

Appendix - How Attribution Rules Are Calculated for Adobe Advertising Cloud

Advertisers with Advertising Cloud Conversion Tracking Only

The advertiser-level attribution rule is used to attribute conversion data — potentially across multiple ad channels — in a series of events that lead to a conversion. In reports, default and custom views for Search and Social, and (some user roles) portfolio-level simulations for Search and Social, the selected rule is used only for the view, report, or simulation data. The various attribution rules are applied as follows.

Notes: Attribution rules apply to clicks on paid ads in any channel and to impressions on display ads. They don't apply to impressions for paid search ads or for Facebook and Instagram ads, which can't be tracked at the event level.

Advertising Cloud always stores the following data for each Web surfer before a conversion: a) the first paid click; b) up to 10 clicks for each channel (search, organic search, display, and social), including the first click; and c) up to 10 impressions.

Only same-device conversions are attributed to same-device events. If you belong to the Adobe Experience Cloud Device Co-op, however, cross-device attribution is supported for Last Event attribution.

In reports and management views, the number of decimal places shown for a value depends on the currency, but Advertising Cloud stores more precise values.

Last Event (the default)

Attributes the conversion to the last paid click in the series within the advertiser's click lookback window or, if no paid clicks occurred, to the last impression within the advertiser's impression lookback window.

When the conversion is preceded only by impressions, the conversion is considered a *view-through*, which is weighted either according to the advertiser's view-through weight setting or — as specified — according to the view-through valuation method specified in the report, view, or custom simulation parameters.

Last Event (the default)

	Event 1	Event 2	Event 3	Event 4	Event 5
1 Event in Path	100%				
2 Events in Path	0%	100%			
3 Events in Path	0%	0%	100%		
4 Events in Path	0%	0%	0%	100%	
5 Events in Path	0%	0%	0%	0%	100%

Example with all clicks



The conversion is attributed to Click 3 in the amount of 120 USD.

Example with both impressions and clicks

Note: Impressions are applicable only from display ads.



The conversion is attributed to Click 1 in the amount of 120 USD.

Example with all impressions

Note: Only impressions for display ads are applicable.



The conversion is attributed to Impression 3. Because the conversion is a view-through, the view-through valuation method selected in the "Conversion Attribution" section of the report settings is applied:

- If the report parameter specifies a weighted view-through weight, then that weight is applied to the view-through. For example, if the advertiser's view-through weight is 40%, then $120 \text{ USD} \times 40\% = 48 \text{ USD}$, so 48 USD is attributed to Impression 3.
- If the report parameter specifies using raw values for view-throughs, then no view-through weight is applied to the view-through, and the full 120 USD is attributed to Impression 3.

(Display Only) Last Event

Attributes the conversion to the last paid display click in the series within the advertiser's click lookback window or, if no paid clicks occurred, to the last display impression within the advertiser's impression lookback window. This rule is available for events across single devices only.

When the conversion is preceded only by impressions, the conversion is considered a *view-through*, which is weighted either according to the advertiser's view-through weight setting or — as specified — according to the view-through valuation method specified in the report, view, or custom simulation parameters.

Example with all clicks



Click 1 on search network



Click 2 on display network



Click 3 on display network



Conversion of 120 USD

The conversion is attributed to Click 3 in the amount of 120 USD.

Example with both impressions and clicks

Note: Impressions are applicable only from display ads.



Impression 1 on display network



Click 1 on search network



Impression 2 on display network



Conversion of 120 USD

The conversion is attributed to Impression 2 in the amount of 120 USD.

Example with all impressions

Note: Only impressions for display ads are applicable.



Impression 1 on display network



Impression 2 on display network



Impression 3 on display network



Conversion of 120 USD

The conversion is attributed to Impression 3. Because the conversion is a view-through, the view-through valuation method selected in the "(Display Campaigns) Conversion Attribution" section of the report settings is applied:

(Social Only) Last Event

- If the report parameter specifies a weighted view-through weight, that weight is applied to the view-through. For example, if the advertiser's view-through weight is 40%, then 120 USD x 40% = 48 USD, so 48 USD is attributed to Impression 3.
- If the report parameter specifies using raw values for view-throughs, then no view-through weight is applied to the view-through, and the full 120 USD is attributed to Impression 3.

