branch

Nextdoor reduces misattribution by 25% with People-Based Attribution

Nextdoor, the popular private social network connecting neighborhoods and communities around the world, relies on Branch's People-Based Attribution Engine for accurate advertising attribution. Since People-Based Attribution uses anonymized, resettable identifiers to build personas that unify each user's cookies and device IDs into a single identity, Branch provides attribution that is substantially more accurate and actionable than cookie-based or fingerprint-based methods alone. Using Branch's People-Based Attribution, Nextdoor reduced misattributions by 25%.

25%

Fewer misattributions
Branch's personas are more accurate than device IDs and cookies used in fingerprinting.

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What's wrong with legacy attribution technologies?

Nextdoor has long relied on Branch for web-to-app linking and measurement, and naturally thought of Branch to measure the impact of their advertising campaigns.

Specifically, Nextdoor wanted to avoid two major attribution pitfalls that can lead to skewed ROI:

- **Over-attribution**: claiming organic installs as paid.
- **Under-attribution**: not attributing all their paid installs, and seeing some of them appear as organic.

Nextdoor's complex acquisition funnel leads to additional challenges. Some users interact with Nextdoor more than once prior to installing the app (visiting the website and later clicking an ad, for example), so **legacy fingerprinting attribution models couldn't reliably measure Nextdoor's user journeys**.

The challenges with fingerprinting models

Fingerprinting is a technique that relies on matching a "snapshot" of the user's device at the time of click, collecting user agent, operating system, and IP information. If possible, other parameters like screen size are also captured. When an app is opened, a similar snapshot is taken and the attribution provider scans its database of recent clicks to see if any of the click snapshots match the device snapshot from the open.

Unfortunately, fingerprinting is less accurate over long click-to-install times, and misattributes installs by users who switch IPs or have similar match characteristics (for instance, members of the same household).
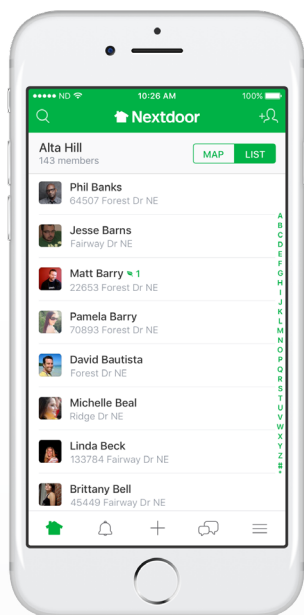
Introducing People-Based Attribution

Branch's People-Based Attribution uses a historical record of anonymized and resettable identifiers to build a "persona" that unifies a user's cookies and device IDs into a single identity. **By using personas instead of cookies or device IDs, Branch can reliably tie web or in-app conversions to the appropriate channel** without depending on ad network-supplied device IDs, IPs, or alternative conversion paths, like visiting a website first.

The benefit of People-Based Attribution is particularly evident when used in multiple channels. Nextdoor uses Branch's deep linking and measurement technology on their website, which means **customers who interact with Nextdoor multiple times prior to converting are deduplicated reliably and scalably**, and acquisition credit can be accurately apportioned.

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Measure people, not cookies!

To demonstrate the value of People-Based Attribution, Branch ran a "simulated attribution comparison" test using a traditional last-click attribution methodology. This test allows the customer to run different attribution models and technologies over historical click and install data to simulate attribution outcomes.

In these simulations, the accuracy of Branch's People-Based Attribution beat fingerprinting by a wide margin. **Tests showed that People-Based Attribution led to 25% fewer inaccurate install attributions**, while also avoiding any conflicts with their organic channels. Ultimately, People-Based Attribution provides Nextdoor with a more comprehensive, accurate count of installs and conversions driven by their advertising campaigns. Curious how we can do the same for your brand? Request a Branch demo—we'd love to help you solidify a plan.
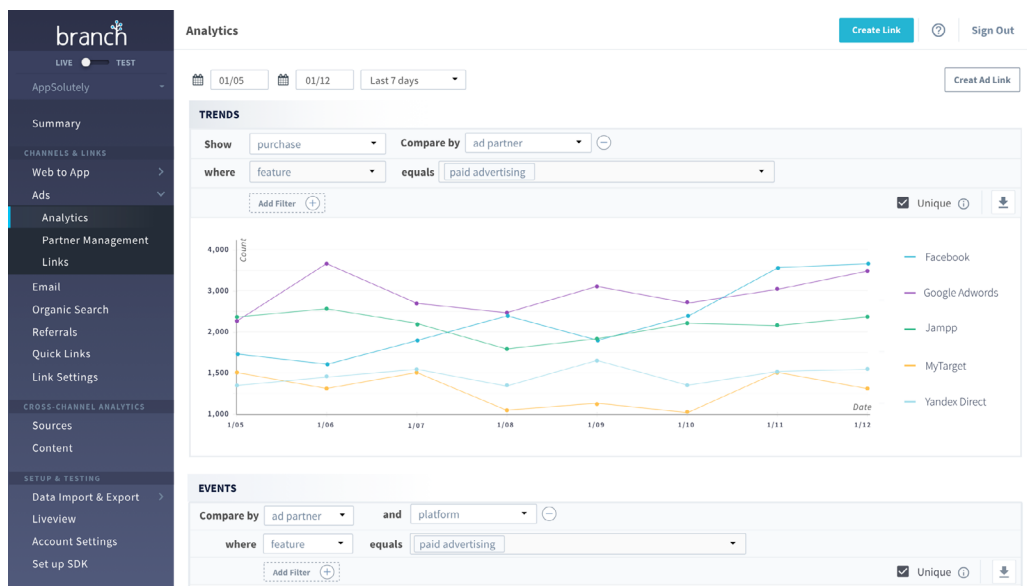
SCREENSHOT OF BRANCH'S UNIVERSAL ADS ANALYTICS

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It's important that our data is accurate and actionable. Branch is an ideal partner for us because they're always a step ahead. Whether that's reviewing our web-to-app strategy, rolling out new paid channels, or just being responsive when we need them, Branch has the knowledge and the technology to back it up.

Dan Laufer
Director of Growth & Partnerships, Nextdoor

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Branch powers deep linking and mobile attribution for 35,000+ of the most advanced apps in the world, including household names like Airbnb, Pinterest, Slack, Tinder, Starbucks, Yelp, and Ticketmaster.

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