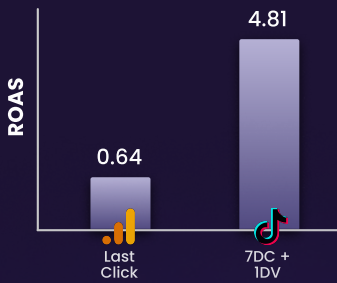




Get your marketing spend in the right place.

With Klar's 1st Party Tracking Pixel.

	Last Clicks ROAS	Klar ROAS
Generic Search	4.32	2.21
Facebook	1.23	1.87
TikTok	0.94	2.52
Influencer	2.73	1.77
Pinterest	0.84	1.45
Branded Search	16.37	4.39



WHY ATTRIBUTION

The problem with budget allocation.

When allocating budgets, ad accounts and GA are mostly showing contradicting, unreliable data. This leads to marginal changes that don't move the needle.

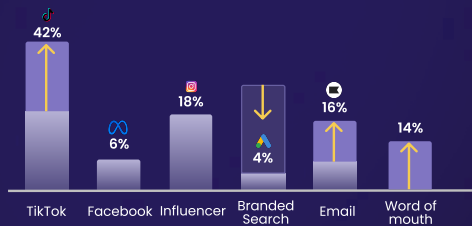
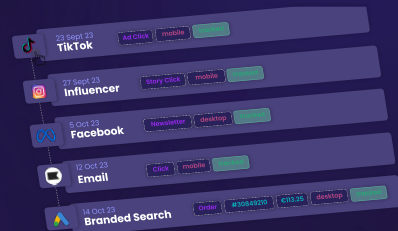
Sure, there are different common attribution models like first & last click, but they are just static and don't reflect reality.

KLAR ATTRIBUTION

Klar makes the impact of each touchpoint visible.

Klar's 1st party tracking pixel is creating accurate user journeys cross device. With modeling this into dynamic, data-driven attribution, you are able to understand the incremental impact of each touchpoint.

Actionable results you can break down across campaigns & ads or new vs. repeat customers, integrated with margins & CLVs.



HOW IT WORKS

Klar Attribution without the blackbox.

Klar's Data Driven Model looks at each individual user behavior - time on site, activity, order of touchpoints, channel significance, ... - to calculate the realistic value each touchpoint contributed to an order.

And goes beyond clicks, taking into account zero-party data, interrelations and original demand gen sources to integrate channels like Word of Mouth.

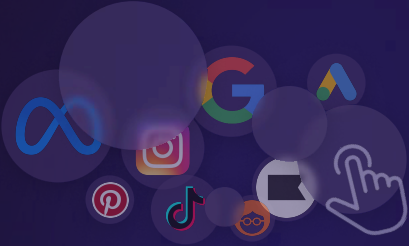
THE RESULT

Creating alignment to scale your acquisition confidently.

Using Klar Attribution does not only give you an accurate view on how much impact each channel or ad has on a conversion. It allows for a solid foundation for adspend allocation discussions for the whole team. To make fast decisions with confidence daily and scale your acquisition profitably.



How Klar Attribution works:



1ST PARTY TRACKING PIXEL

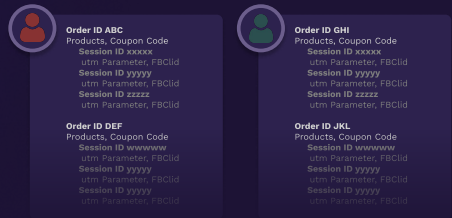
Track customers across touchpoints.

The Klar 1st Party Tracking script tracks all relevant parameters of each visit behavior and purchase activity across channels and devices. First Party makes the pixel non-blockable by ad-blockers or iOS updates.

USER MAPPING

Identify user profiles and their journeys.

Was this user the same as the one with the same IP address who visited the site 3 weeks ago? We define intelligent mapping and cut-off points to make sure we only assign the correct behaviour to each individual user to create their profile.



Marketing Channel Data		Shop Order Data	
Google Paid Search		cus_1359232	€143.55 Location: DE X
Facebook		cus_1359232	€198.99 Location: AT X
TikTok		cus_1359232	€39.99 Location: UK X
Influencer		cus_1359232	€87.98 Location: DE X
Google Paid Search		cus_1359232	€233.90 Location: DE X

DATA ENRICHMENT

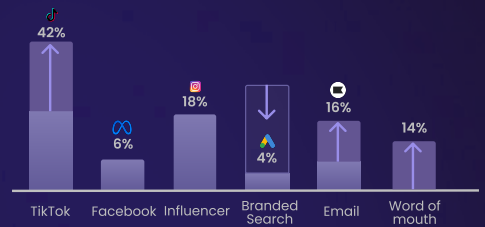
Enrich tracking with shop and Klar data.

Combining tracking data with shop details and UTM assignment from the Klar marketing channels enables to assign each order to a fully tracked user journey.

ATTRIBUTION MODELING

Model close-to-reality attribution.

Klar's Data Driven Model looks at each individual user's behavior - time on site, activity, order of touchpoints, channel significance, discount codes, ... - to calculate the realistic value each touchpoint contributed to an order.



MARKETING MIX MODELING

Go beyond clicks to fill the gaps.

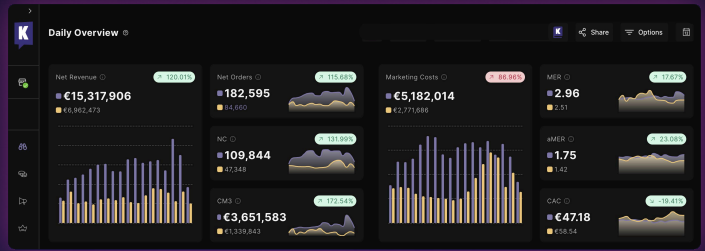
Not everything is trackable. Our MMM is also taking into account zero-party data, interrelations and original demand gen sources of direct traffic to integrate channels like Word of Mouth. This allows for a solid foundation for adspend allocation discussions.



KLAR CUSTOMER RESULT

Back to first order breakeven.

8-figure supplement brand was shifting budgets based on Klar data and scaling efficiently ever since.



KLAR CUSTOMER RESULT

+45% Marketing efficiency in 30 days.

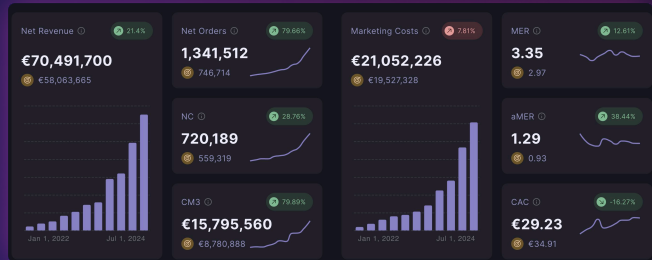
High 8-figure brand shifting budgets based on our attribution, increasing marketing efficiency by 45% in just 39 days.



KLAR CUSTOMER RESULT

From 0 to 9-figure run rate in 3 years.

Starting with Klar from day one, this hyper-growth brand built their business around Klar and is working towards a 9-figure run rate.



KLAR CUSTOMER RESULT

Scaling 150% YoY with stable CACs.

Brand started allocating budget based on Klar data and managed to scale 150% YoY while keeping CACs stable.

