



ATTRIBUTION 2.0

Rethinking Measurement in the New Digital Landscape

Digital marketing attribution is undergoing a fundamental transformation, driven by stricter privacy regulations and the emergence of AI-powered search. Our traditional impression-based models struggle to capture the complexity of today's nonlinear customer journeys. To stay competitive, marketers must adopt an agile, insight-driven framework centered on meaningful engagement, strategic content delivery, and customer-centric storytelling across an increasingly fragmented digital landscape.

Read on to discover how your organization can modernize attribution and measure impact at every stage of the customer journey.

| ADJUST THE ROI MATH

Traditional digital marketing budgets often focus narrowly on visibility and impressions. It's time to evolve how we allocate and assess our spending.

Three Categories for Digital Spend

- **Operational Costs:** Foundational tools and services that support your digital presence
- **Paid Media:** Traditional advertising efforts such as media buys and sponsored content
- **Brand Story & Creative:** Investments in building a differentiated brand narrative and emotional engagement



Takeaway: Budget allocation should be closely tied to tangible business outcomes, not just surface-level activity metrics.

To stay competitive, marketers must focus on **meaningful** engagement, **strategic** content delivery, and **customer-centric** storytelling across an increasingly fragmented digital landscape.

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WHAT WE CAN MEASURE ACROSS THE CUSTOMER JOURNEY

Understanding performance starts by mapping measurement strategies to each phase of the user journey.

Phase	Objective	Variables to Measure
Brand Awareness (Discover)	Expand digital footprint	<ul style="list-style-type: none">- Surface Area- Media Spend & Campaigns- Social Presence
User Exploration (Learn)	Curate brand and product information	<ul style="list-style-type: none">- Brand Story- Differentiators- User-Generated Content
User Exploitation (Convert)	Deliver world-class customer experiences	<ul style="list-style-type: none">- Value Proposition- Availability & Supply- Convenience
User Advocacy (Testimonial)	Cultivate loyalty and advocacy	<ul style="list-style-type: none">- Customer Experience- Realized Value- Access to Voice



Key Insight: Each phase demands different metrics – visibility alone isn't enough.

UPDATED MEASUREMENT STRATEGIES

Digital measurement today must combine traditional tracking with creative proxies.

Phase	How to Measure
Brand Awareness (Discover)	Paid: Use spend and available metrics to monitor overall impact. Organic: Track initial platform or conversion activity as a proxy; measure rate of change over time.
User Exploration (Learn)	On-Platform: Use tools like Google Analytics or Adobe AEM. Off-Platform: Conduct user testing to validate discoverability and brand storytelling.
User Exploitation (Convert)	On-Platform: Track user conversion rates post-interaction. Off-Platform: Capture third-party event data wherever possible.
User Advocacy (Testimonial)	Monitor changes in reviews, NPS scores, and sentiment across platforms like social media and Google reviews.



Takeaway: Perfect measurement may not be possible. Focus on what's trackable, and find proxies where needed.

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| SUMMARY: A NEW FORMULA FOR SUCCESS

- **Impressions \neq Performance:** In a fragmented digital environment, impressions are less relevant than true engagement and outcomes.
- **Personalization and Fragmentation:** Search is increasingly tailored to individuals across a wide array of channels, reshaping competitive landscapes.
- **Change the Equation:** Inventory measurable touchpoints, use smart proxies for the rest, and continually refine your strategy.



Final Thought: In the evolving digital landscape, success lies in what you can measure — and in your agility to adapt your attribution models over time.

ABOUT YEXT

Yext (NYSE: YEXT) is the leading digital presence platform for multi-location brands, with thousands of customers worldwide. With one central platform, brands can seamlessly deliver consistent, accurate, and engaging experiences and meaningfully connect with customers anywhere in the digital world. Yext's AI and machine learning technology powers the knowledge behind every customer engagement, automates workflows at scale, and delivers actionable cross-channel insights that enable data-driven decisions. From SEO and websites to social media and reputation management, Yext enables brands to turn their digital presence into a differentiator. To learn more about Yext, visit [Yext.com](https://www.yext.com) or find us on [LinkedIn](#) and [X](#).

