



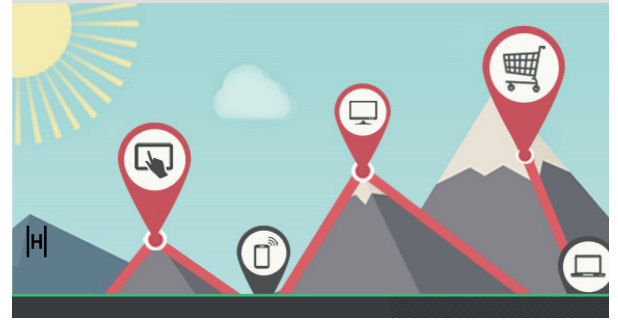
HATCH:ATTRIBUTION

Sharpen your skills in conversion attribution

Thanks for your interest in our upcoming Hatch:Attribution course. Here we provide an overview of the course curriculum, format and how to book a place.

GIVE CREDIT WHERE CREDIT IS DUE

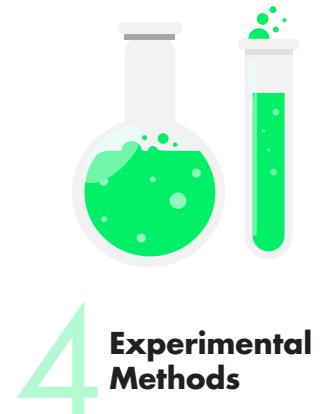
Attribution has never been so important. The proliferation in the number of channels used by marketers in recent years has brought with it greater complexity in the measurement and optimisation of the media mix. What does the user journey look like? Who takes credit for the conversion? What effect does that have on media budgeting? On Hatch:Attribution we address these questions head on and equip you with methodologies and frameworks to help you get to the right answers for your business.



JOIN OUR CLIENTS



4 KEY AREAS YOU LEARN ABOUT ON HATCH:ATTRIBUTION



CLIENT TESTIMONIALS



Ryan Lindo,
Moneysupermarket:

"Gabe was friendly, patient, enthusiastic, knowledgeable and a natural speaker. Great topics throughout; each module had good content and relevant real-world anecdotes"



Steve Thew,
Boden:

"Great course. I've done quite a few training courses and the importance of having someone with real world knowledge can't be underestimated."



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COURSE TUTOR & DESIGNER



Gabriel Hughes

Gabriel is widely acknowledged as one of the leading authorities on attribution in Europe today. He is the founder of analytics software provider Metageni, spent 2 years as VP Analytics at Elsevier, the world's largest science publisher, and prior to that was Google's Head of Attribution for 6 years.

Gabriel has a PhD in Applied Economics from Imperial College, London.

COURSE FORMAT

2- day course limited to 12 people to keep it engaging and offer 1:1 time with the tutors

BOOK NOW

For pricing and more information, please get in touch:

valerie@hatchlondon.com

02071172441

Detailed Agenda: Day 1

- **Introduction:** what is attribution and why does it matter?
- **User journeys:** typical purchase journeys, how they differ by vertical, tag management, what's wrong with last click?
- **Digital channel roles:** brand vs performance, position in the funnel/journey, expectations of different channels
- **Multi touch attribution and different attribution models:** including linear, last click, first touch, time decay and others, attributing CPAs, how to choose the right model
- **Offline and online:** consideration of the process, cannibalisation, how to record data, how to experiment and optimise, linking via email and Google universal analytics

Detailed Agenda: Day 2

- **Customer journey mapping:** outline of mapping techniques and materials, adding data and attribution layers
- **Generalised attribution:** misattribution, cross-device and cross-browser issues, how to reattribute CPAs
- **Data driven attribution and technology:** Regression, market mix modelling, looking at the role of time series and stationarity, attribution management platforms
- **Econometrics and actions:** how econometrics can help, what business actions can be taken off the back of attribution-driven analysis
- **Experimental methods:** Running effective A/B tests, AdWords and Facebook testing, manual testing, geo-testing made easy
- **Organisation and Culture:** barriers to adoption and how to overcome them

OUR APPROACH

At Hatch, we put all our effort into developing the most advanced and in-depth channel specific workshops possible. Emphasis is put on learning by doing; to that end we aspire to have no Powerpoint and instead develop a range of interactive and engaging tasks to provide an active learning experience. Our tutors are genuine experts; they spend all day every day obsessing over the finer points of their specific channel and thereby help our students stay ahead of the curve.

