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NextBee

MACHINE LEARNING FOR ATTRIBUTION

Analyze, Automate, & Scale Engagement

But First: Who is NextBee?

HIGHLIGHTS OF THIS GUIDE

1. Attribution Modeling Defined
2. NextBee & Data Science
3. Robust Tracking Technology
4. Conclusion

NextBee is the leading marketing promotions platform for businesses with a social-media-savvy audience and the effort is driven by an ever-growing core product development group who pushes for ever more advanced solutions for any brand's need.

Our seasoned team of account managers, developers, data scientists, and designers will take your program from start to launch. Our metrics driven solution has full integration capabilities with nearly any 3rd party solution and can match any client's needs, we have built our solution as a cluster of programmable web services which can be configured within a short interval to quickly build and launch programs as unique and innovative as our clients' brands.

Tailored Solutions for Multiple Industries

- Retail & eCommerce Stores
- B2B Solution Clients
- Health & Wellness Facilities
- Channel & Inbound Sales Teams
- HR & Talent Development Teams
- Corporate Alumni Relations
- Member Associations
- Schools & Universities
- New & Traditional Media

Keep reading to find out why we're

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ASU

Attribution Modeling Defined

"You can't improve what you don't measure."

An engagement program is about creating relationships where users feel passionate, energetic, and committed toward a brand, but without true attribution, you won't know which activities are actually accomplishing this.

Attribution Modeling is when a set of rules determine how conversion credit is assigned to different marketing touch points, either singular or multi-point.

Single-Touch Attribution Modeling - is when single activity directly equates to a conversion. It can usually be measured on one of two parts of the equation, first contact or last contact.

Multi-Touch Attribution Modeling - is when every activity along the way to a conversion is credited to having been some part of the conversion. In other words, Activity A led to Activity B which led to Activity C which then equated to the conversion. For this type of attribution the value credited are usually three types of multi-touch attribution:

Even-Weighted - Assumes all touchpoints are equally effective and are therefore given the same weight.

Time Decay - Asserts that as users get closer to conversion, the touchpoints are more important/weighted.

Position Based - Also described as a U-shaped model. Within this model the first and last touchpoints are the most heavily weighted with the middle ones assigned an even amount of value.

Machine Learning Attribution Modeling - Perhaps the most effective type of attribution modeling is Machine Learning Attribution Modeling since it uses historical data from your engagement/marketing efforts to create rules for assigning accurate weight/credit to each of your individual touchpoints. In other words, each touchpoint is assigned a value based on its actual "performance" throughout the lifetime of the engagement program. This model brings a brand closer to the real world value of each touchpoint so more accurate planning and forecasting can be accomplished.

NextBee & Data Science

NextBee takes an in-house approach working hand-in-hand with clients.

Our robust system, focused on Machine Learning Attribution, logs all the historical data a brand will need. We capture everything from social shares to sales completed to referrals made and a whole lot more so that all of this rich data can be analyzed for a complete picture of the user's journey which is the first step in building an attribution approach.

Once all the data is gathered, our team of experienced data science and analytics experts work with you to tag what data you're using, configure it as feature sets, and then create models for experimentation and validation.

Our data science process includes at least three stages:

Stage 1 - The Discovery Stage: During this stage we're conducting event correlation analysis where we look for patterns and deduce "**what**" is happening. We look to see "Event A" happens then how likely following that is it that "Event B" happens? Or, if "Event A" is not happening then how likely is it also that "Event B" did not or will not happen?

Stage 2 - The Agent of Change Stage (aka: The P-Value and Null Hypothesis Stage): Once we have the raw data and looked for correlations, we then go beyond what's happening and move into Experimentation and Observation. Let's say for example, you want to offer \$2 for Facebook sharing with the hypothesis of, "This activity will lead to more referral clients." It may, but it may not.

By experimenting in smaller segments and proactively making these activities happen, we can see what the outcomes are or are not. Then we dissect the data again to uncover micro-patterns of engagement, or lack thereof, and from there we can then alter the variables. We can, keeping with our example, see if offering \$3 will lead to more referrals or if \$4 will, etc.

One interesting point is that by using our custom Machine Learning system, along with our experienced data science team, we can quickly run different scenarios. Scenarios which allow for accurate prediction and comparisons of what similar users are doing and what they are likely to do.

Stage 3 - Sentimental Analysis Stage: Sentimental Analysis for Attribution or Small Data
Qualitative Analysis for Attribution is the kind of tool a company seeking engagement dreams about.

Sentimental Analysis gauges the customer's opinion of a brand's offering on a scale no human could achieve while giving companies the ability to figure out what clients really think which can dramatically improve ROI. The way Sentimental Analysis works is that a company gathers data from its conversation interfaces (i.e. customer feedback surveys, customer and/or employee comment surveys, etc.) and this data, by being analyzed, then allows a brand to understand what the overall "sentiment" is for their products, their image and their engagement. Combining this information along with the other data and experimentation from the previous steps it becomes possible to quickly adjust to not only better meet client needs but to also gather a deeper understanding of efforts.

As alluded to, a program needs data for the AI/Machine Learning system to work, and NextBee has perhaps the most robust technology on the market.

Robust Tracking Technology

Detailed Tracking of every engagement activity, no matter where the activity occurs - offline, online, and even through phones.

Tracking Options Include:

- Order Tracking from Shopping Cart
- Subscription Payment Tracking from Paypal
- Bonus Points For Specific Products
- Points for Post on Facebook
- Points for Post on Twitter
- Twitter Hash Tag Tracking
- Daily Limits on Points
- Promotions Partner Account Tracking
- Tracking of Comments and Reviews
- Special Double Points Weekend
- Promotion Channel Specific Offer
- Customer Profile Specific Offer
- Product specific bonus points
- Two Step Conversion Tracking (Free Trial)
- CRM sales based tracking
- Facebook Like Tracking
- QR Codes and Smart Phone Bar code scanners
- Integration with POS Systems Data
- Customer Visit Tracking for Particular Pages of Site
- Games (e.g. Crossword puzzles)
- Performance Tracking
- Photo Upload Tracking
- Quiz Performance Tracking
- Team or Customer Group Specific Tracking
- Offline Sales Tracking
- Ad-Hoc Credits for Points Upload
- Tracking Data from Affiliate Network Links
- Member Club Id Based Tracking
- Referral Recipient Reported Data Tracking

Conclusion

Final Thoughts | Contact Information

Attribution is all about how different parts of your engagement efforts work together and provides intrinsic and additional value over time as more and more data is gathered and the model is tweaked. Your marketing, your products and your customers are all changing which is why we work with you to build an attribution modelling process which is robust and in-depth enough to adapt and change as your needs do.

This quick guide has covered an overview of just one of the features, ideas and tools which NextBee offers its clients and their engagement needs, but it truly just scratches the surface of what our company can help you do.

One added feature and ability that may not be conveyed easily with this guide is that NextBee's entire team is dedicated to providing the best in customer service and works tirelessly to ensure your company's success. From day one we work with the best practices you need to incorporate for driving greater engagement and garnering a stronger ROI.

If you find you still have questions and want to learn more we have several paths you can follow:

- 1) Request an Information Session / Personal Demo <http://bit.ly/NextBee-Meeting>
- 2) Subscribe to our YouTube channel at <http://bit.ly/NextBee-YouTube>
- 3) Give us a call! (800) 547-1618

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