

ATTRIBUTION CHEAT SHEET

Depending on your media partner, attribution defaults can range dramatically. What's important is that you have a clear way to analyze all your paid traffic over the same period of time. Below outlines the most common attribution models and recommended settings.

First-Click

First-Click Attribution, also known as first-touch attribution, measures a conversion by tracking the initial interaction with a channel, emphasizing the importance of discovery and awareness in the customer's journey.

This method is particularly beneficial for marketers focused on demand generation or brand awareness. However, while it is straightforward to measure, optimizing for conversions is challenging since almost every customer has a first touch.

Example: If you have a first-click set but a customer clicks on more than one ad only the first click will be tracked. This is a poor experience for advertising because you won't know the full story in terms of customer journey from first-click to conversion.

Last-Click

Last-Click Attribution, also known as last-touch attribution, tracks the final interaction a site visitor (shopper) has with a channel and attributes the sale to that channel. This model has been the industry standard in the past and was thought to help marketers focused solely on driving conversions, disregarding non-converting actions.

However, similar to First-Click Attribution, Last-Click oversimplifies the shopper journey. Marketers miss the influencing touchpoints leading up to the conversion.

Example: If a customer clicked twice on GoogleAds before converting, only the last-click before they completed a purchase would be associated.

Last-Click

Today, the average transaction can involve more than 30 touchpoints (cross devices). The Linear Attribution Model assigns equal value to each channel in the shopper's journey. For instance, if there are five touch points leading to a conversion, each one receives 20% of the total attribution.

While Linear Attribution is a step towards multi-touch attribution, as it encourages optimization across the entire customer journey rather than a single touchpoint, it still doesn't help marketers identify which touchpoints are most effective in driving conversions.

Time-Decay

In the Time-Decay Attribution Model, attribution is weighted based on when the customer interacted with each touchpoint, with those closer to the conversion being seen as more valuable. For example, if there are three touchpoints in this order: Google, Facebook, and Instagram, Instagram, as the last touch, would receive 50% of the attribution, Facebook 30%, and Google 20%.

The benefit of the Time-Decay Model is that it acknowledges the significance of each touch leading up to the conversion, emphasizing the touch that directly led to the conversion. This model is useful for marketers looking to identify the interactions most likely to drive or increase conversions. However, it does not indicate which touchpoints were crucial for generating brand awareness.

Time-Decay can be used effectively in retail sales by viewing a 7-day timeframe for a conversion. As you learned in the book, after a week passes, the expected conversion rate for retail sales decreases dramatically. While this is not an ideal attribution model, the same theory can be applied in remarketing with audience funnels. Advertisers should focus more remarketing weight toward impression share delivered over the first week post a site visit to maximize opportunity.

Position-Based

The Position-Based Attribution Model combines elements of both Linear and Time-Decay models, emphasizing the first and last touches while distributing the remaining attribution among the middle interactions. This approach allows marketers to prioritize the first touch that created brand awareness and the last touch that led to conversion.

However, the downside is that focusing heavily on the first and last touches can overlook the fact that these may not always be the strongest drivers of conversion.

For example, if the first touch was a paid search ad, does it make sense to give it equal credit as an email offer that directly led to the conversion? The answer is maybe. It all depends on your company's goals.

Data-Driven

Data-Driven Attribution is an advanced methodology in marketing analytics that uses machine learning and statistical models to allocate credit to different touchpoints in the customer journey based on their actual contribution to conversions. Unlike traditional attribution models that rely on predefined rules, data-driven attribution analyzes real customer data to determine how various interactions influence conversion outcomes.

KEY FEATURES OF DATA-DRIVEN ATTRIBUTION

1. **Dynamic Credit Allocation:** Instead of assigning fixed percentages of credit to specific touchpoints (like First-Click or Last-Click), Data-Driven Attribution dynamically adjusts credit based on the actual performance and influence of each touchpoint.
2. **Machine Learning Algorithms:** This approach leverages machine learning to analyze large volumes of data, identifying patterns and correlations between touchpoints and conversions. The algorithms continuously learn and refine the attribution model as more data becomes available.
3. **Comprehensive Analysis:** Data-Driven Attribution considers all interactions across multiple channels and devices, providing a holistic view of the customer journey. It evaluates both direct and indirect influences of each touchpoint.
4. **Customized Attribution:** By analyzing specific datasets, Data-Driven Attribution provides a tailored attribution model that reflects the unique customer journey of a particular business or campaign, rather than relying on generalized assumptions.

