



The American Attribution Index

Prepared by ClearSaleing Inc. and Vetra Analytics

The American Attribution Index

The American Attribution Index (AAI) is the first-ever attribution management index that measures the relative effectiveness of each online advertising source and influence factor on consumer purchases and conversions. The ability to generate attribution indices is the newest development from ClearSaleing's leading advertising analytics and attribution management platform. The publication of the indices is made possible through ClearSaleing's partnership with Vetra Analytics, who built the statistical attribution models that are the foundation of the indices.

"We are incredibly pleased to be partnered with Vetra to fill this huge void that exists in the marketing intelligence and web analytics world. By delivering aggregate, industry-specific and company-specific versions of the American Attribution Index, we will help CMO's make better advertising selection and allocation decisions that will positively impact both their top and bottom lines."

Randy Smith, ClearSaleing Co-Founder & President

ClearSaleing and Vetra will publish 3 important subsets of AAI, each with its own use and benefits:

- ▲ AAI: Aggregate Indices
- ▲ AAI: Vertical Industry Indices
- ▲ AAI: Company-Specific Indices

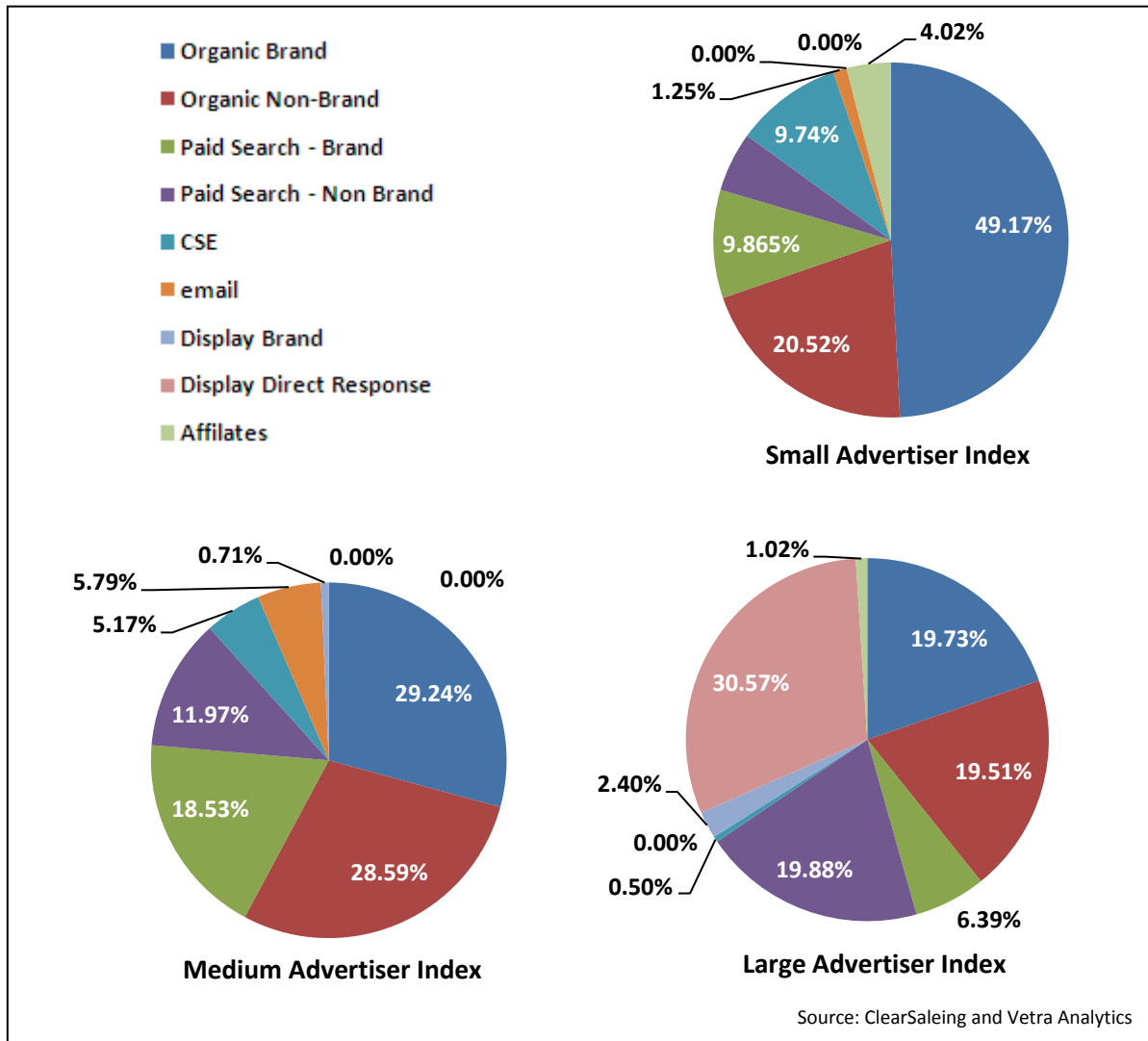
AAI: Aggregate Indices

The AAI: Aggregate Indices represent average attribution indices across all participating companies and all of their respective industries. The Aggregate Indices serve as important barometers of each advertising source's relative impact and influence on consumers' purchasing decisions. Since they represent an aggregate measure across all industries and companies, the Aggregate Indices should not be used to make advertising allocation decisions for a specific company. They can be used, however, to gain strategic insight into the relative influence and trends of the respective advertising sources in general.

Given that company size and level of advertising budget often dictate the range and mix of advertising sources employed, the AAI: Aggregate will be comprised of 3 sub-indices:

- ▲ AAI: Aggregate--Large Advertisers (> \$2 million/year online ad spend)
- ▲ AAI: Aggregate--Medium Advertisers (\$300k to \$2 million/year online ad spend)
- ▲ AAI: Aggregate--Small Advertisers (< \$300k/year online ad spend)

The American Attribution Index: Aggregate Indices- Q1 2009*



