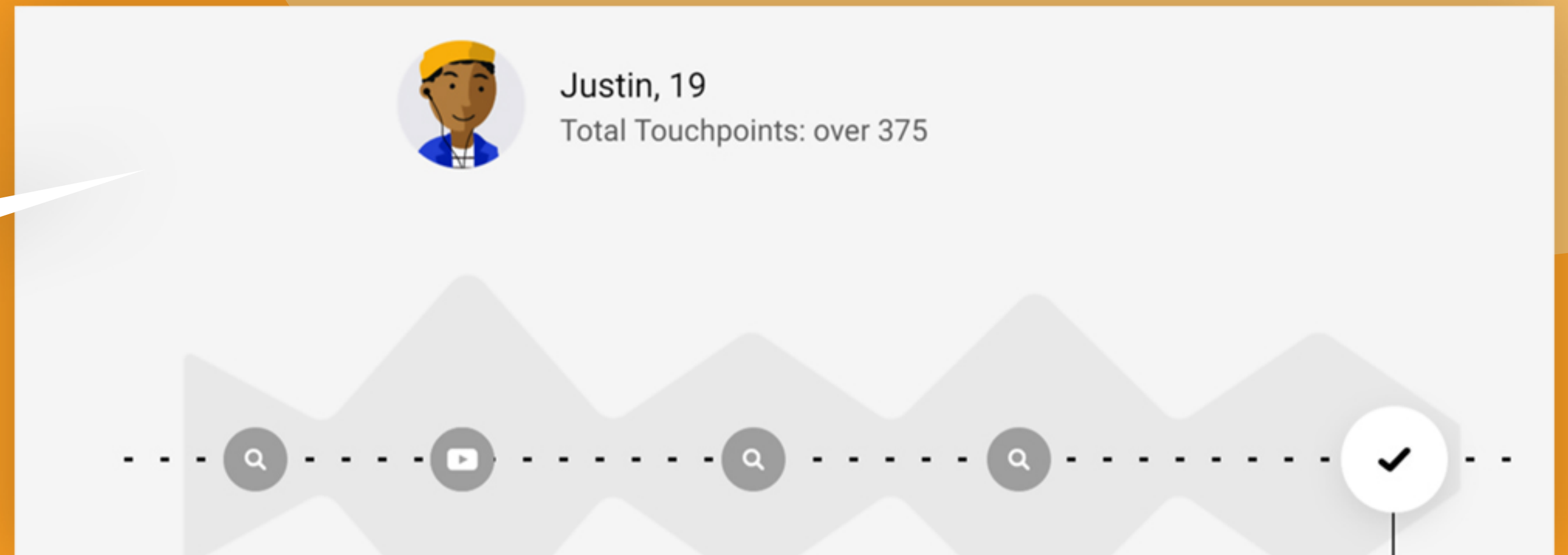
Share sale credit among all touches

\$0.26

Not many campaigns will be ROI positive at 26 cents a sale!

End result after 375 touchpoints = \$100 sale

Last click attribution makes logical sense. There's a click, then there's a sale. So how come Google doesn't recommend using it?



