ATTRIBUTION MODEL.

Count me in.

Content

Introduction

At Coolblue, we work with a reward model for our publishers that differs from the commonly used last-click model. In the reward model that we use, we look at the total value of the contribution of the publisher to the complete customer journey and reward them accordingly.

In this handout, we're happy to explain to you how this model works. We'll often compare our model to the common last-click model to show the differences. We'll also explain how you can get insight into your achievements.

If you have any questions after reading this handout, you can send an email to affiliate@coolblue.nl.

1. Differences between the last-click model and the Coolblue attribution model

1.1 Last-click model

In the last-click model, you'll only receive a commission if you're the one to actually send the customer to Coolblue. Are you involved with a customer journey, but is there another click after you from another publisher or other advertising channel (like Google Ads, Google Shopping, or a social media advertisement)? You won't receive credit for your valuable share in the customer journey. That's not very fair. That's why we don't use this model.

Image 1. In the customer journey where multiple channels were involved, only the publisher that's the last one to send the customer to Coolblue will receive a commission. In this example, that's the affiliate channel 2x.

1.2 Coolblue attribution model

In the Coolblue reward model, credit is given to all channels involved in the customer journey. This means you don't have to be the last channel that sends the customer to Coolblue. Because every contact moment within the customer journey will receive credit, you'll always receive credit if you've been involved.

Image 2. All publishers involved in the customer journey will receive credit for their contribution to the customer journey.

You'll have to share this credit with others. That's why the credit per sale may be lower than you're used to based on the last-click model. However, you'll also generally receive credit more often because you'll also be registered as a co-contributor to a sale from now on. That's a lot fairer.

2. Share in customer journey

The share in the customer journey that's allocated to you is very important for your reward as a publisher. The larger the share, the more money you'll receive.

To determine the value of the touchpoints, we make an overview of all the customer journeys of our sales. We do this by grouping comparable customer journeys and checking what the influence of a specific channel was. We use the cooperative Game Theory by Shapley for this. With this game theory, calculations can be made about the added value of a particular contact moment in the customer journey via complex mathematical formulas.

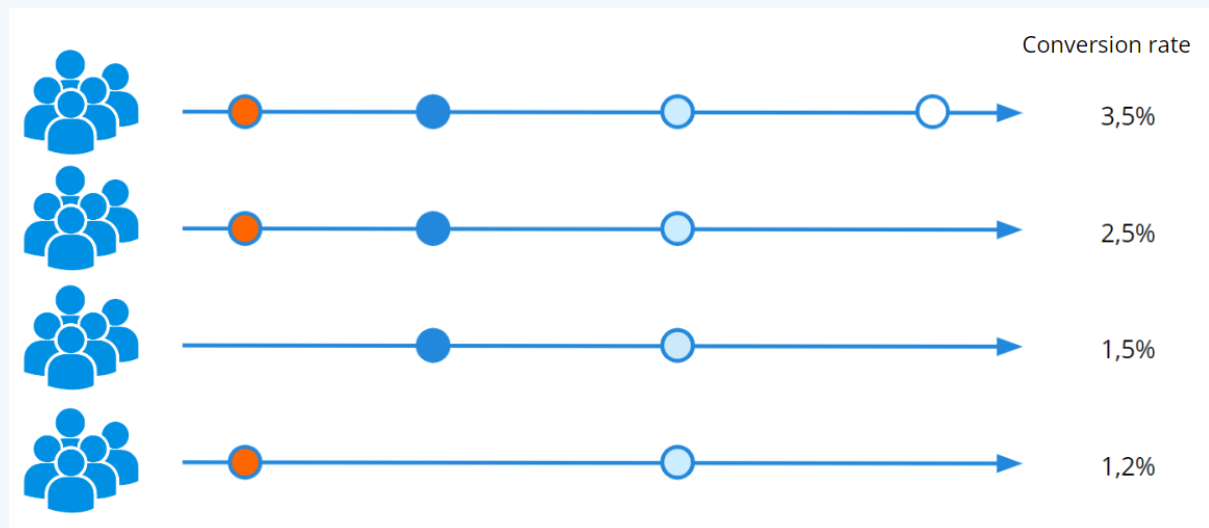This sounds complicated, but a simplified version looks like this:

Image 3. These are multiple customer journeys of comparable customers. You can see that the presence of different touchpoints affects the final conversion rate here.

In the top customer journey, you can see that the 4 touchpoints make for a conversion rate of 3.5%. In the lower customer journeys, only 2 different touchpoints are present and the conversion rate is lower. The importance of a touchpoint in the complete customer journey can be derived per touchpoint.

3. Commission

With the last-click model, you'll receive a commission rate over the value of the order.

For example: on a laptop worth € 750 (excl. VAT), you'll receive 4% commission on the order value, which is € 30.

Commission = 0,04 x € 750
Commission = € 30

With the Coolblue attribution model, you'll continue to receive a commision percentage over the order value, but it'll be multiplied by your share in the customer journey.

Commission = 0,04 x Share x € 750

If the share was 25%, for example, you'll receive € 7.50 for that touchpoint:

Commission = 0,04 x 0,25 x € 750
Commission = € 7,50

This is different from the last-click model, but it's good to know that you'll receive multiple rewards if you've been involved multiple times during the customer journey. Of course, you'll also receive credit when you weren't the final touchpoint.

4. Insight in results

4.1 In Partnerize

Via the Partnerize dashboard, you can see the order number, the conversion date, the order value, your commission, etc. From now on, you'll also be able to see your share in the customer journey of a transaction.

How can you see this?
Log in via Partnerize. Choose 'Analytics' in the menu and click 'Transaction report'.

When you click on a transaction in the overview, additional information will appear at the bottom of the screen. For example:

On the top right, click 'Columns'. In this fold-out menu, you can choose 'Share' and/or 'Orig value'.
- Share displays your contribution to the customer journey. This is a number between 0 and 1.
- Orig Value displays the order value of the total order.

You can also choose to download the share and orig value of a large number of sales. Click the mint-green download button in the transaction overview:

Click the blue download button in the pop-up window ('download on item-level').

4.2 Coolblue dashboard

In addition, we've developed an internal publisher dashboard that provides insight per publisher:
- The average share in the customer journey
- The average number of touchpoints
- Which phase you're typically in, no matter if it's the front, middle, or end of the customer journey

This dashboard isn't available for you yet, but we're happy to share this information with you. If you're interested in this, you can send an email to affiliate@coolblue.nl. We'll then share this data with you as soon as possible.

5. Good to know

Information that hasn't been mentioned yet in this handout, but that's good to know:

Cookie time
We have a cookie time of 56 days. This allows us to give credit to publishers for over a longer time period. A click of 56 days ago can still generate a commission.

Approval time
This doesn't have an impact on the approval time, this remains 30 days.

Conversions aren't real-time
Because our expansive attribution model has to collect a lot of data from different sources, it takes more time from now on. As a result, the conversions won't be visible in your account in real-time, but about 2 days later around 12:00. The clicks remain accessible in real-time.

6. Questions

If you have any questions about the attribution model after reading this handout, the Partnerize system, or your own performance, you can send an email to affiliation@coolblue.nl or affiliation@coolblue.be.