

Package ‘ChannelAttribution’

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Type Package

Title Markov Model for the Online Multi-Channel Attribution Problem

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Description Advertisers use a variety of online marketing channels to reach consumers and they want to know the degree each channel contributes to their marketing success. This is called the online multi-channel attribution problem. This package contains a probabilistic algorithm for the attribution problem. The model uses a k-order Markov representation to identify structural correlations in the customer journey data. The package also contains three heuristic algorithms (first-touch, last-touch and linear-touch approach) for the same problem. The algorithms are implemented in C++.

License GPL (>= 2)

URL <http://www.slideshare.net/adavide1982/markov-model-for-the-multichannel-attribution-problem>
<http://www.lunametrics.com/blog/2016/06/30/marketing-channel-attribution-markov-models-r/>
<http://analyzecore.com/2016/08/03/attribution-model-r-part-1/>

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ChannelAttribution-package	2
auto_markov_model	3
choose_order	4

Data	6
heuristic_models	6
markov_model	7
markov_model_mp	8
transition_matrix	10

Index	12
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ChannelAttribution-package

Markov Model for the Online Multi-Channel Attribution Problem.

Description

Advertisers use a variety of online marketing channels to reach consumers and they want to know the degree each channel contributes to their marketing success. This is called the online multi-channel attribution problem. In many cases, advertisers approach this problem through some simple heuristic methods that do not take into account any customer interactions and often tend to underestimate the importance of small channels in marketing contribution. This package provides a function that approaches the attribution problem in a probabilistic way. It uses a k-order Markov representation to identify structural correlations in the customer journey data. This would allow advertisers to give a more reliable assessment of the marketing contribution of each channel. The approach basically follows the one presented in Eva Anderl, Ingo Becker, Florian v. Wangenheim, Jan H. Schumann (2014). Differently for them, we solved the estimation process using stochastic simulations. In this way it is also possible to take into account conversion values and their variability in the computation of the channel importance. The package also contains a function that estimates three heuristic models (first-touch, last-touch and linear-touch approach) for the same problem.

Details

Package: ChannelAttribution
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Package contains functions for channel attribution in web marketing.

Author(s)

Davide Altomare, David Loris

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References

Davide Altomare, David Loris (2015). [Markov Model for the Online Multi-Channel Attribution Problem](#).

Eva Anderl, Ingo Becker, Florian v. Wangenheim, Jan H. Schumann. Mapping the Customer Journey (2014). A Graph-Based Framework for Online Attribution Modeling.

auto_markov_model	<i>Automatic Markov Model.</i>
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Description

Estimate a Markov model from customer journey data after automatically choosing a suitable order. It requires paths that do not lead to conversion as input.

Usage

```
auto_markov_model(Data, var_path, var_conv, var_null, var_value=NULL,
                  max_order=10, roc_npt=100, plot=FALSE, nsim_start=1e5,
                  max_step=NULL, out_more=FALSE, sep=">",
                  ncore=Inf, nfold=10, seed=0, conv_par=0.05, rate_step_sim=1.5,
                  verbose=TRUE)
```

Arguments

Data	data.frame containing customer journeys data.
var_path	column name containing paths.
var_conv	column name containing total conversions.
var_null	column name containing total paths that do not lead to conversions.
var_value	column name containing total conversion value.
max_order	maximum Markov Model order considered.
roc_npt	number of points used for approximating roc and auc.
plot	if TRUE, a plot with penalized auc with respect to order is displayed.
nsim_start	minimum number of simulations used in computation.
max_step	maximum number of steps for a single simulated path.
out_more	if TRUE returns the transition probabilities between channels and removal effects.
sep	separator between the channels.
ncore	number of threads used in computation. Default is number of CPUs available.
nfold	how many repetitions are used to verify if convergence is reached at each iteration.
seed	random seed. Giving this parameter the same value over different runs guarantees that results will not vary.

conv_par	convergence parameter for the algorithm. The estimation process ends when the percentage of variation of the results over different repetitions is less than convergence parameter.
rate_step_sim	number of simulations used at each iteration is equal to the number of simulations used at previous iteration multiplied by rate_step_sim.
verbose	show additional information about process convergence.

Value

An object of class `data.frame` with the estimated number of conversions and the estimated conversion value attributed to each channel.

Author(s)

Davide Altomare (<davide.altomare@gmail.com>).