Attribution Model

Idea

Value per touchpoint

Problem

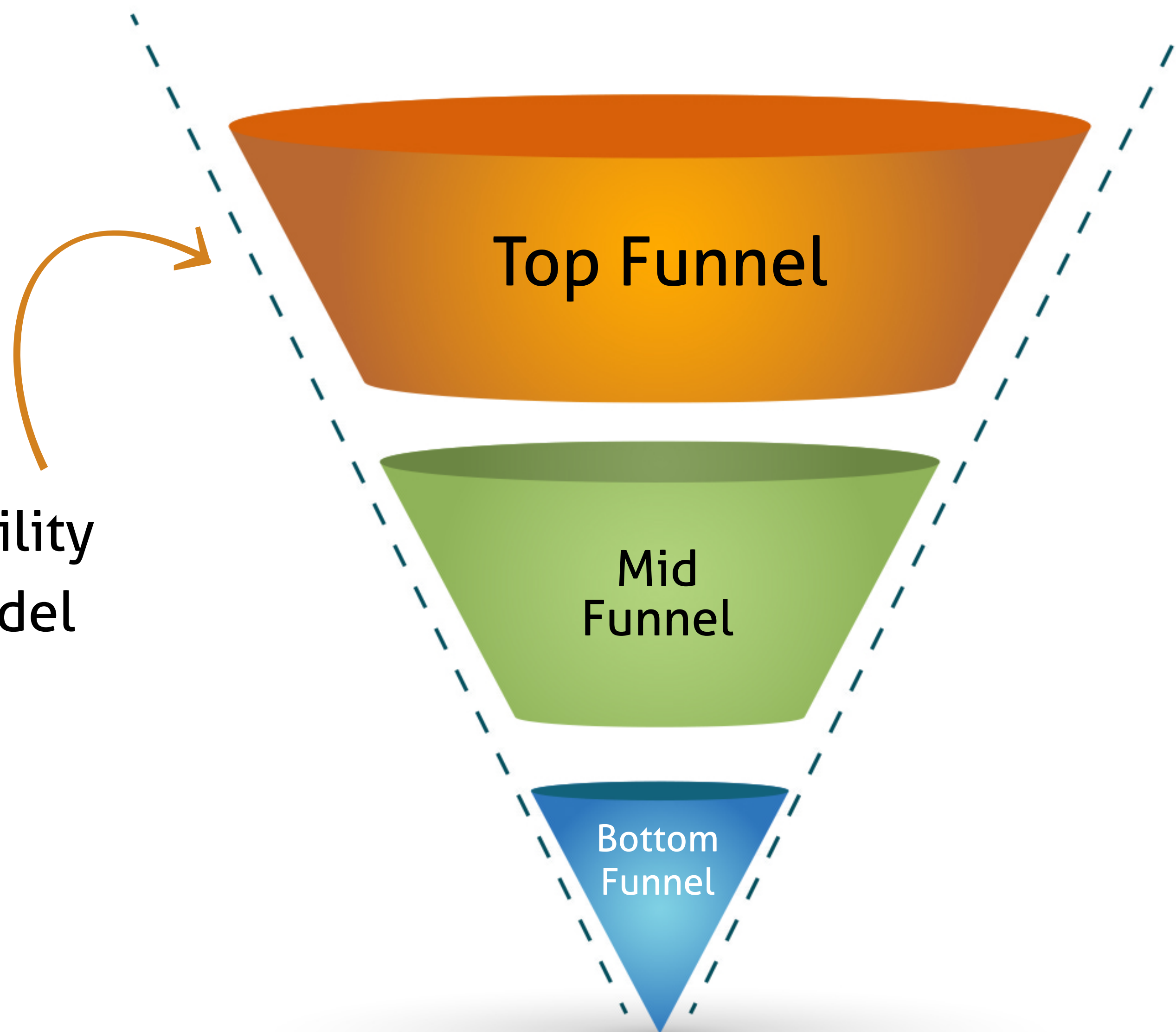
Last Click

Last click before sale was the click that converted the lead to a customer

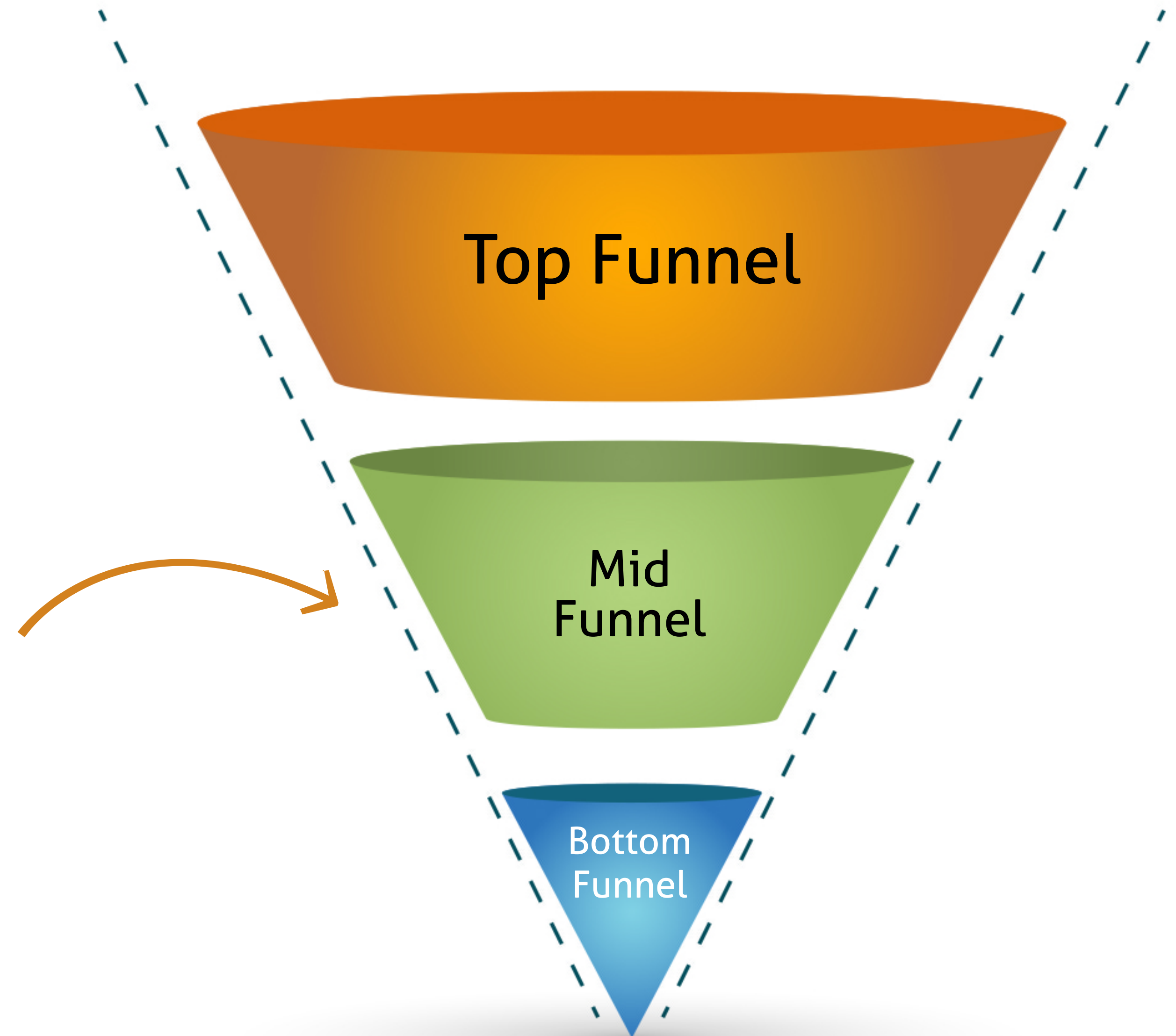
\$0.26

Ignores 374 clicks before the last one

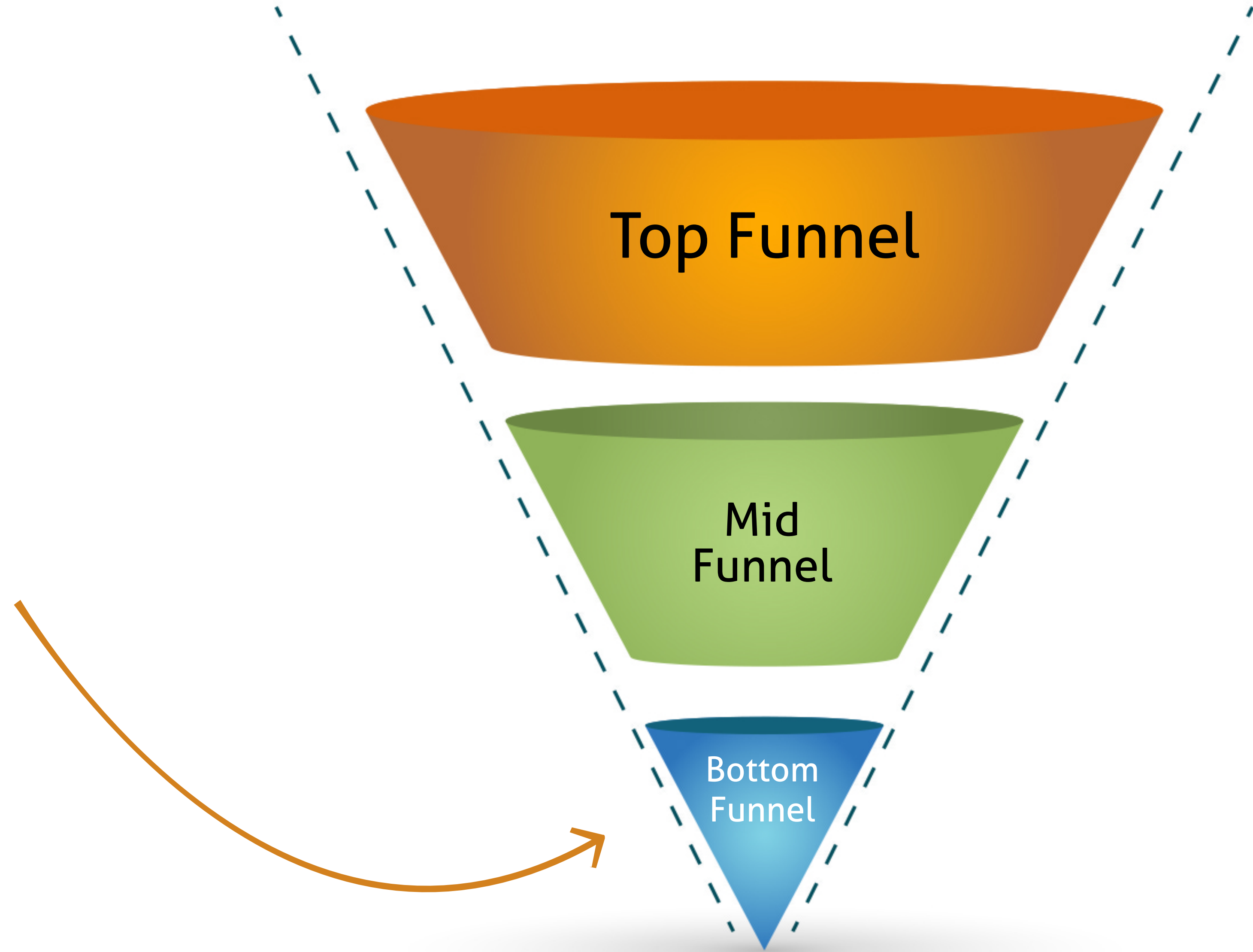
Top of the Funnel New Lead Visibility  
requires a specific attribution model