(Social Only) Last Event

Attributes the conversion to the last paid social click in the series within the advertiser's click lookback window or, if no paid clicks occurred, to the last social impression within the advertiser's impression lookback window. This rule is available for events across single devices only.

When the conversion is preceded only by impressions, the conversion is considered a *view-through*, which is weighted either according to the advertiser's view-through weight setting or — as specified — according to the view-through valuation method specified in the report, view, or custom simulation parameters.

Example with all clicks



The conversion will be attributed to Click 3 in the amount of 120 USD.

Example with both impressions and clicks

Note: Impressions are applicable only from social ads.



The conversion will be attributed to Click 1 in the amount of 120 USD.

Example with all impressions

Note: Only impressions for social ads are applicable.



The conversion will be attributed to Impression 3. Because the conversion is a view-through, the view-through valuation method selected in the "(Display Campaigns) Conversion Attribution" section of the report settings will be applied:

- If the report parameter specifies a weighted view-through weight, that weight will be applied to the view-through. For example, if the advertiser's view-through weight is 40%, then $120 \text{ USD} \times 40\% = 48 \text{ USD}$, so 48 USD is attributed to Impression 3.
- If the report parameter specifies using raw values for view-throughs, then no view-through weight will be applied to the view-through, and the full 120 USD is attributed to Impression 3.

First Event

Attributes the conversion to the first paid click in the series within the advertiser's click lookback window or, if no paid clicks occurred, to the first impression within the advertiser's impression lookback window. This rule is available for events across single devices only.

When the conversion is preceded only by impressions, the conversion is considered a *view-through*, which is weighted either according to the advertiser's view-through weight setting or — as specified — according to the view-through valuation method specified in the report, view, or custom simulation parameters.

	Event 1	Event 2	Event 3	Event 4	Event 5
1 Event in Path	100%				
2 Events in Path	100%	0%			
3 Events in Path	100%	0%	0%		
4 Events in Path	100%	0%	0%	0%	
5 Events in Path	100%	0%	0%	0%	0%

Example with all clicks



The conversion is attributed to Click 1 in the amount of 120 USD.

Weight First Event More

Example with both impressions and clicks

Note: Impressions are applicable only from display ads.



The conversion is attributed to Click 1 in the amount of 120 USD.

Example with all impressions

Note: Only impressions for display ads are applicable.



The conversion is attributed to Impression 1. Because the conversion is a view-through, the view-through valuation method selected in the "(Display Campaigns) Conversion Attribution" section of the report settings is applied:

- If the report parameter specifies a weighted view-through weight, that weight is applied to the view-through. For example, if the advertiser's view-through weight is 40%, then $120 \times 40\% = 48$ USD, so 48 USD is attributed to Impression 1.
- If the report parameter specifies using raw values for view-throughs, then no view-through weight is applied to the view-through, and the full 120 USD is attributed to Impression 1.

Weight First Event More

Attributes the conversion to all events in the series that occurred within the advertiser's click lookback window and impression lookback window, but gives the most weight to the first event and successively less weight to the following events. This rule is available for events across single devices only.

When the conversion is preceded only by impressions, the conversion is considered a *view-through*, which is weighted either according to the advertiser's view-through weight setting or — as specified — according to the view-through valuation method specified in the report, view, or custom simulation parameters.

When the conversion path includes both paid clicks and impressions, the impressions are treated differently by different Advertising Cloud products:

- In Advertising Cloud Search and Social, the *impression override weight* — which is specified in the advertiser's impression override weight setting as well as in report, view, or custom simulation parameters — is first applied to the impressions.
- In Advertising Cloud DSP, the impressions are ignored, and only clicks are weighted. Advertising Cloud DSP doesn't take impression override weights into consideration for attribution.

	Event 1	Event 2	Event 3	Event 4	Event 5
1 Event in Path	100.00%				
2 Events in Path	67.67%	33.33%			
3 Events in Path	54.55%	27.27%	18.18%		
4 Events in Path	48.00%	24.00%	16.00%	12.00%	
5 Events in Path	43.80%	21.90%	14.60%	10.95%	8.75%

Example with all clicks



Click 1 = **60 USD**, Click 2 = **40 USD**, Click 3 = **20 USD** (120 USD total)

Examples with both impressions and clicks

Note: Impressions are applicable only from display ads.



