The Path To Better Measurement

What is Attribution Modeling?

It is no secret that we are seeing a shift in consumer behavior online. The move away from "last-click attribution" to a multi-channel approach is no longer a suggestion to maintaining a successful digital marketing strategy, but a necessity.

Our goal at Xcite is to keep you on the front end of this transition.

Digital marketing agencies are notorious for focusing on conversion data and other last-click related KPIs (key performance indicators). At Xcite, we strive to focus on a longer term strategy that includes staying in front of your existing audience, while using a variety of tools to acquire and measure new, less expensive audiences. Our core philosophy simple:

1. ### Leverage your existing audience
2. ### Find new audiences

At Xcite we use industry leading softwares, combined with our many years of experience, to create an accountable and well thought out digital marketing strategy.

Where do we start?

- Invest in first-party data to better hold ALL marketing accountable
- Explore new systems of measurement to place value on every touchpoint during your customer's purchase journey
- Invest in a culture of experimentation to allow your brands' objectives to influence your marketing strategies.
- Develop a marketing strategy that best targets your audience, regardless of where they are in the purchase journey. This is accomplished by maintaining visibility with your potential customers based on engagement, behavior, and location.

The Xcite Group

The Xcite Group, Inc. is a full-service, online digital marketing agency that helps clients generate leads using a multi-channel attribution approach. Our philosophy is to leverage our clients' existing audiences and find new ones through consumer engagement, behavior modeling and location targeting.

Xcite keeps our clients on the forefront of the constantly changing world of Digital Advertising. Contact us to learn more about our services and how we may be able to help you. www.thexcitegroup.com

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Invest in first-party data
Better understand your customers and uncover touch points in their purchase journey

Explore new systems of measurement
Integrate KPIs across your entire company to realize the value in every consumer touch point

Invest in a culture of experimentation
Think beyond direct response to learn how your brand is building relationships with your customers in order to achieve long-term ROI

Use multiple levers to target new audiences
Target audiences based on three main categories:
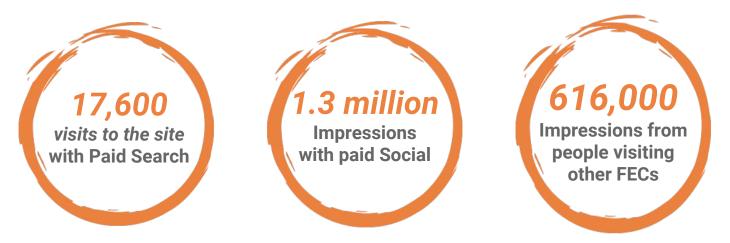- *Engagement*
- *Behavior*
- *Location*

Amusement Park

The Objectives
- Create accountability across all marketing efforts and place value on each audience
- Utilize data from the amusement parks and attractions sector to better target bottom of the funnel prospects
- Develop a digital marketing strategy that places appropriate values on top AND bottom of funnel prospects
- Identify and optimize key KPIs including page views, phone calls, time on site, online form fills, ticket sales, and chat sessions

The Solutions
1. After customizing Google Analytics, we were able to uncover $10,000-$15,000 a month in wasted marketing dollars that we were able to eliminate
2. LBA (location based advertising) allowed for the targeting of highly qualified demographics at other Family Entertainment Centers
3. Paid Search helped deliver over 3,520 unique phone calls and inquiries in one year, with a 15% conversion rate from click to contact
4. Social Marketing reached 562,000 highly targeted unique individuals on limited ad spend

The Results

17,600
visits to the site
with Paid Search

1.3 million
Impressions with paid Social

616,000
Impressions from people visiting other FECs

An average consumer in any industry will require at least four touch points prior to making a purchase. This is especially true for family entertainment purchases. Xcite utilized tools across many platforms and targeted audiences multiple times along their journey, to ensure a positive ROI and significant increase in visibility for our client.

Decreased spend and increased revenue over the life of the campaign!