Middle of the Funnel Existing  
Lead Visibility requires a  
different attribution model than  
top of the funnel leads



Last click is ONLY good for bottom of the funnel





What can you trust? ●

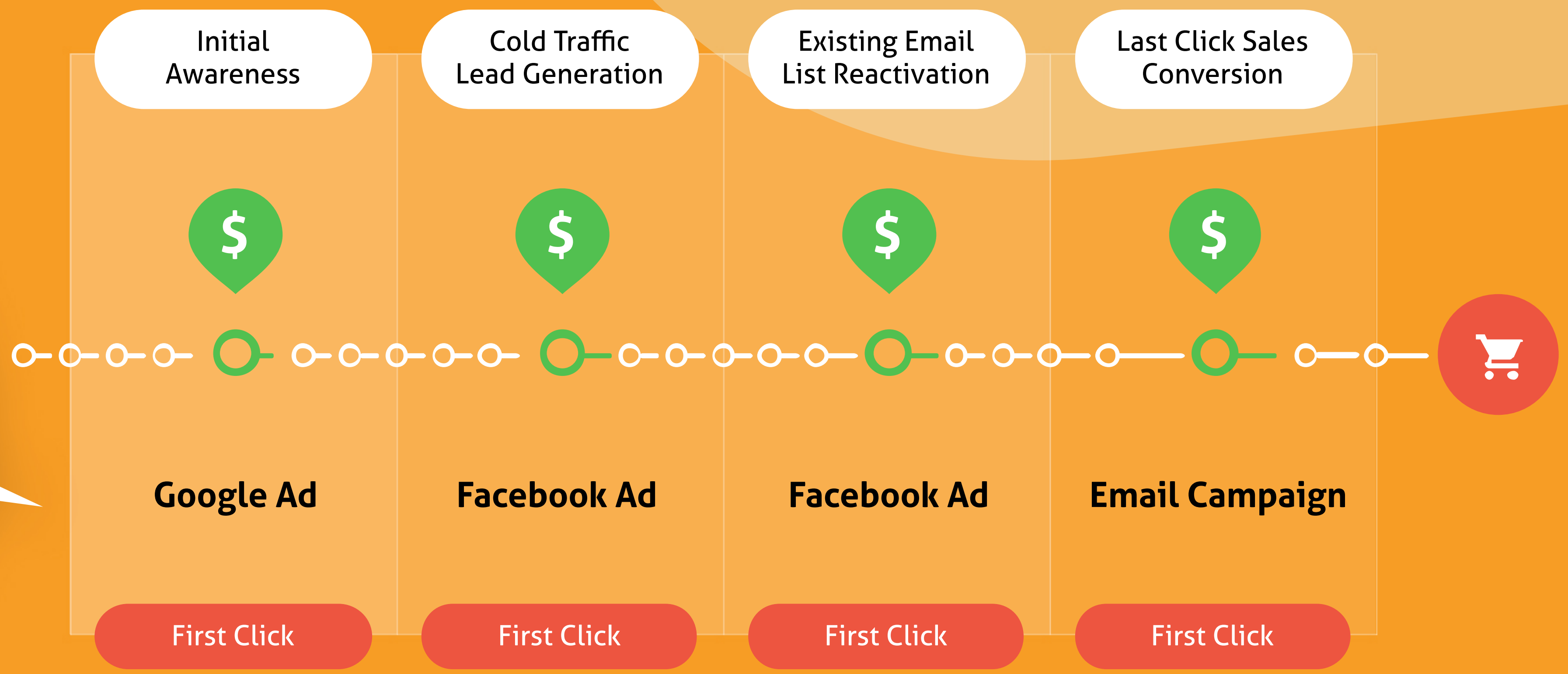
Where can you focus? ●

When is data just noise? ●

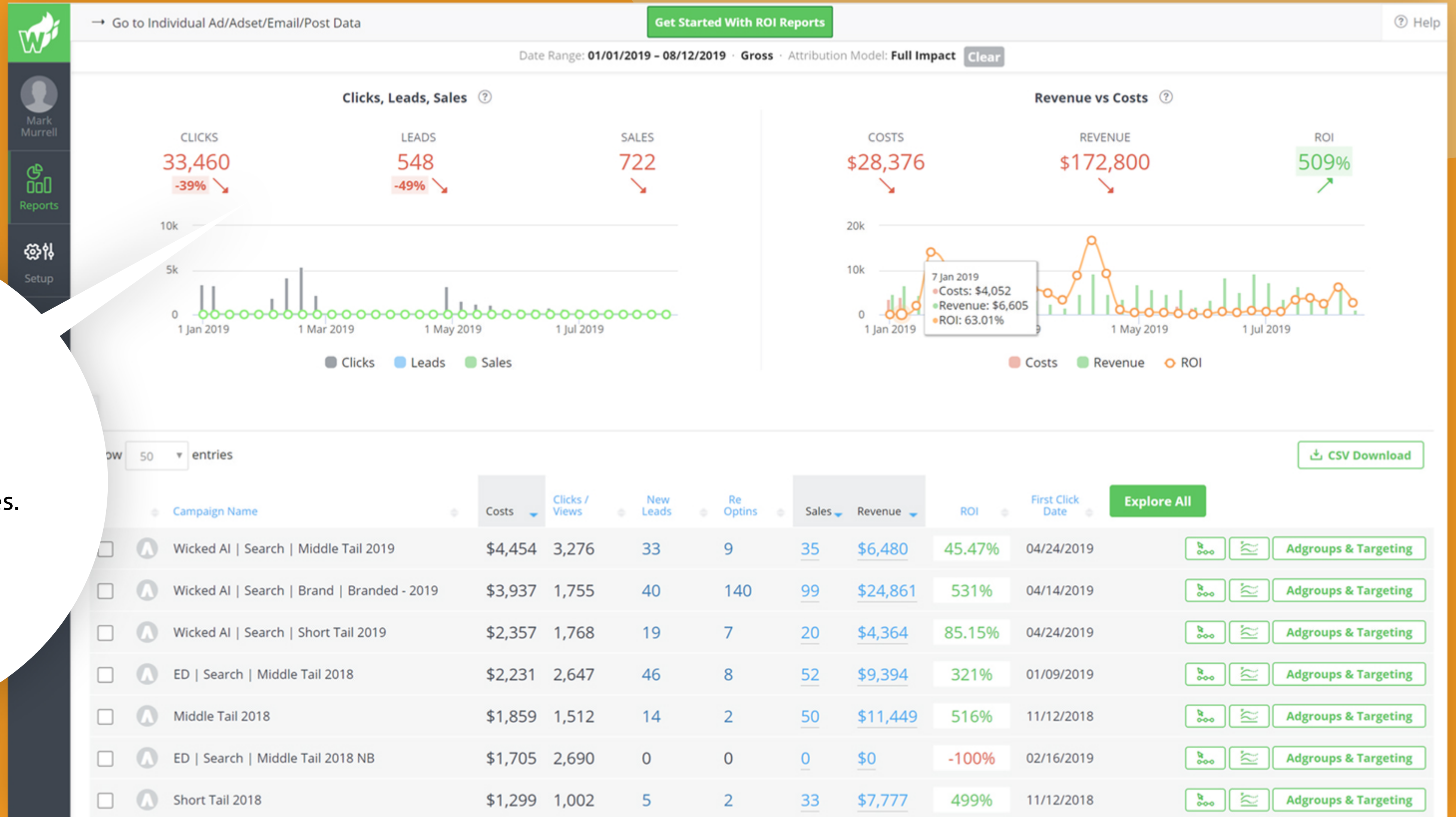


# 1<sup>st</sup> Party Data Marketing Attribution Over Time

Our solution to these attribution agonies starts with 1st party data as the foundation of marketing attribution, and using attribution models that map directly to specific marketing strategies.



# You can make decisions based on ROI , not hunches.



You can make decisions based on ROI , not hunches.

WickedSharp Lead & Sale Source Data ✕

[Go to Customer LTV Report](#)

Create Date (EST)	Contact ID	Email	First Name	Last Name	Total Revenue	UTM Source	UTM Medium	UTM Campaign	UTM Content	UTM Term	Optin Date (EST)
02/12/2019 09:23:4	<a href="#">584460</a>	gft****@gmail.com	G***	Tho*****	\$814.90	Adwords	Search	ED   Search   Midd	Middle Tail	+lobster +online	2019-02-12 09:23:4
02/09/2019 05:24:5	<a href="#">584304</a>	jos*****@gmail.com	C***	Dol***	\$635.00	Adwords	Search	ED   Search   Midd	Middle Tail	buy lobster	2019-02-09 17:24:5
02/12/2019 08:43:5	<a href="#">584506</a>	num*****@gmail.com	K***	Sim*****	\$614.97	Adwords	Search	ED   Search   Midd	Middle Tail	+lobster +online	2019-02-12 20:43:5
02/10/2019 11:37:1	<a href="#">584331</a>	kwe***@aol.com	Bre***	Sal***	\$399.97	Adwords	Search	ED   Search   Midd	Middle Tail	cheap lobster onlin	2019-02-10 11:37:1
02/13/2019 12:58:5	367568941171	tin*****@hotmail.com	My ***	Pay***	\$359.99	Adwords	Search	ED   Search   Midd	Middle Tail	buy lobster	2019-02-13 00:58:5
2/07/2019 10:33:4	<a href="#">584200</a>	j***@lynngott.com	J***	L***	\$224.99	Adwords	Search	ED   Search   Midd	Middle Tail	+lobster +online	2019-02-07 10:33:4
2019 08:40:3	<a href="#">584504</a>	mjm*****@gmail.com	Mic****	Mul***	\$210.00	Adwords	Search	ED   Search   Midd	Middle Tail	buy lobster	2019-02-12 20:40:3
2019 12:00:0	<a href="#">584898</a>	jen*****@gmail.com	Jen*****	Pre*****	\$199.99	Adwords	Search	ED   Search   Midd	Middle Tail	buy lobster	2019-02-24 12:00:0