(Advertising Cloud Search or Social only) Using the default "Impression Override Weight" of 10%

Because the event series included both impressions and clicks, the impression override weight applies to the impressions.

Impression 1 = **8 USD**, Click 1 = **72 USD**, Impression 2 = **4 USD**, Click 2 = **36 USD** (120 USD total)

Using (Advertising Cloud DSP only) No Impression Override Weight or (Advertising Cloud Search or Social only) an "Impression Override Weight" of 0%

Because the event series included both impressions and clicks, the impressions are ignored.

Impression 1 = **0 USD**, Click 1 = **80 USD**, Impression 2 = **0 USD**, Click 2 = **40 USD** (120 USD total)

Even Distribution

Example with all impressions

Note: Only impressions for display ads are applicable.



Impression 1



Impression 2



Impression 3



Conversion of 120 USD

Because the conversion is a view-through, the view-through valuation method — rather than the impression override weight — will be applied to determine the value of each impression:

- If the report parameter specified a weighted view-through weight, that weight will be applied to the impression values. For example, if the view-through weight is 40%, then Impression 1 = **24 USD**, Impression 2 = **16 USD**, Impression 3 = **8 USD** (48 USD total)
- If the report parameter specifies using raw values for view-throughs, then no view-through weight will be applied to the impression, and the full 120 USD is divided between the three impressions: Impression 1 = **60 USD**, Impression 2 = **40 USD**, Impression 3 = **20 USD** (120 USD total)

Even Distribution

Note: This rule is available for events across single devices only.

Attributes the conversion equally to each event in the series that occurred within the advertiser's click lookback window and impression lookback window.

When the conversion is preceded only by impressions, the conversion is considered a *view-through*, which is weighted either according to the advertiser's view-through weight setting or — as specified — according to the view-through valuation method specified in the report, view, or custom simulation parameters.

When the conversion path includes both paid clicks and impressions, the impressions are treated differently by different Advertising Cloud products:

- In Advertising Cloud Search and Social, the *impression override weight* — which is specified in the advertiser's impression override weight setting as well as in report, view, or custom simulation parameters — is first applied to the impressions.
- In Advertising Cloud DSP, the impressions are ignored, and only clicks are weighted. Advertising Cloud DSP doesn't take impression override weights into consideration for attribution.

	Event 1	Event 2	Event 3	Event 4	Event 5
1 Event in Path	100%				
2 Events in Path	50%	50%			
3 Events in Path	33%	33%	33%		
4 Events in Path	25%	25%	25%	25%	
5 Events in Path	20%	20%	20%	20%	20%

Example with all clicks



No impressions led to the conversion, so the impression override weight is not applicable, and the conversion is divided equally between the three clicks:

Click 1 = **40 USD**, Click 2 = **40 USD**, Click 3 = **40 USD** (120 USD total)

Examples with both impressions and clicks

Note: Impressions are applicable only from display ads.



(Advertising Cloud Search or Social only) Using the default "Impression Override Weight" of 10%

Because the event series included both impressions and clicks, the impression override weight applies to the impressions.

Impression 1 = **6 USD**, Click 1 = **54 USD**, Impression 2 = **6 USD**, Click 2 = **54 USD** (120 USD total)

Using (Advertising Cloud DSP only) No Impression Override Weight or (Advertising Cloud Search or Social only) an "Impression Override Weight" of 0%

Because the event series included both impressions and clicks, the impressions are ignored.

Impression 1 = **0 USD**, Click 1 = **60 USD**, Impression 2 = **0 USD**, Click 2 = **60 USD** (120 USD total)

Weight Last Event More

Example with all impressions

Note: Only impressions for display ads are applicable.



Impression 1



Impression 2



Impression 3



Conversion of 120 USD

Because the conversion is a view-through, the view-through valuation method — rather than the impression override weight — is applied to determine the value of each impression:

- If the report parameter specified a weighted view-through weight, that weight is applied to the impression values. For example, if the view-through weight is 40%, then Impression 1 = **16 USD**, Impression 2 = **16 USD**, Impression 3 = **16 USD** (48 USD total)
- If the report parameter specifies using raw values for view-throughs, then no view-through weight is applied to the impression, and the full 120 USD is divided between the three impressions: Impression 1 = **40 USD**, Impression 2 = **40 USD**, Impression 3 = **40 USD** (120 USD total)

Weight Last Event More

Attributes the conversion to all events in the series that occurred within the advertiser's click lookback window and impression lookback window, but gives the most weight to the last event and successively less weight to the preceding events.

