

Pinpoint acquisition pathways across all components of your digital campaign



Across Display, Video, Mobile, eMail, Social and Search – Anomaly uncovers what drives your consumers to convert and what are the common acquisition pathways

Anomaly delivers an optimisation strategy to drive acquisition through Multi-Touch Attribution:

- Optimise the elements of your digital media mix with the greatest impact on acquisition
- Ascertain common acquisition pathways for digital tactic optimisation
- Compare conversion volumes against share of audience exposure
- Inform offline media tactics to maximise the relationship between offline and digital
- Inform creative planning on messages and formats that result in conversion
- Quantify publisher and creative frequency caps that deliver maximum conversion rate and reduce saturation

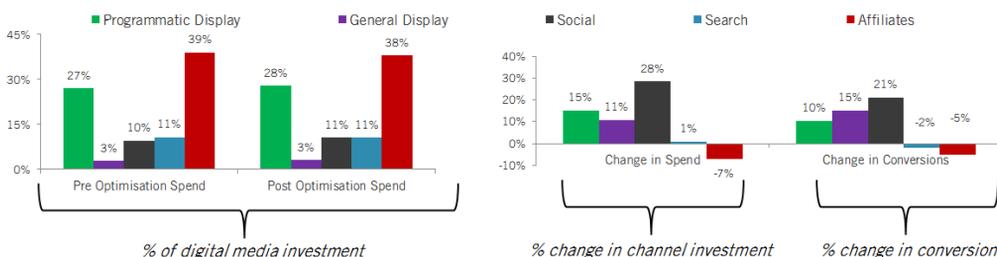


For a client recently, our **optimised digital investment mix** delivered an **incremental 9% in acquisitions** without an increase in spend

Below represents dummy outputs, but allows you to visualise the way we can analyse and provide granular detail about components of your digital campaign which play a prominent role in driving acquisition:

Recommendation

- Programmatic Display: Increase Retargeting, Maintain Prospecting, Increase Keyword Targeting and Decrease Contextual Targeting
- General Display: Yahoo (Increase Display), NineMSN (Increase Display)
- Social: Facebook (Increase Display), Twitter (Increase Display)
- Search: Increase Brand, Decrease Generic
- Affiliates: Hive (Decrease Sponsorship), RateCity (Increase Display) and Mozo (Decrease Display)



We capture and analyse every exposure, click and pathway across convertors and non-convertors

For more examples please get in touch with | brendan.mathias@anom.com.au | weareanomaly.com

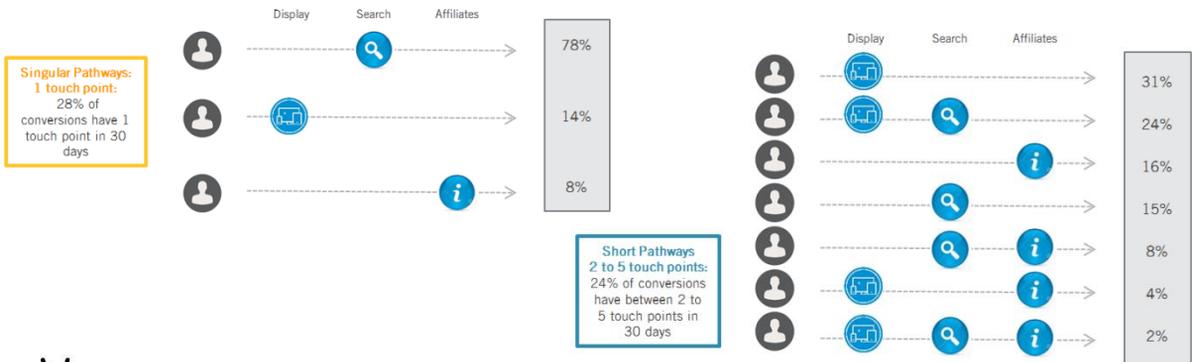
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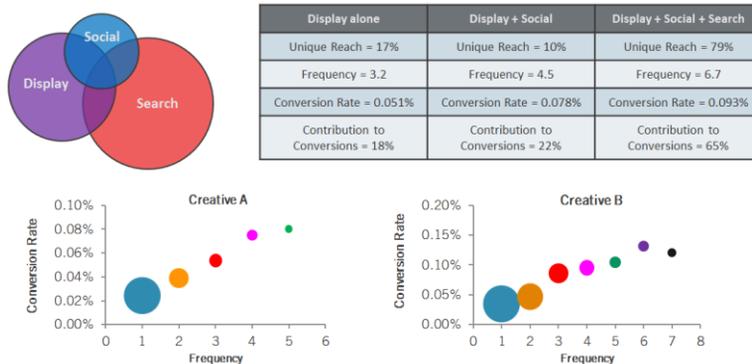
More granular outputs demonstrating our detailed **digital pathway analysis** and **creative frequency optimisation** reporting



Our analysis identified **6,308 unique pathways** ranging in length between **1 and 288 touch points** within a 30 day window



Our model analysed **189,232,834 unique impressions** within a 30 day window to determine the **optimal creative frequency**



Anomaly attribution analysis is delivered via dynamic dashboard and in-depth analyst reports:

- Dashboards highlight scenario planning across your team, for frequent optimisation
- Analyst deep-dive presentations provide detailed explanation and examination of the outcomes

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