2019 06:07:3	<a href="#">584573</a>	tha*****@yahoo.com	Ph***	Mag*****	\$195.00	Adwords	Search	ED   Search   Midd	Middle Tail	buy lobster	2019-02-13 18:07:3
2019 01:17:5	<a href="#">584734</a>	bar*****@gmail.com	Cur***	Ba***	\$189.99	Adwords	Search	ED   Search   Midd	Middle Tail	cheap lobster onlin	2019-02-18 18:17:5
2019 08:08:5	<a href="#">584266</a>	la***@lgcplumbing.com	La***	Car****	\$179.99	Adwords	Search	ED   Search   Midd	Middle Tail	buy lobster	2019-02-08 20:08:5
2019 01:26:4	<a href="#">582932</a>	mag****@mac.com	Dyl***	Pas****	\$175.00	Adwords	Search	ED   Search   Midd	Middle Tail	lobster for sale onli	2019-01-10 17:26:4
2019 02:46:4	<a href="#">584396</a>	She*****@mac.com	She***	L***	\$164.99	Adwords	Search	ED   Search   Midd	Middle Tail	+lobster +online	2019-02-11 06:46:4
2019 09:51:3	<a href="#">584330</a>	ofe*****@yahoo.com	R***	Ofe***	\$159.99	Adwords	Search	ED   Search   Midd	Middle Tail	cheap lobster onlin	2019-02-10 09:51:3
2019 09:11:34:3	<a href="#">584244</a>	w***@gmail.com	Nor***	Ham*****	\$145.00	Adwords	Search	ED   Search   Midd	Middle Tail	buy lobster	2019-02-08 11:34:3
2019 02:12:58:5	<a href="#">584565</a>	rob****@bright.net	L***	Whi*****	\$145.00	Adwords	Search	ED   Search   Midd	Middle Tail	cheap lobster onlin	2019-02-13 12:58:5

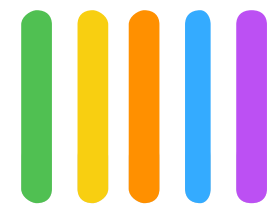
Page 1 of 1 100

View 1 - 46 of 46

You can verify and trust the data, because it's high value 1st party data signals straight from your CRM and shopping cart.

## Attribution that makes sense

### Ful Impact ROI



Give me a quick answer on overall marketing effectiveness. Its OK if revenue does not match my shopping cart.

### First Click ROI



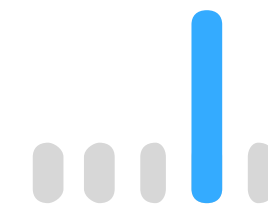
Tell me what first interests cold traffic to click on my ads and become high value customers over time.

### New Lead ROI



Tell me what converts cold traffic leads into high value customers over time. Give me the strongest signal of new lead generation effectiveness.

### ReEngaged Lead ROI



Tell me the reengaged leads to reoptin from marketing and become high value customers over time.

### Last Click ROI



Tell me what converts traffic to sales.