*Calculated from a sample set of over 1.3 million Purchase Paths™ from the ClearSaleing Advertising Analytics and Attribution Management platform .

AAI: Vertical Industry Indices

Each of the AAI: Vertical Industry Indices represents an industry-specific attribution index across all participating companies in that respective industry. Each Vertical Industry Index delivers important industry-specific benchmarks for CMO’s and other marketing executives within that industry. Since they represent an aggregate industry measure across all companies in a specific industry, the Vertical Industry Indices should not be used to make advertising allocation decisions for a specific company. They can be used, however, to gain strategic insight on the relative influence and trends of the respective advertising sources among firms in a given industry.

“ ClearSaleing and Vetra Analytics will use the data generated by the ClearSaleing platform to measure how different advertising channels influence sales in a particular vertical industry. This report of attribution indices by vertical sector will be of great value to advertisers and agencies in determining what marketing channels are working within their particular industry, and what relative value each marketing element contributes to a conversion or sale.”

Dr. Purush Papatla, President of Vetra Analytics

AAI: Company-Specific Indices

The AAI: Company-Specific Indices are attribution indices developed for a specific company. The Company-Specific Index allows executives to make informed advertising selection and budget allocation decisions by pinpointing, on a relative basis, which advertising sources are working for an individual company. Online advertising budgets should be allocated in proportion to each advertising source’s AAI for the respective company. The advertising selection and allocation process for large-spending advertisers should be repeated over regular intervals to keep budget allocation decisions synchronized with changes in the indices.

“ Determining the relative influence of each advertising source on a customer purchase for individual advertisers fits neatly with ClearSaleing’s main objective, which is to help marketers more accurately determine which marketing investments are delivering a profitable return. Company-Specific Indices provide strategic insight into online advertising ROI, and help marketers more profitably allocate advertising budgets across available online options,”

Randy Smith, ClearSaleing Co-Founder & President

How Are the American Attribution Indices Calculated?

