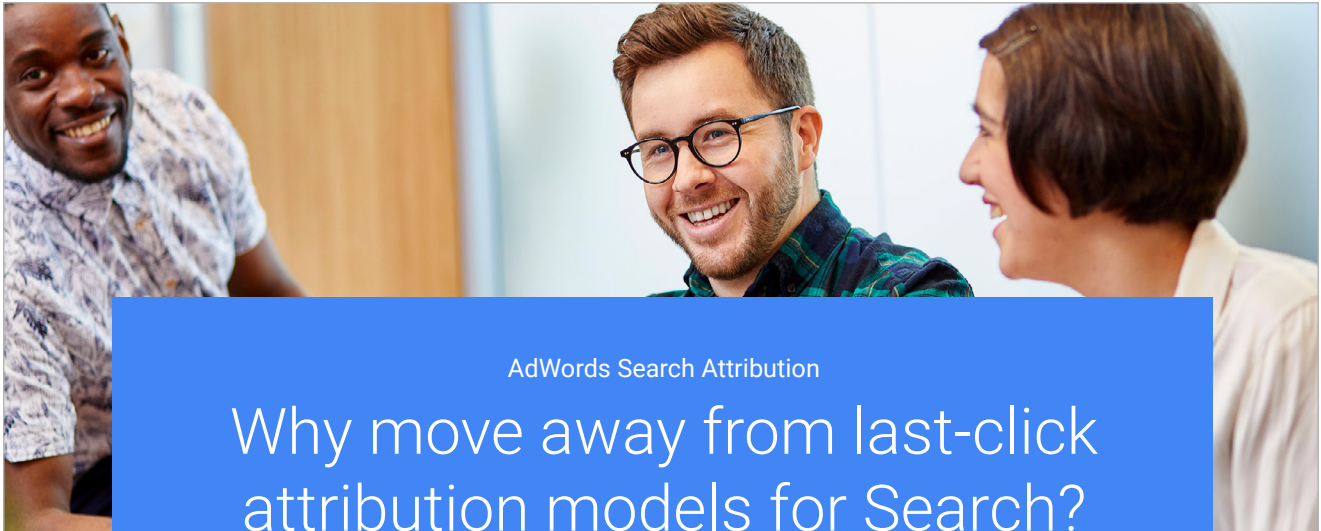




AdWords Search Attribution

Why move away from last-click attribution models for Search?

Attribution helps allocate an importance to each touch point within a conversion path. However, the last-click model ignores all upper funnel ad touch points that lead to a conversion. Google AdWords Attribution for Search can help you read, understand and give meaningful attributions on complex conversion paths.

Why switch?

Switching to this non last-click model awards mobile and generic ad clicks their proper value giving (on average) 5% more overall conversions at a similar or lower CPA.¹

 79%

of consumers use their smartphones to do product research²

 60%

of the ads that consumers identified as being influential in making a purchase were viewed on a mobile device²

 75%

of online adults start an activity on one device, but continue or finish it on another³

My client is unsure about switching – what data point can I use to convince them?

The *Path Length* number tells an advertiser how many clicks on average happened before a conversion (Tools > Attribution > Paths > Path Length). Longer path lengths will see most benefit from this.

How can I see what will happen in my clients' account if I make these changes?

Before making changes, compare conversion and cost data of different attribution models. This helps you understand how conversions would shift using the *AdWords Attribution Modelling Tool* (Tools > Attribution). After changing models, historic data will be based on last-click. To see data based on the new model, use the *Current Model* column.

Can AdWords Attribution be used for Display and Video campaigns?

Not yet – these will continue to use last-click attribution. This solution currently works with Google text ads and Shopping Ads only on Google Search, for now.

How do I switch?

1 Decide which model to apply



Data-driven model

If your client has a high volume of conversions, always select this model, if available. It uses your client's own data and Google's advanced machine learning to distribute conversion credit to the most valuable touch points. The model also adapts over time based on account performance.



Rules based model

For established brands/products, select the *Time decay model* to give more value to ad clicks closest to the conversion. For new brands/products focusing on new customers, select *Position-based* to give more value to first and last ad clicks.

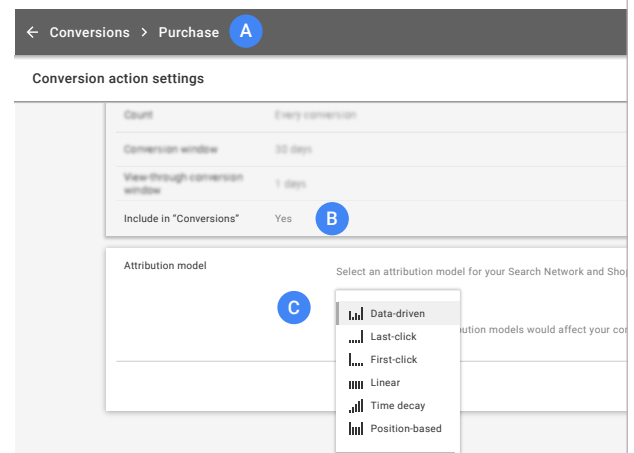
2 Change attribution model

A Select the *Conversion action* for which you want to change attribution

B Make sure to select *Yes* in *Include in "Conversions"*

C Select model (select *Data-driven* if available)

Repeat for every important conversion if you have multiple conversions



3 Set key expectations



Allow sufficient time for conversions

When using non last-click models, AdWords will report conversions based on earlier clicks in the conversion journey. To properly measure performance, choose a date range of 30 days, then wait a few days for all conversions to happen (e.g. analyse days 1-30 on day 35).



Changing the attribution model alone won't impact performance

Conversions can shift across campaigns, devices and keywords, as the account adjusts to the new models. However, overall account totals will not change unless actions are taken (except for those using *Smart Bidding*). Change bids, add keywords and adjust budgets for full benefits and results.

Now you've switched, grow your account

1 Adjust your bids

- Increase your mobile bids now that you can more accurately measure mobile performance. [Learn more](#)
- Some non-branded keywords will likely receive more credit. Adjust Max CPC bids, increasing those driving the most value. [Learn more](#)
- Utilise *Smart Bidding* to have Google's machine learning algorithms analyse hundreds of variables and optimally set your bids in every auction. Different bidding strategies require different conversions counts. [Learn more](#)

2 Expand your keywords

Generic keywords capture customers from their very first search and help you attract new people to your business. AdWords Attribution helps you see the impact these generic keywords have on your account. Use the *Keyword Planner* to add new keywords to your account. [Learn more](#)

3 Evaluate your budgets

As campaign performance shifts, keep these key principles in mind:

- Reallocate or increase budgets for strong performing campaigns
- Use the [Opportunity tab](#) to find a campaign's recommended budget
- If a campaign is limited by budget, use [Bid Simulator](#) to lower bids and get more clicks at the same cost

Best practices for reporting and performance analysis

- ✓ Optimise your account using an extended timeframe (e.g. 30 days)
- ✓ Wait at least 7 days after switching models before optimising your account
- ✓ Exclude the most recent days after changing models from your optimisation decisions

¹ Based on internal Google Econometrics study with thousands of accounts that moved away from last-click
² [Think with Google, January 2017, Overcoming Mobile Measurement Challenges to Drive Brand Lift and Sales Growth](#)
³ Google/IPSOS Connect, March 2016, Digital Devices Bridge the Physical World, n=2013 US online respondents 18+