### Google Single Channel Data Driven



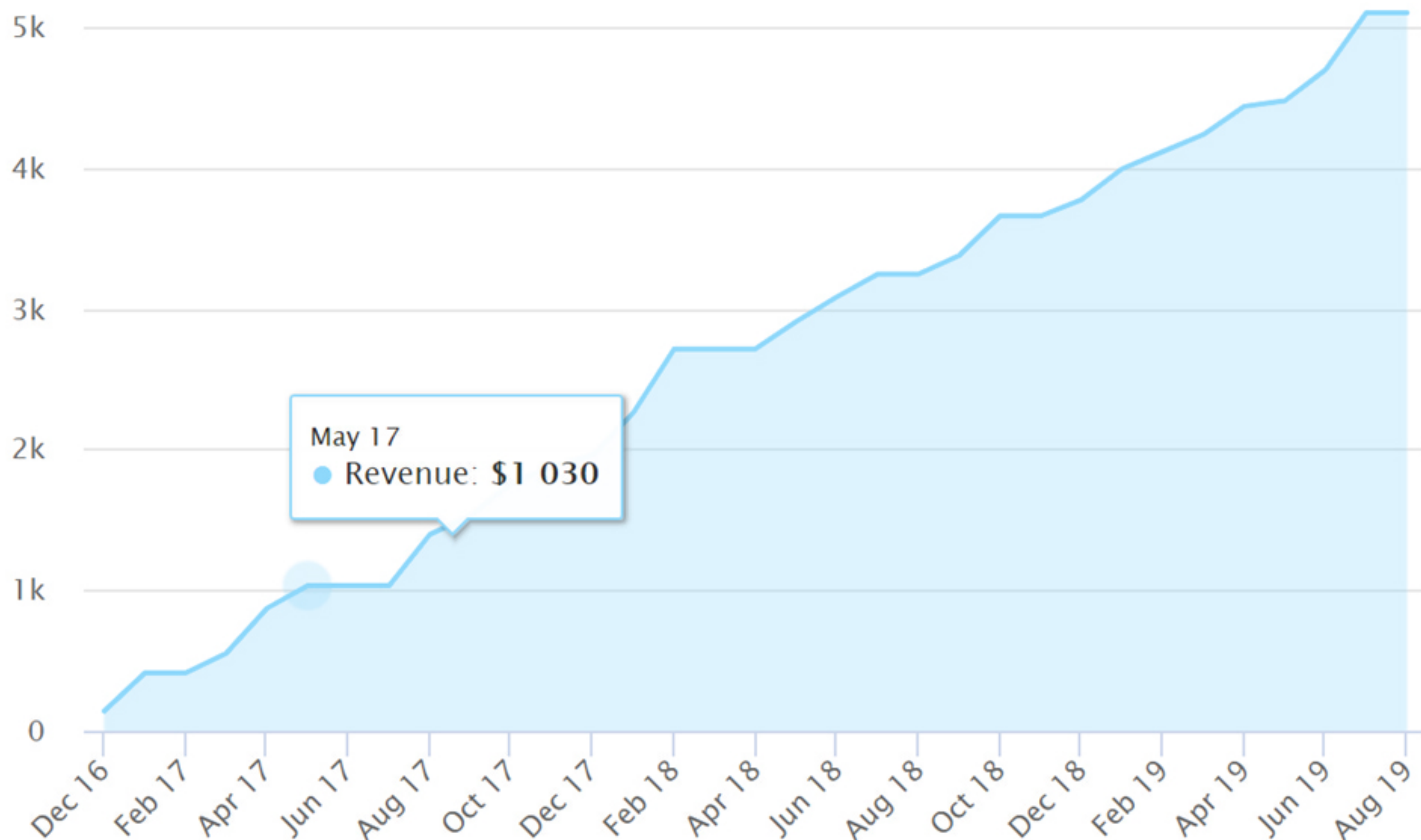
Attribution models are based on common marketing goals that are proven to move the needle.



Contact ID: 389440 (CRM ContactID: null)  
Primary Email: lel\*\*\*\*\*@gmail.com  
First Name: Ly\*\*\*  
Last Name: Elk\*\*\*



[Link Contact](#)

**Current LTV: \$5,098**









Lifetime value is the foundation and will amplify the ROI of your best campaigns

Found the lead back in December 2016 from a search

12/27/2016 4:00PM (EST)		first optin & last click	AdWords	Search	→ Search - Lobster	Lobster	fresh maine +lobster delivered
12/27/2016 4:03PM (EST)		contact created			→		

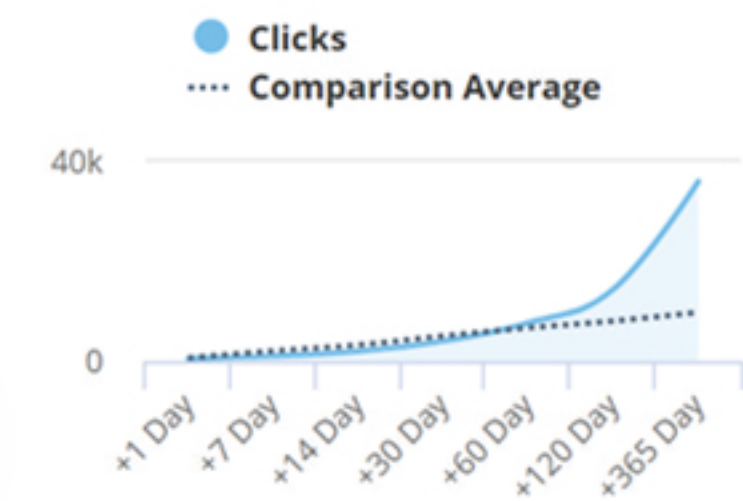
The same lead is still buying 2 ½ years later!

07/08/2019 8:32PM (EST)		last click	broadcast	 email	→ beauds	coupon_code	nby
07/08/2019 8:32PM (EST)		order (ID: 1287214497907) <b>122.50</b>	Product name: <a href="#">Maine Lobster Roll Kit</a>				

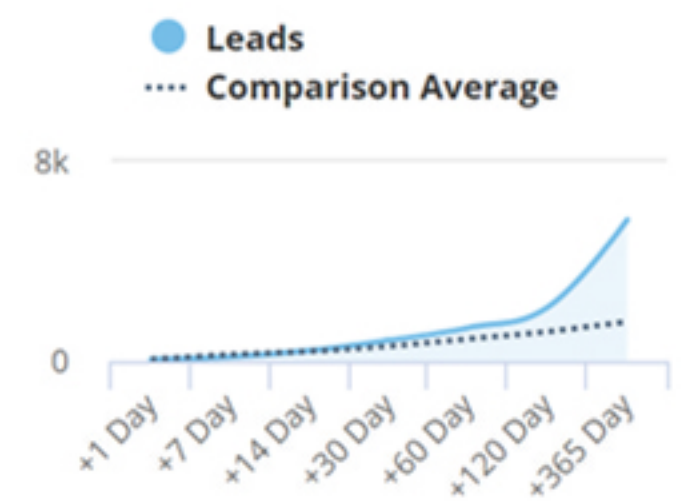
07/28/2019 1:54PM (EST)		last click	broadcast	 email	→ weekend	bogo	nby
07/28/2019 1:54PM (EST)		order (ID: 1315117203571) <b>189.99</b>	Product name: <a href="#">Buy 7 Maine Lobster Tails (4-5 oz), Get 7 FREE, Fre...</a>				



You should scale campaigns that generate high ROI and do better than your average.