BENEFITS OF DATA-DRIVEN ATTRIBUTION

- **Accurate Insights:** It offers a more precise understanding of how each touchpoint contributes to conversions, leading to better decision-making.
- **Optimized Marketing Spend:** By accurately identifying high-performing channels and interactions, marketers can allocate their budget more effectively, maximizing ROI.
- **Enhanced Campaign Performance:** Continuous learning and adjustment ensure that the attribution model remains relevant, helping to fine-tune campaigns for improved results.
- **Holistic View of Customer Journey:** It provides a comprehensive view of the entire customer journey, highlighting both direct and indirect touchpoints that drive conversions.

Data-Driven Attribution represents the best way to fairly attribute value across multiple paid / organic search events and provides the most accurate view of understanding your marketing efforts and making firm decisions on optimization and budget allocation.

Multi-Touch

Multi-Touch Attribution (MTA) is a marketing measurement strategy that assigns credit to multiple touchpoints across the customer journey, recognizing the various interactions that contribute to a conversion. Unlike single-touch attribution models, which credit only the first or last touchpoint, multi-touch attribution provides a more comprehensive view of how different marketing activities influence consumer behavior and drive outcomes.

KEY FEATURES OF MULTI-TOUCH ATTRIBUTION

1. **Comprehensive Analysis:**

MTA evaluates every touchpoint a customer interacts with, from initial awareness to final conversion, offering a holistic understanding of the customer journey.

2. **Customizable Models:**

MTA can be tailored to different business needs and goals, with various models such as linear, time decay, position-based, and custom algorithmic approaches.

3. **Weighted Attribution:**

It assigns different levels of credit to each touchpoint based on its influence on the conversion process, allowing for a nuanced view of marketing effectiveness.

Multi-Touch Attribution (MTA) and Data-Driven Attribution (DDA) are related concepts in marketing analytics, but they are not the same. Here's a detailed comparison:

Multi-Touch Attribution (MTA)

Definition:

MTA is a methodology that assigns credit to multiple touchpoints across the customer journey, recognizing the various interactions that contribute to a conversion.

KEY FEATURES:

1. **Predefined Models:**

MTA uses several predefined models to distribute credit among touchpoints. Common models include Linear, Time-Decay, Position-Based, and others.

2. **Manual Weighting:**

In many MTA models, the credit is distributed based on a set of rules defined by marketers. These rules are not necessarily based on actual performance data but rather on assumed importance.

3. **Simplistic Allocation:**

The models distribute credit in a relatively straightforward manner, which may not fully capture the complexity of customer behavior.

COMMON MODELS:

- **Linear Attribution:**
Equal credit to all touchpoints.
- **Time-Decay Attribution:**
More credit to touchpoints closer to the conversion.
- **Position-Based Attribution:**
More credit to the first and last touchpoints, with the remainder shared among middle touchpoints.

What Is The Difference Between Data Driven & Multi-Touch?

Approach:

- **MTA:**
Uses predefined models and manual weighting to distribute credit among touchpoints.
- **DDA:**
Employs machine learning to dynamically assign credit based on real performance data.

Accuracy:

- **MTA:**
Can be less accurate due to reliance on assumptions and fixed rules.
- **DDA:**
Typically more accurate as it is based on actual customer behavior and continuously adapts.

Complexity:

- **MTA:**
Simpler to implement but may oversimplify the customer journey.
- **DDA:**
More complex to implement, requiring advanced analytics capabilities and substantial data.

Use Cases:

- **MTA:**
Suitable for businesses looking for a straightforward method to consider multiple touchpoints, especially when advanced data analytics capabilities are not available.
- **DDA:**
Ideal for businesses that have access to extensive data and the resources to implement sophisticated machine learning models for a more nuanced analysis.

Overall, depending on your marketing mix and partner offerings, you will need to pick the most robust attribution model available inside of each platform. Always remember that the customer journey is fluid and evolving. While it might require more manual work, knowing how many visits and from what sources can add up.

