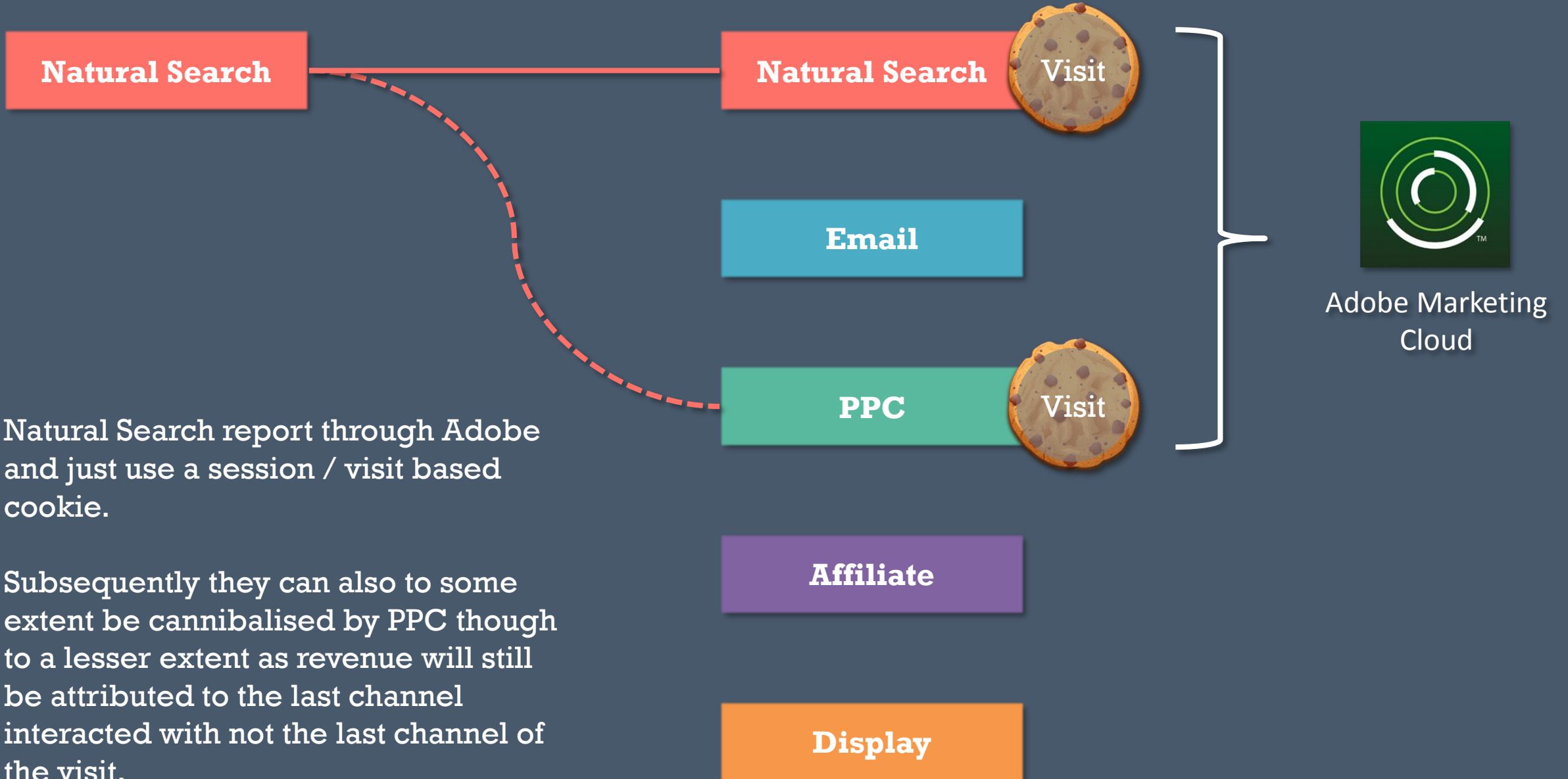




Digital Marketing Attribution

Digital Marketing: Natural Search

----- Cannibalisation

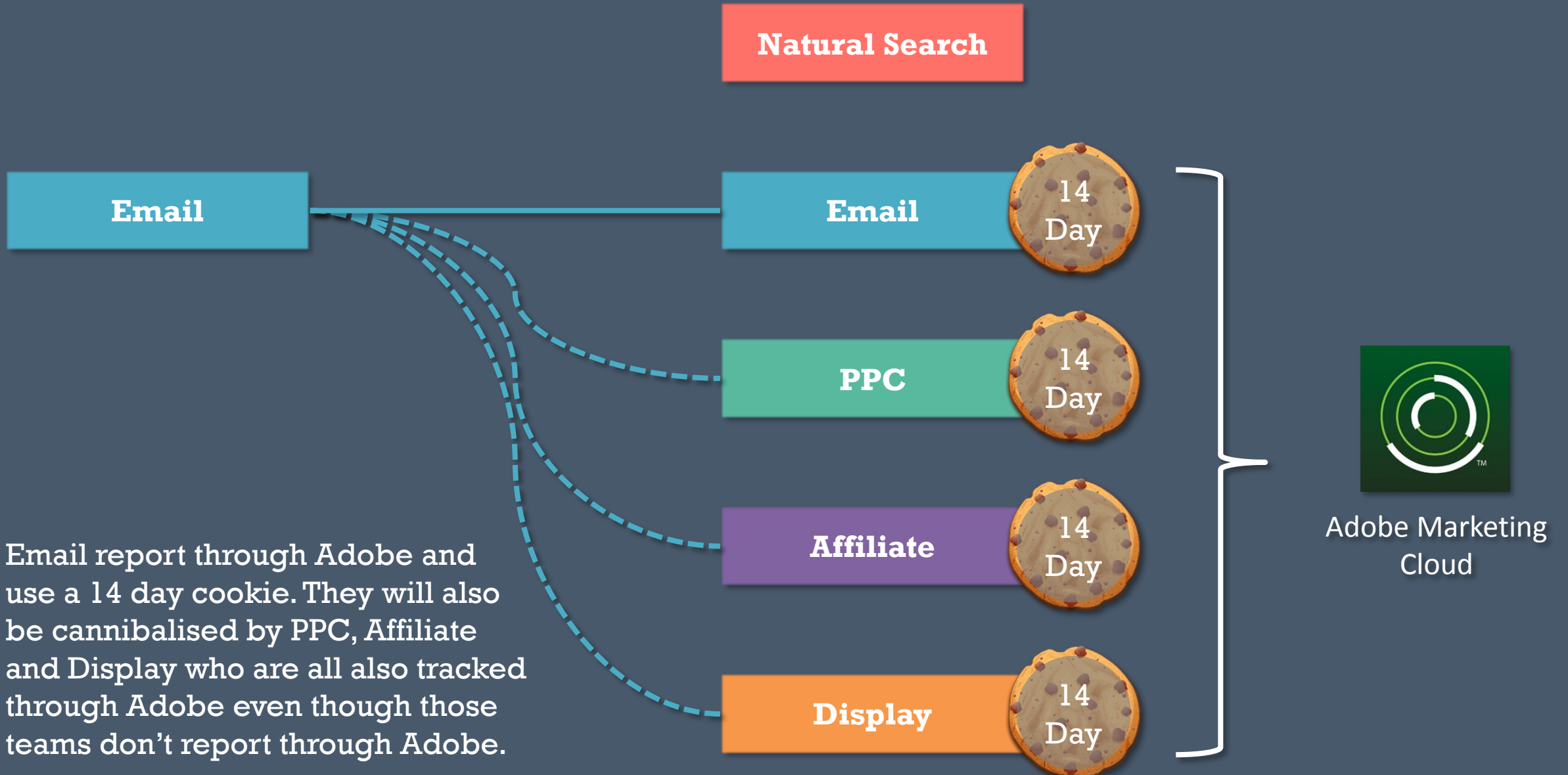


Natural Search report through Adobe and just use a session / visit based cookie.

Subsequently they can also to some extent be cannibalised by PPC though to a lesser extent as revenue will still be attributed to the last channel interacted with not the last channel of the visit.