Clicks  
48,443  
**351% higher**



Leads  
8,142  
**380% higher**

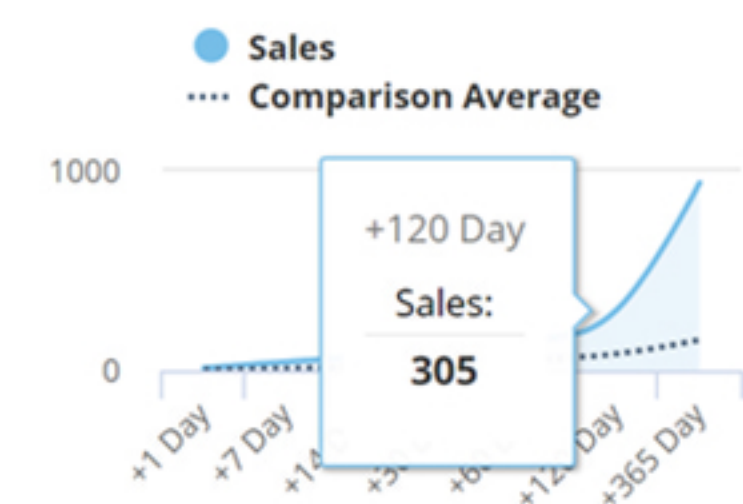
EPC  
\$3.96  
**+27%**

CPC  
\$1.10  
**+134%**

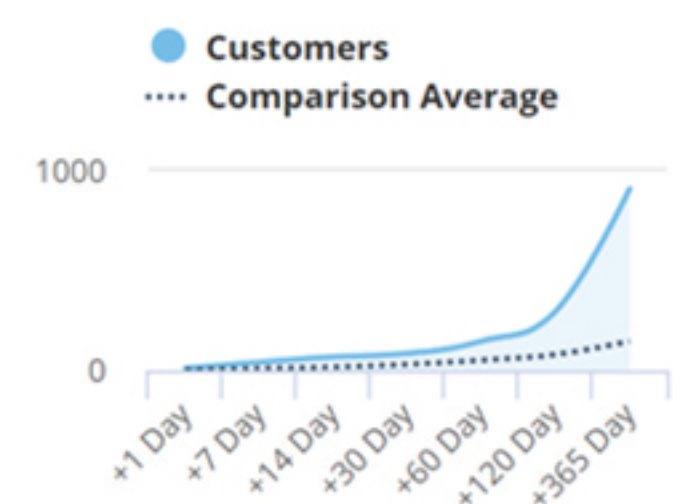
ReOptins  
6,350  
**+976%**

CPL  
\$6.53  
**+119%**

EPL  
\$23.56  
**+20%**



Sales  
1,313  
**522% higher**



Customers  
1,278  
**533% higher**

Sales Assists  
96  
**+1,100%**

Revenue  
\$191,804.67  
**+474%**

Average Time to 1st Sale  
429d

CAC  
\$41.63  
**+67%**

LTV  
\$150.08  
**-7%**



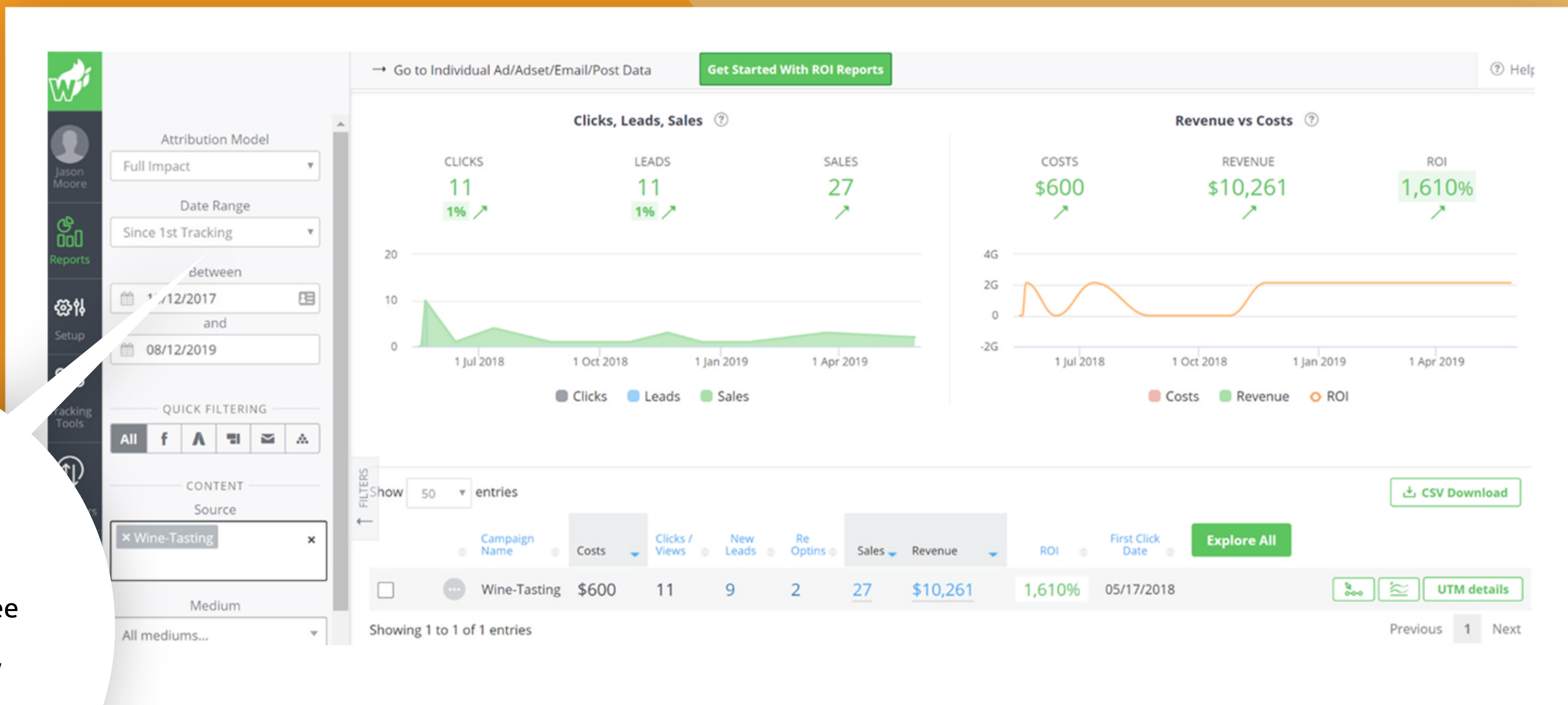
Entire User Journey

Benchmark = You vs Your Historical Data.

Use controls to make different comparisons. [Learn more](#)

We've tracked wine tastings (they make \$!), free botox sessions at a hotel, and event sponsorships.

We've tracked wine tastings (they make \$!), free botox sessions at a hotel, and event sponsorships.