Anna's Tip: Credit isn't "white or black" and the biggest mistake organizations make is to only assign conversion value to a customer containing a UTM parameter. For example, the lead form or purchase contained a GCLID UTM parameter (Google Ads) and the CRM assigned GoogleAds credit. The customer journey takes time and while it's wonderful when a paid click converts on the same visit, that's not the norm. Always push back on rigid reporting, just like traditional marketing, all of your branding efforts will influence your online results. Company goals and initiatives offline will affect online performance, meaning that your overall sales & marketing efforts must be factored (including budgets and total costs per trackable action: cost-per-lead, cost-per-sit, or cost-per-cart-add, and cost-per-sale).

QUICK CHART				
Channel	Attribution Model	Click-Through	Engaged View-Through	Other Actions: Notes
GoogleAds	Data-Driven / Multi-Touch	30 days	3 days	manage through G4
MicrosoftAds	Data-Driven / Multi-Touch	30 days	1 day	count every conversion
Remarketing	Data-Driven / Multi-Touch	30 days	1 day	use default
Social Media	Data-Driven / Multi-Touch	1-day, 7-day	1-day	use default
Front Funnel	Data-Driven / Multi-Touch	30 days	1-day	use default

Important! Don't forget to change your G4 attribution. Login, click on the "settings" wheel at the bottom left corner, scroll down and select "attribution". Now make sure the defaults to "Data-Driven" are selected and then change the setting "other key events" from 90 days (recommended) to 30 days.

Analytics Covert Communication > The Covert Code The Covert Code Website Try searching "property ID"

- Admin
- My preferences
- Setup Assistant
- Account settings
 - Account
 - Account details
 - Account access managem...
 - All filters
 - Account change history
 - Trash
- Property settings
 - Property
 - Property details
 - Property access managem...
 - Property change history
 - Scheduled emails

Scheduled emails

Analytics Intelligence search history

Data retention

Data filters

Data deletion requests

Data display

These settings control how data is shown in your reports

- Events
- Key events
- Audiences
- Comparisons
- Custom definitions
- Channel groups
- Attribution settings
- Reporting identity
- DebugView

Product links

These settings control which products link to this property

- Google AdSense links
- Google Ads links
- Ad Manager links
- BigQuery links
- Display & Video 360 links
- Floodlight links
- Merchant Center links
- Google Play links
- Search Ads 360 links
- Search Console links

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Attribution settings

Reporting attribution model Affects key events data

Changing the reporting attribution model will affect how key events are credited in reports going forward. User and session data will be unaffected. [Learn about different attribution models](#)

Reporting attribution model

📊 **Data-driven**
Paid and organic channels



Channels that can receive credit Affects web conversions shared with Google Ads

You do not currently have any linked Google Ads accounts. Link your Google Ads account to choose which channels are eligible to receive conversions for shared web conversions within Google Ads.


[Link Google Ads Account](#)

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Key event lookback window

Affects key event and revenue data

Key events can happen days or weeks after a person interacts with your ad. The key event lookback window determines how far back in time an interaction is eligible for attribution credit. For example, the 30-day key event lookback window will result in January 30 key events being attributed only to interactions occurring from January 1 - 30.



Changing the key event lookback window will only apply going forward. These changes will be reflected in all reports within this Analytics property.

Click-through key events

Acquisition key events (i.e., first_open, first_visit)