Digital Marketing: Email

----- Cannibalisation

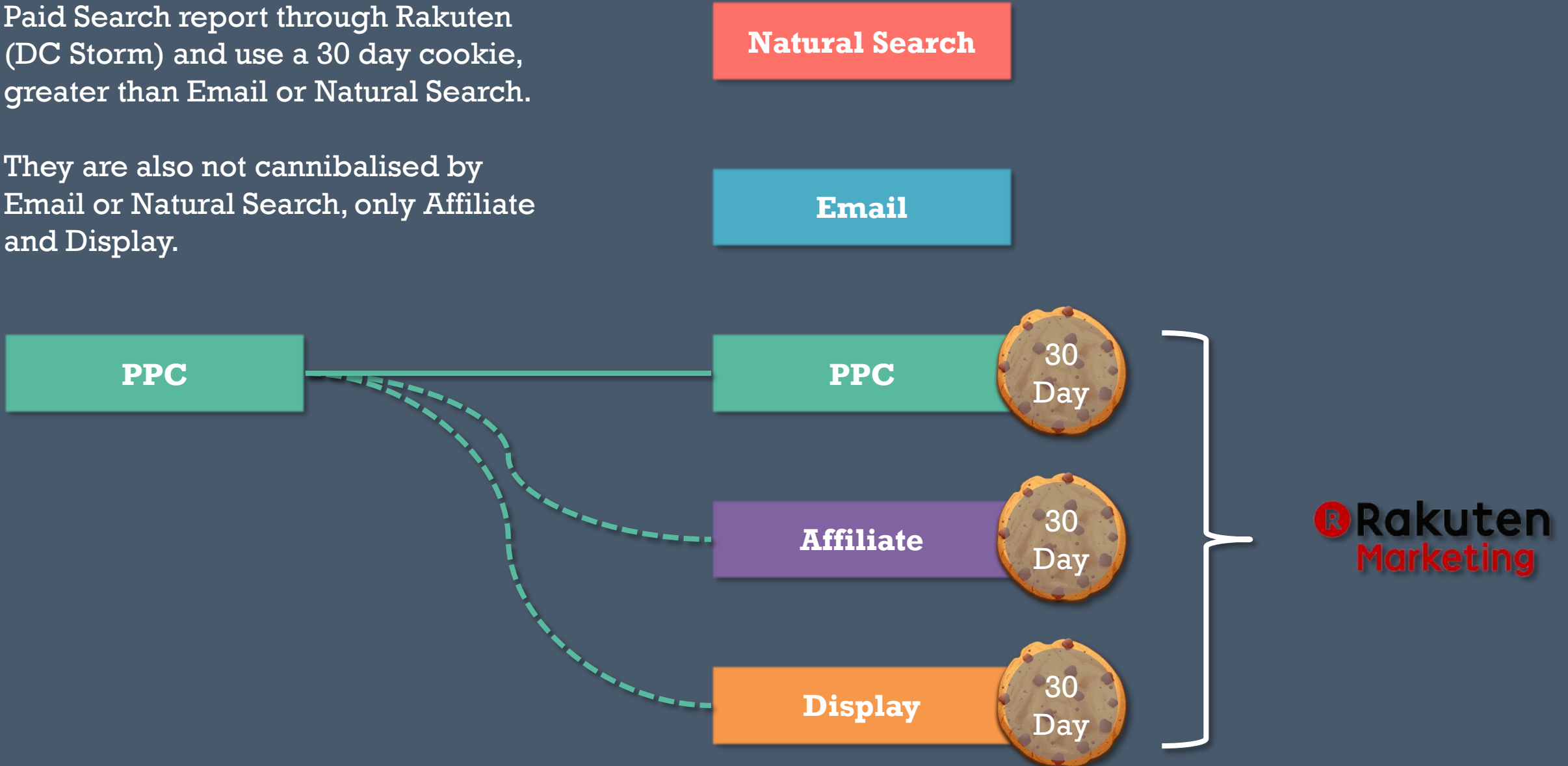


Digital Marketing: Paid Search

----- Cannibalisation

Paid Search report through Rakuten (DC Storm) and use a 30 day cookie, greater than Email or Natural Search.

They are also not cannibalised by Email or Natural Search, only Affiliate and Display.