# Google Machine Learning + Wicked Reports Attribution



Google AI

Google ML runs campaign smart bidding and ad split-testing



**SMB advertisers:**

1. Strategy
2. Ad copy and images
3. Keywords and audiences



Wicked Reports manages the conversion data using customer journey attribution



Wicked Reports uploads real leads, sales, and values via Google's Offline Conversion API

**Google campaigns conversions**  
Optimizer / Google campaigns conversions

**Display settings:**

From date: 06/01/2019 To date: 07/31/2019 Time zone: GMT-4 GA customer: All

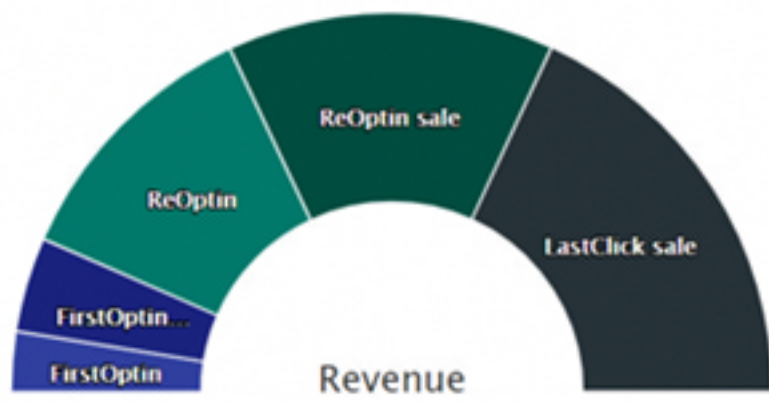
Choose campaigns to tracking: By default tracking all campaigns

**Total revenue:**  
06/01/2019 - 07/31/2019 — **\$ 25,663.93**

**Conversion (308)**

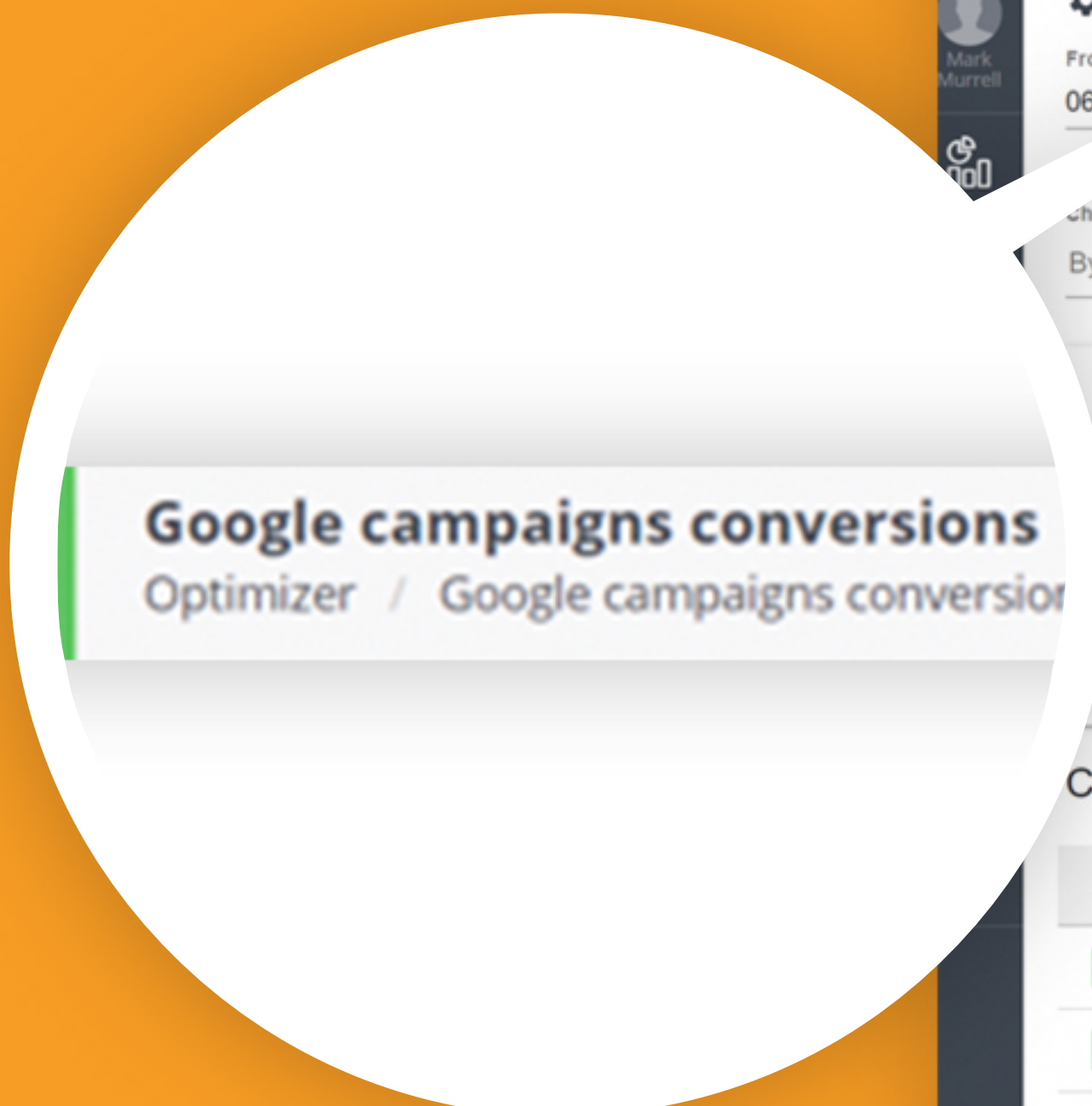
Submission status	Click date	Conversion name	Conversion value	Conversion time	Contact ID	Order ID	GA customer	Google click ID
✓ SUCCESS	2019-07-25 09:15:25	Wicked Last Click Attributed Sale	\$ 1,229.98	2019-07-25 19:06:06	1532265562227	1311182225523	3100659627	EAlaIQobChMizZ_Hi5PQ4wIVBp-fCh0lhAGOEAAAYASAAEglCavD_BwE
✓ SUCCESS	2019-07-24 09:19:08	Wicked New Lead First Optin	\$ 33.05	2019-07-24 13:23:01	588130		3100659627	EAlaIQobChMikLCDmdLN4wIVeFY...
✓ SUCCESS	2019-07-24 09:19:08	Wicked New Lead Attributed Sale	\$ 75.00	2019-07-24 13:24:36	2120823799923	1308828041331	3100659627	EAlaIQobChMikLCDmdLN4wIVeFY...
✓ SUCCESS	2019-07-24 09:19:08	Wicked Last Click Attributed Sale	\$ 75.00	2019-07-24 13:24:36	2120823799923	1308828041331	3100659627	EAlaIQobChMikLCDmdLN4wIVeFY...
✓ SUCCESS	2019-07-09 19:01:05	Wicked Existing Lead Re Optin	\$ 33.05	2019-07-09 23:01:05	201839		3100659627	Cj0KCOjw9pDpBRckARisAOzRzivj...hYHawTvFJRk5oCGh868200nkqZK...
✓ SUCCESS	2019-07-09 14:23:58	Wicked New Lead Attributed Sale	\$ 7.50	2019-07-11 15:53:20	2097983750259	1291021156467	3100659627	EAlaIQobChMI7KSNurqo4wIVUcDI...
✓ SUCCESS	2019-07-09 14:23:58	Wicked Last Click Attributed Sale	\$ 7.50	2019-07-11 15:53:20	2097983750259	1291021156467	3100659627	EAlaIQobChMI7KSNurqo4wIVUcDI...
✓ SUCCESS	2019-07-09 14:23:58	Wicked New Lead First Optin	\$ 33.05	2019-07-09 18:30:11	587616		3100659627	EAlaIQobChMI7KSNurqo4wIVUcDI...
✓ SUCCESS	2019-07-09 14:23:58	Wicked New Lead Attributed Sale	\$ 70.00	2019-07-09 18:32:51	2097983750259	1288099561587	3100659627	EAlaIQobChMI7KSNurqo4wIVUcDI...