7 Days

30 Days (recommended)

All other key events

30 Days

60 Days

90 Days (recommended)

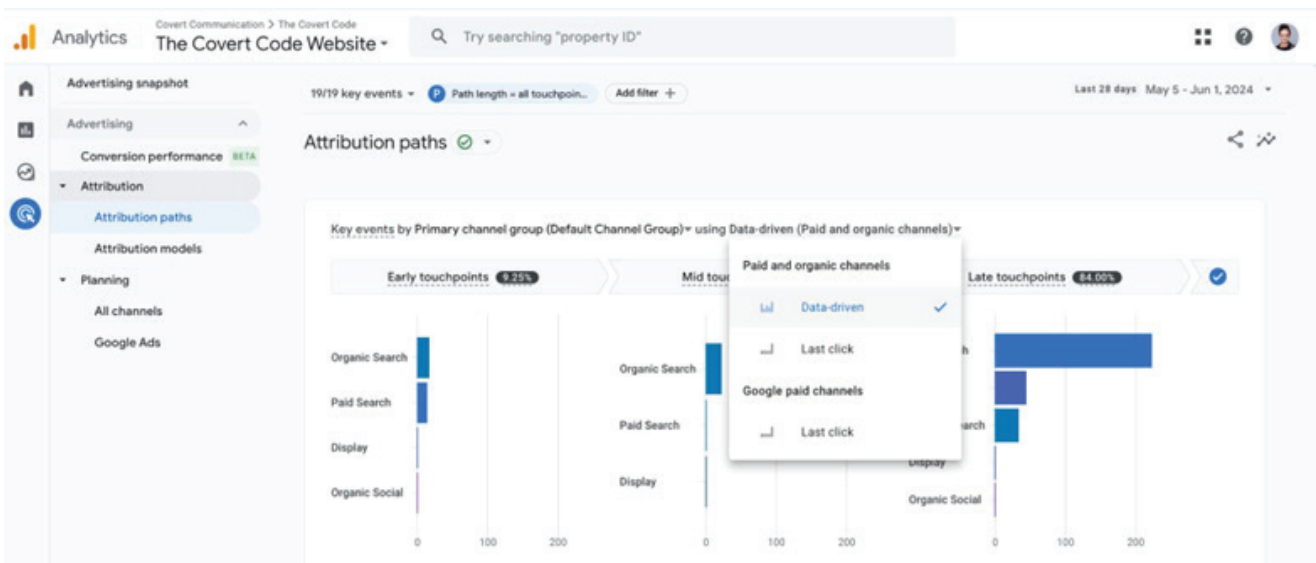
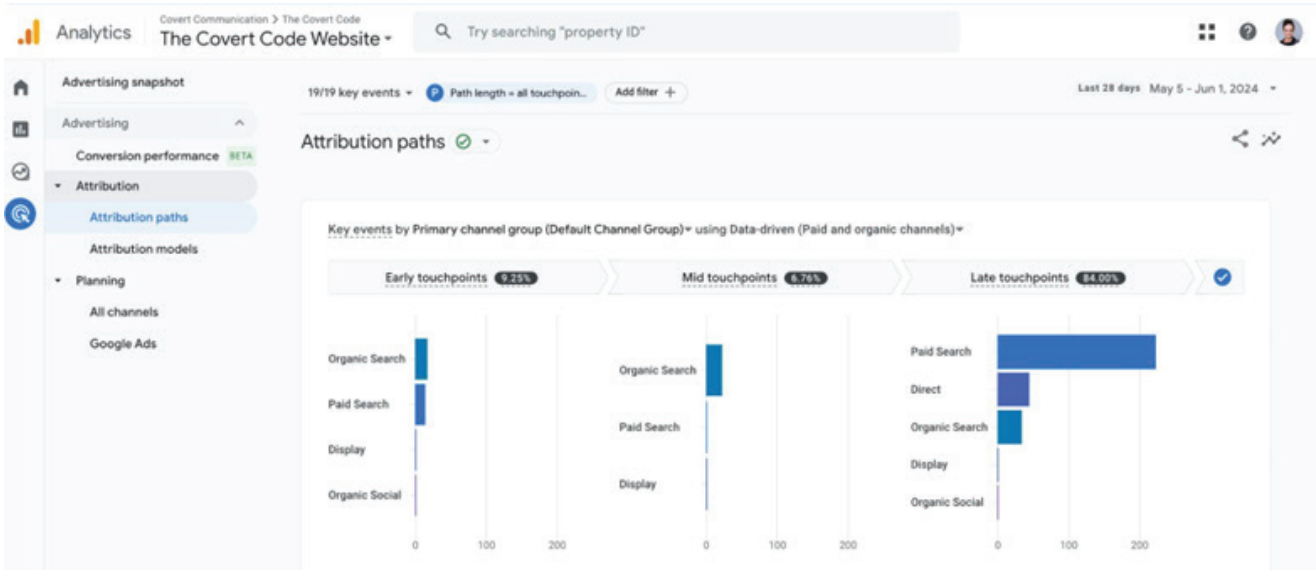
Engaged-view key events

The fixed default setting for engaged-view key events is

3 days

Save Cancel

Want to see the difference? When you click on “advertising” select “attribution paths” and you will be able to toggle between “Data-Driven” and “Last-Click” results which will vary significantly.



Always opt for more data even if your company isn't using it today to inform marketing decisions! The future is bright, and with AI and other tools to help us analyze user behavior at a high level, collecting it today is free and allows you to access aged data in the future.