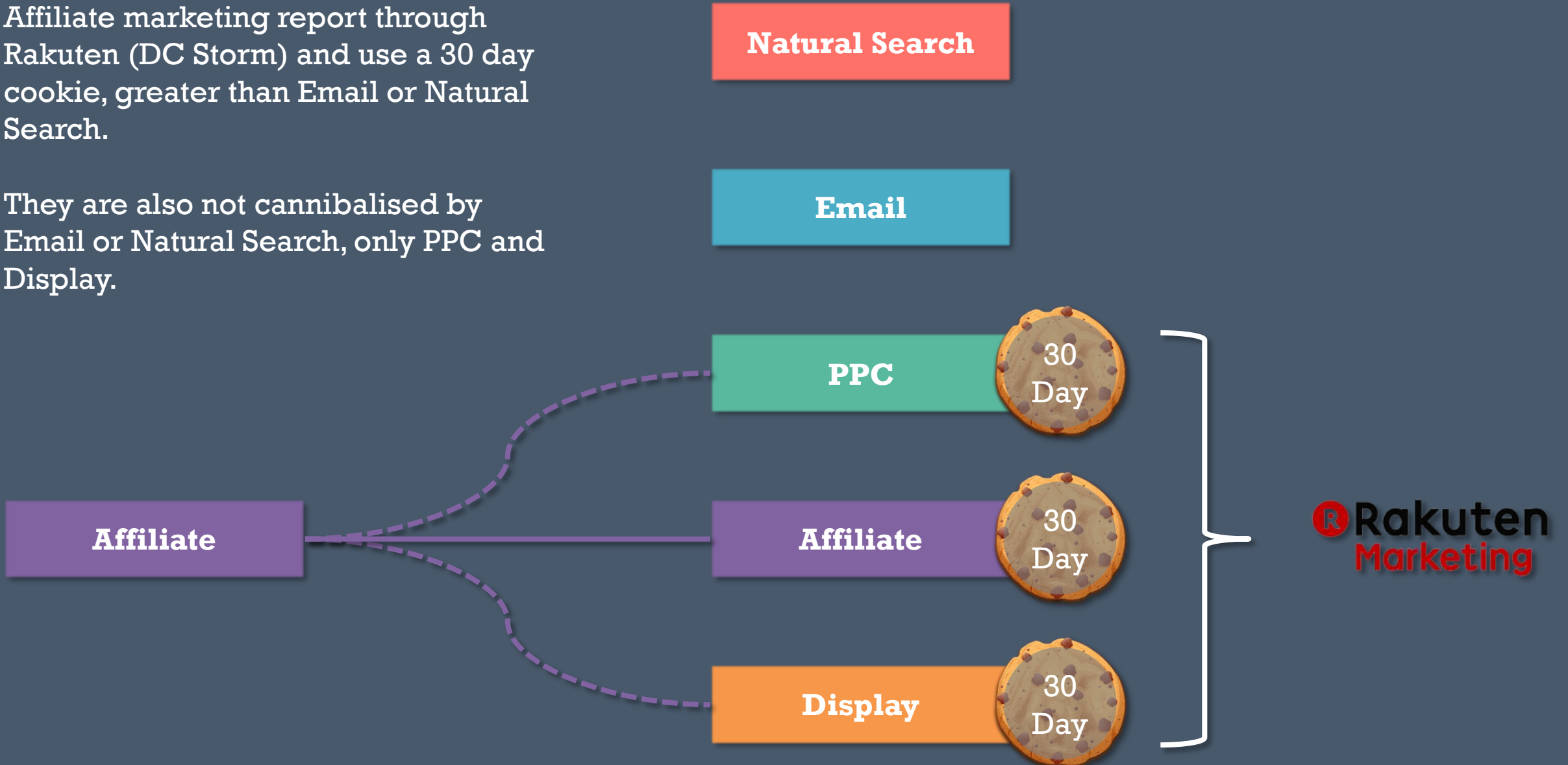


Digital Marketing: Affiliate

----- Cannibalisation

Affiliate marketing report through Rakuten (DC Storm) and use a 30 day cookie, greater than Email or Natural Search.

They are also not cannibalised by Email or Natural Search, only PPC and Display.