Over 1.3 million actual Purchase Paths™ from Q1 2009 representing a range of advertisers from several vertical industries were used to calculate the initial set of data in the American Attribution Indices. The data set included nearly half a million Paths that resulted in a purchase and over 800,000 abandoned Paths.

With the enormous data set of actual Purchase Paths captured in the ClearSaleing advertising analytics and attribution management platform, the American Attribution Indices were generated from a series of statistical models and calculations.

- ClearSaleing and Vetra Analytics built several statistical models to evaluate visitor buying behavior using Purchase Path data collected by the ClearSaleing platform for a particular company.
- Next, the models were tested and calibrated against actual historical data to ensure that the models were able to perform well in capturing, explaining and predicting buyer behavior.

- The best model was then selected. Using the outputs of this model, channel-specific attributions were developed.
- Next, the channel-specific attributions were used to develop influence weights for each channel (advertising source), where the influence weight represented how much influence a given source had in affecting a visitor's decision to buy or not buy.
- These four steps were then repeated for multiple companies in multiple industry sectors.
- The companies were then segmented based on several criteria, such as total ad-spend or the company's vertical industry.
- The influence weights were then aggregated across companies within a segment.
- Segment-specific indices were then developed, (e.g. AAI: Vertical Industry Indices, AAI: Aggregate: Ad Spend Level - Based Indices).

How Do I Get Access to the American Attribution Indices?

AAI: Aggregate – The AAI: Aggregate Indices will initially be available on the ClearSaleing sponsored www.AttributionManagement.com website. For subsequent periods, ClearSaleing and Vetra will publish the general American Attribution Index (AAI) on a quarterly basis using a widget application. Relevant attribution management news and items of interest will also be published along with the Indices.

AAI: Vertical Industry – Subscriptions will be available beginning in the 4th quarter to select industry versions of the AAI, where the subscription will provide an initial set of indices and quarterly updates thereafter.

AAI: Company-Specific – ClearSaleing and Vetra can develop a company-specific attribution index for individual companies through a paid engagement in which the attribution model for the company is developed and calibrated. Once the initial company index has been developed, it will be updated and published quarterly on a subscription basis.

Having regular, ongoing access to the AAI is critical as the indices are dynamic due to several key factors: (1) the continual addition of more and more data from the new companies who join AAI, (2) changes that occur in macroeconomic environmental factors, and (3) changes that occur in advertising options and measurement technology.

About ClearSaleing

ClearSaleing's advertising portfolio management platform helps marketers identify ways to more effectively and profitably allocate ad spend across a complex mix of online advertising investments. ClearSaleing's technology enables attribution management through its patent-pending Purchase Path technology. Purchase Path accurately attributes profit (ROI) across the multiple marketing touch points that contribute to and influence a sale.

ClearSaleing is a thought leader in the growing scientific field of attribution management and founder of the Attribution Management Forum, the profession's e-community for interactive marketers. The Company also publishes www.AttributionManagement.com that provides a rich repository of ClearSaleing and externally published articles, white papers and other material focused exclusively on attribution management.

ClearSaleing's unique ability to give marketers telescopic insight into their online ad investment is attracting major brand customers, such as American Greetings and Nationwide Insurance. The company was founded in 2006 and is headquartered in Columbus, Ohio. For more information, please visit www.ClearSaleing.com.

About Vetra Analytics

Vetra Analytics is a marketing analytics consulting firm that specializes in analytics R&D, dashboards and customer data-based models. Created by Dr. Purush Papatla, Ph.D., the Vetra team brings years of global consulting and publishing experience to its clients. With this leadership, Vetra has the ability to dig deep into your data repositories and locate key insights that can optimize your marketing decisions, enhance your customer satisfaction and increase ROI on marketing efforts. For more information, please visit www.VetraAnalytics.com.