Examples

```
## Not run:

library(ChannelAttribution)

data(PathData)

auto_markov_model(Data, "path", "total_conversions", "total_null")

## End(Not run)
```

choose_order	<i>Choose order for Markov model.</i>
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Description

Find the minimum Markov Model order that gives a good representation of customers' behaviour for data considered. It requires paths that do not lead to conversion as input. Minimum order is found maximizing a penalized area under ROC curve.

Usage

```
choose_order(Data, var_path, var_conv, var_null, max_order=10, sep=">",
             ncore=Inf, roc_npt=100, plot=TRUE)
```

Arguments

Data	data.frame containing customer journeys.
var_path	column name of Data containing paths.
var_conv	column name of Data containing total conversions.
var_null	column name of Data containing total paths that do not lead to conversion.
max_order	maximum Markov Model order considered.
sep	separator between channels.
ncore	number of threads used in computation. Default is number of CPUs available.
roc_npt	number of points used for approximating roc and auc.
plot	if TRUE, a plot with penalized auc with respect to order is displayed.

Value

An object of class List with the estimated roc, auc and penalized auc.

Author(s)

Davide Altomare (<davide.altomare@gmail.com>).

Examples

```
## Not run:

library(ChannelAttribution)

data(PathData)

res=choose_order(Data, var_path="path", var_conv="total_conversions",
                 var_null="total_null")

#plot auc and penalized auc

plot(res$auc$order, res$auc$auc, type="l", xlab="order", ylab="pauc", main="AUC")
lines(res$auc$order, res$auc$pauc, col="red")
legend("right", legend=c("auc", "penalized auc"),
      col=c("black", "red"), lty=1)

## End(Not run)
```

Data	<i>Customer journeys data.</i>
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Description

Example dataset.

Usage

```
data(PathData)
```

Format

Data is a data.frame with 10.000 rows and 4 columns: "path" containing customer paths, "total_conversions" containing total number of conversions, "total_conversion_value" containing total conversion value and "total_null" containing total number of paths that do not lead to conversion.

heuristic_models	<i>Heuristic models for the online attribution problem.</i>
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Description

Estimate three heuristic models (first-touch, last-touch, linear) from customer journey data.

Usage

```
heuristic_models(Data, var_path, var_conv, var_value=NULL, sep=">")
```

Arguments

Data	data.frame containing paths and conversions.
var_path	column name containing paths.
var_conv	column name containing total conversions.
var_value	column name containing total conversion value.
sep	separator between the channels.

Value

An object of class data.frame with the estimated number of conversions and the estimated conversion value attributed to each channel for each model.

Author(s)

Davide Altomare (<davide.altomare@gmail.com>).

Examples

```
## Not run:

library(ChannelAttribution)

data(PathData)

heuristic_models(Data,"path","total_conversions")
heuristic_models(Data,"path","total_conversions",var_value="total_conversion_value")

## End(Not run)
```

markov_model

Markov model for the online attribution problem.

Description

Estimate a k-order Markov model from customer journey data.

Usage

```
markov_model(Data, var_path, var_conv, var_value=NULL, var_null=NULL,
             order=1, nsim=NULL, max_step=NULL, out_more=FALSE, sep=">",
             seed=NULL)
```

Arguments

Data	data.frame containing paths and conversions.
var_path	column name containing paths.
var_conv	column name containing total conversions.
var_value	column name containing total conversion value.
var_null	column name containing total paths that do not lead to conversions.
order	Markov Model order.
nsim	total simulations from transition matrix.
max_step	maximum number of steps for a single simulated path.
out_more	if TRUE returns the transition probabilities between channels and removal effects.
sep	separator between the channels.
seed	random seed. Giving to this parameter the same value over different runs guarantee that results will not vary.

Value

An object of class `data.frame` with the estimated number of conversions and the estimated conversion value attributed to each channel.

Author(s)

Davide Altomare (<davide.altomare@gmail.com>).

Examples

```
## Not run:

library(ChannelAttribution)

data(PathData)

markov_model(Data, "path", "total_conversions")
markov_model(Data, "path", "total_conversions", var_value="total_conversion_value")
markov_model(Data,"path","total_conversions", var_value="total_conversion_value",
             var_null="total_null")
markov_model(Data, "path", "total_conversions", var_value="total_conversion_value",
             var_null="total_null", out_more=TRUE)

## End(Not run)
```

markov_model_mp

Multiprocessing Markov model function.

Description

This function is a multiprocessing version of `markov_model` function.