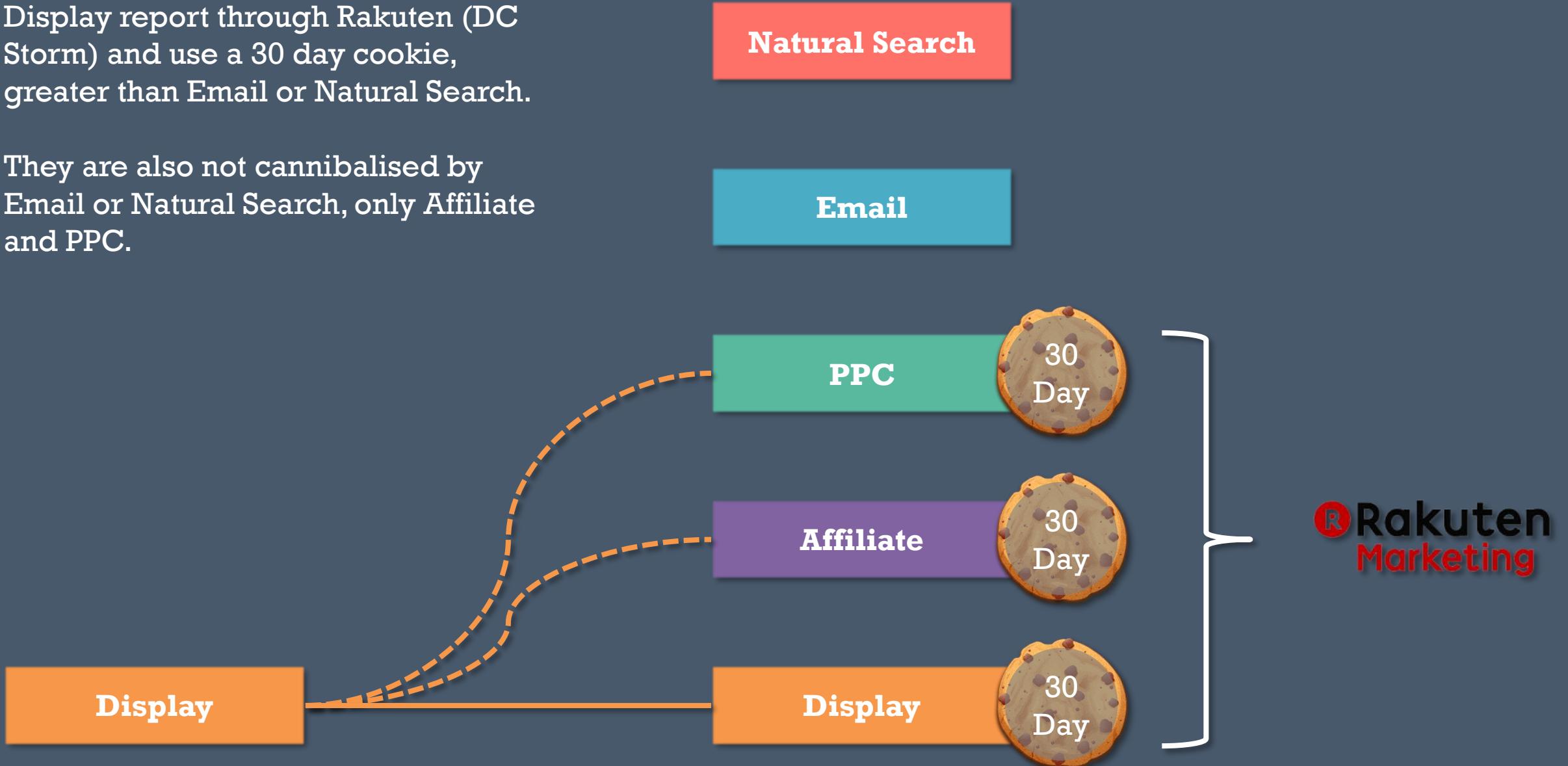


Digital Marketing: Display

----- Cannibalisation

Display report through Rakuten (DC Storm) and use a 30 day cookie, greater than Email or Natural Search.

They are also not cannibalised by Email or Natural Search, only Affiliate and PPC.



Digital Marketing: Metrics

	Natural Search	Email	PPC	Affiliate	Display
Visit	●	●			
Click-through			●	●	●
Revenue	●	●	●	●	●
Delivery Charge			●	●	●

Natural Search and Email report 'traffic' as visits while PPC, Affiliates and Display report traffic as Click-throughs, while this seemingly makes sense as channels like PPC pay per click-through and therefore it's important to report on this it isn't the same as a visit which causes the incorrect message being communicated.

Also those channels include delivery charge in their revenue numbers whereas Email and Natural Search don't.