APPLY RESET CSV




Revenue

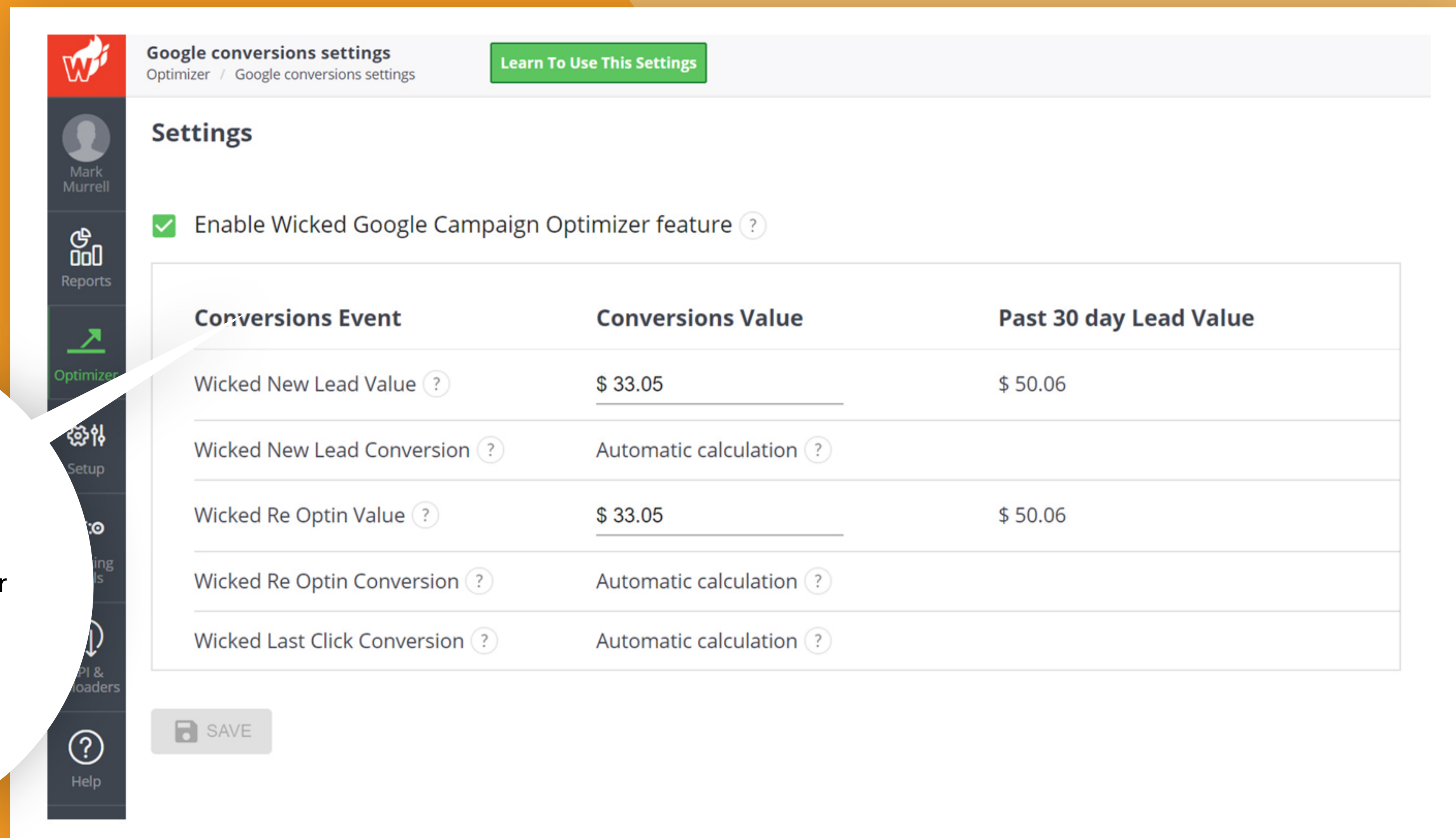
Fast search



# See your 1st party data attributed conversions from Wicked Reports inside of Google Ad manager

Campaign	Budget	Status	↓ Cost	Conversions	Cost / conv.	Conv. rate	Conv. value
Campaigns ?			\$6,278.72	295.74	\$21.22	7.52%	25,258.85
 Wicked AI   Search   Brand   Branded - 2019	\$100.00/day	Eligible	\$2,623.80	158.54	\$16.55	15.76%	18,434.18
Wicked Existing Lead Re Optin			-	92.54	-	-	3,058.47
Wicked Last Click Attributed Sale			-	30.00	-	-	7,719.07
Wicked New Lead Attributed Sale			-	8.00	-	-	712.46
Wicked New Lead First Optin			-	9.00	-	-	297.45
Wicked Re Optin Attributed Sale			-	19.00	-	-	6,646.73

Inside of Google ads manager, you can see the first party data conversions attributed by Wicked Reports,, along with their values, by simply adding the conversions to the report you are looking at.



**Google conversions settings**  
Optimizer / Google conversions settings [Learn To Use This Settings](#)

**Settings**

Enable Wicked Google Campaign Optimizer feature [?](#)

Conversions Event	Conversions Value	Past 30 day Lead Value
Wicked New Lead Value <a href="#">?</a>	\$ 33.05	\$ 50.06
Wicked New Lead Conversion <a href="#">?</a>	Automatic calculation <a href="#">?</a>	
Wicked Re Optin Value <a href="#">?</a>	\$ 33.05	\$ 50.06
Wicked Re Optin Conversion <a href="#">?</a>	Automatic calculation <a href="#">?</a>	
Wicked Last Click Conversion <a href="#">?</a>	Automatic calculation <a href="#">?</a>	

[SAVE](#)

Activate Wicked Google Campaign Optimizer in your settings.

Update Campaign Budgets  
based on Impression Share

## Google Campaign Optimizer

Wicked AI | Search | Brand | Branded - 2019

Campaign Budget

\$ 100

Forecasted Impression share ?

76.97 % or 168 impressions



Current daily budget \$100, share 76.97 %, avg daily impressions 47

Select your bid strategy

Target ROAS

Target ROAS  
1,000.00 %

Campaign is active

Apply changes

Cancel

Past 90 days

Forecasted Revenue ? \$ 54,869.47

Google Average ROAS ? 292.49 %

Attributed Revenue ? \$ 21,042.81

# The Wicked **ADVANTAGE**



**Save 20  
hrs/month**

With automatic  
conversion upload



**Speeds up  
learning**

Using lead values



**Smarter**

Real business outcomes  
with real business values



**Specific  
Conversion Goals**

Using lead values



**True ROI  
performance**

Judge performance based  
on real ROI





# WICKED REPORTS

Stop by our booth  
Wine Openers!!

