



Growth Paths Multi-Touch Attribution in a Financial Services Category



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

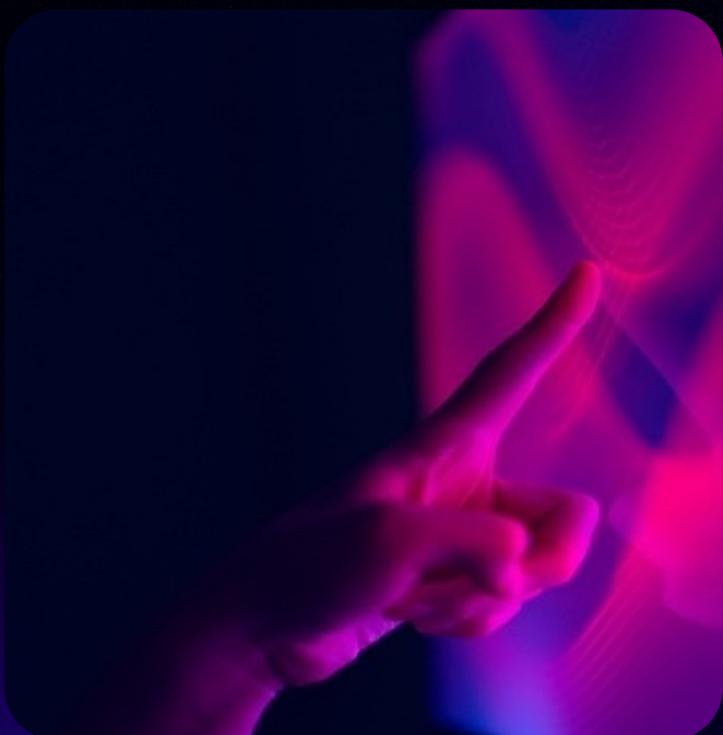
Key Insights:

- ✓ 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



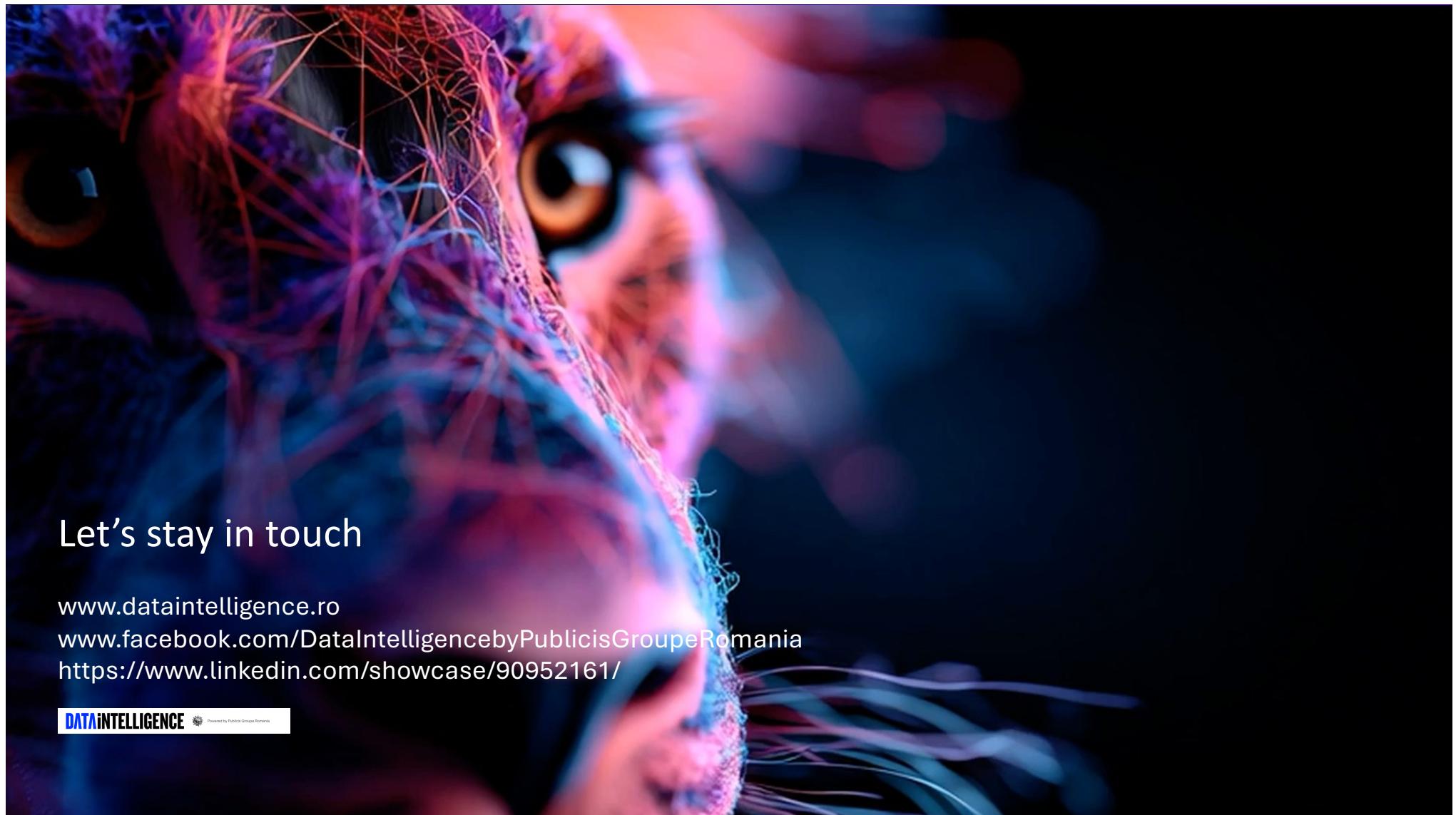
Results:

- ✓ 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.



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