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SEMrush platform introduction: Social Media Tool presentation

Biography

Since the beginning of Internet advertising, publishers, advertisers and agencies have been searching the Holy Grail of the performance marketing: How to really attribute sales or conversions to each channel or player used in the Digital Marketing Mix. With the explosion of Search (mainly Google Ad words Advertising), the digital industry has been pushed to use different models to attribute sales or conversions: Leaded by Google, most of these models were builded around Google Ad words, making it the last mile of attribution: From Last click or last exposure to Linear, Weighted, Time Decay or models based on position. The 1st part of the speech has the objective to find the reality of each one of them and show the results. On the 2nd part, my goal is to show that the Digital Marketing industry has to move from Attribution to Contribution Modeling. Contribution Modeling can show how an Omni Channel Marketing mix can have real distribution of conversions based on pieces of technology using Games theory. I will analyze new technologies like Abakus Attribution and New Double Click Attribution Models in order to show can an Omni channel Campaign can be optimized.

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