

Pay Per Click Attribution: Effects on Direct Search Traffic and Purchases

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Abstract : This research is focused on the relationship between Search Engine Marketing (SEM) and traditional advertising. The dominant assumption is that SEM does not help brand awareness and only does it in session as if it were the cost of manufacturing the product being sold. The study is methodologically developed using an experiment where the effects were determined to analyze the billboard effect. The research allowed the cross-linking of theoretical and empirical knowledge on digital marketing. This paper has validated this marketing generates retention as traditional advertising would by measuring brand awareness and its improvements. This changes the way performance and brand campaigns are split within marketing departments, effectively rebalancing budgets moving forward.

Keywords : attribution, performance marketing, SEM, marketplaces

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