Usage

```
markov_model_mp(Data, var_path, var_conv, var_value=NULL, var_null=NULL,
               order=1, nsim_start=1e5, max_step=NULL, out_more=FALSE, sep=">",
               ncore=Inf, nfold=10, seed=0, conv_par=0.05, rate_step_sim=1.5,
               verbose=TRUE)
```

Arguments

<code>Data</code>	data.frame containing customer journeys data.
<code>var_path</code>	column name containing paths.
<code>var_conv</code>	column name containing total conversions.
<code>var_value</code>	column name containing total conversion value.

var_null	column name containing total paths that do not lead to conversions.
order	Markov Model order.
nsim_start	minimum number of simulations used in computation.
max_step	maximum number of steps for a single simulated path.
out_more	if TRUE returns the transition probabilities between channels and removal effects.
sep	separator between the channels.
ncore	number of threads used in computation. Default is number of CPUs available.
nfold	how many repetitions are used to verify if convergence is reached at each iteration.
seed	random seed. Giving this parameter the same value over different runs guarantees that results will not vary.
conv_par	convergence parameter for the algorithm. The estimation process ends when the percentage of variation of the results over different repetitions is less than convergence parameter.
rate_step_sim	number of simulations used at each iteration is equal to the number of simulations used at previous iteration multiplied by rate_step_sim.
verbose	show additional information about process convergence.

Value

An object of class `data.frame` with the estimated number of conversions and the estimated conversion value attributed to each channel.

Author(s)

Davide Altomare (<davide.altomare@gmail.com>).

Examples

```
## Not run:  
  
library(ChannelAttribution)  
  
data(PathData)  
  
markov_model_mp(Data,"path","total_conversions", var_null="total_null")  
  
## End(Not run)
```

transition_matrix	<i>Transition matrix.</i>
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Description

Estimate a k-order transition matrix from customer journey data.

Usage

```
transition_matrix(Data, var_path, var_conv, var_null, order=1, sep=">",  
                 flg_equal=TRUE)
```

Arguments

Data	data.frame containing customer journeys data.
var_path	column name containing paths.
var_conv	column name containing total conversions.
var_null	column name containing paths that do not lead to conversions.
order	Markov Model order.
sep	separator between the channels.
flg_equal	if TRUE transitions from a channel to itself are considered.

Value

An object of class `List` containing a dataframe with channel names and a dataframe with the estimated transition matrix.

Author(s)

Davide Altomare (<davide.altomare@gmail.com>).

Examples

```
## Not run:  
  
library(ChannelAttribution)  
  
data(PathData)  
  
transition_matrix(Data, var_path="path", var_conv="total_conversions",  
                 var_null="total_null", order=1, sep=">", flg_equal=TRUE)  
  
transition_matrix(Data, var_path="path", var_conv="total_conversions",  
                 var_null="total_null", order=3, sep=">", flg_equal=TRUE)
```

transition_matrix

11

End(Not run)

Index

- *Topic **channel attribution**
 - ChannelAttribution-package, 2
- *Topic **channel marketing**
 - ChannelAttribution-package, 2
- *Topic **choose markov graph order**
 - choose_order, 4
- *Topic **choose markov model order**
 - choose_order, 4
- *Topic **customer journey dataset**
 - Data, 6
- *Topic **customer journey**
 - ChannelAttribution-package, 2
- *Topic **customer path data**
 - Data, 6
- *Topic **dataset**
 - Data, 6
- *Topic **first touch**
 - heuristic_models, 6
- *Topic **last touch**
 - heuristic_models, 6
- *Topic **linear touch**
 - heuristic_models, 6
- *Topic **marketing attribution**
 - ChannelAttribution-package, 2
- *Topic **markov graph**
 - auto_markov_model, 3
 - markov_model, 7
 - markov_model_mp, 8
 - transition_matrix, 10
- *Topic **markov model**
 - auto_markov_model, 3
 - markov_model, 7
 - markov_model_mp, 8
 - transition_matrix, 10
- *Topic **multi channel funnel**
 - ChannelAttribution-package, 2
- *Topic **multi channel marketing**
 - ChannelAttribution-package, 2
- *Topic **online attribution**
 - ChannelAttribution-package, 2
- *Topic **web marketing**
 - ChannelAttribution-package, 2
- *Topic **web statistics**
 - ChannelAttribution-package, 2
- auto_markov_model, 3
- ChannelAttribution
 - (ChannelAttribution-package), 2
 - ChannelAttribution-package, 2
 - choose_order, 4
- Data, 6
- heuristic_models, 6
- markov_model, 7
- markov_model_mp, 8
- transition_matrix, 10