



Growth Paths

Multi-Touch Attribution in a Financial Services Category



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Case study - Multi-Touch Attribution in a High-Consideration Financial Services Category

Context

In financial services, customer journeys are complex, long and multi-device.

Traditional reporting suggested that search and direct traffic were driving most conversions. However, decision cycles extended well beyond the last interaction, and product categories behaved differently.

The Challenge: Understand the true drivers of growth across multiple products and digital touchpoints.

Analysis Scope

- ✓ Full journey analysis across paid and organic channels
- ✓ Web & app conversions included
- ✓ Cross-device tracking
- ✓ Product-level breakdown
- ✓ Path length, conversion window and frequency modeling
- ✓ Advanced attribution models

Unlocking Growth Paths

Key Insights:

- ✓ Most conversions involved multiple interactions and long decision windows.
- ✓ Upper-funnel channels opened journeys more frequently than last-touch reports indicated.
- ✓ Strong synergy effects existed between awareness media and performance search.
- ✓ Different products had different path structures and key influencing pages.
- ✓ Conversion probability increased significantly at specific frequency thresholds per channel.

Strategic Opportunity: Growth was not driven by one channel, but by structured interaction between channels.

Approach:

- Mapped real customer growth paths across channels and devices
- Identified which touchpoints truly drive incremental conversion
- Clarified how channels work together to accelerate, or slow, decision-making
- Defined optimal exposure levels to maximize impact without waste
- Measured how product engagement increases conversion likelihood



Results:

- ✓ Clear separation between path openers, supporters and closers
- ✓ Rebalanced budget allocation toward incremental contributors
- ✓ Improved conversion probability through optimized frequency
- ✓ Enhanced product-page prioritization per category
- ✓ Reduced over-investment in over-credited channels

Business Impact:

Growth became measurable at journey level, not channel level.

By understanding how touchpoints interact over time, the organization shifted from optimizing clicks to optimizing growth paths.

A close-up, artistic photograph of a cat's face. The cat's eyes are wide open, looking directly at the camera. The image is heavily stylized with vibrant, glowing fiber-optic lines in shades of red, orange, and blue that appear to be woven into the cat's fur and around its face. The background is dark and out of focus, with some blurred light spots.

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