When the conversion is preceded only by impressions, the conversion is considered a *view-through*, which is weighted either according to the advertiser's view-through weight setting or — as specified — according to the view-through valuation method specified in the report, view, or custom simulation parameters.

When the conversion path includes both paid clicks and impressions, the impressions are treated differently by different Advertising Cloud products:

- In Advertising Cloud Search and Social, the *impression override weight* — which is specified in the advertiser's impression override weight setting as well as in report, view, or custom simulation parameters — is first applied to the impressions.
- In Advertising Cloud DSP, the impressions are ignored, and only clicks are weighted. Advertising Cloud DSP doesn't take impression override weights into consideration for attribution.

	Event 1	Event 2	Event 3	Event 4	Event 5
1 Event in Path	100.00%				
2 Events in Path	33.33%	66.67%			
3 Events in Path	18.18%	27.27%	54.55%		
4 Events in Path	12.00%	16.00%	24.00%	48.00%	
5 Events in Path	8.75%	10.95%	14.60%	21.90%	43.80%

Example with all clicks



Click 3 = **60 USD**, Click 2 = **40 USD**, Click 1 = **20 USD** (120 USD total)

Examples with both impressions and clicks

Note: Impressions are applicable only from display ads.



(Advertising Cloud Search or Social only) Using the default “Impression Override Weight” of 10%

Because the event series included both impressions and clicks, the impression override weight applies to the impressions.

Impression 1 = **4 USD**, Click 1 = **36 USD**, Impression 2 = **8 USD**, Click 2 = **72 USD** (120 USD total)

Using (Advertising Cloud DSP only) No Impression Override Weight or (Advertising Cloud Search or Social only) an “Impression Override Weight” of 0%

Because the event series included both impressions and clicks, the impressions are ignored.

Impression 1 = **0 USD**, Click 1 = **40 USD**, Impression 2 = **0 USD**, Click 2 = **80 USD** (120 USD total)

U-shaped

Example with all impressions

Note: Impressions are applicable only from display ads.



Impression 1



Impression 2



Impression 3



Conversion of 120 USD

Because the conversion is a view-through, the view-through valuation method — rather than the impression override weight — is applied to determine the value of each impression:

- If the report parameter specified a weighted view-through weight, that weight is applied to the impression values. For example, if the view-through weight is 40%, then multiply each value in the "Example with all clicks" by 40%: Impression 3 = **24 USD**, Impression 2 = **16 USD**, Impression 1 = **8 USD** (48 USD total)
- If the report parameter specifies using raw values for view-throughs, then the full 120 USD is divided between the impressions: Impression 3 = **60 USD**, Impression 2 = **40 USD**, Impression 1 = **20 USD** (120 USD total)

U-shaped

Attributes the conversion to all events in the series that occurred within the advertiser's click lookback window and impression lookback window, but gives the most weight to the first event and last events, with successively less weight to the events in the middle of the conversion path.

When the conversion is preceded only by impressions, the conversion is considered a *view-through*, which is weighted either according to the advertiser's view-through weight setting or — as specified — according to the view-through valuation method specified in the report, view, or custom simulation parameters.

When the conversion path includes both paid clicks and impressions, the impressions are treated differently by different Advertising Cloud products:

- In Advertising Cloud Search and Social, the *impression override weight* — which is specified in the advertiser's impression override weight setting as well as in report, view, or custom simulation parameters — is first applied to the impressions.
- In Advertising Cloud DSP, the impressions are ignored, and only clicks are weighted. Advertising Cloud DSP doesn't take impression override weights into consideration for attribution.

	Event 1	Event 2	Event 3	Event 4	Event 5
1 Click in Path	100.00%				
2 Clicks in Path	50.00%	50.00%			
3 Clicks in Path	36.36%	27.27%	36.36%		
4 Clicks in Path	30.00%	20.00%	20.00%	30.00%	
5 Clicks in Path	26.28%	16.42%	14.60%	16.42%	26.28%

Example with all clicks



Click 1 = **36 USD**, Click 2 = **24 USD**, Click 3 = **24 USD**, Click 4 = **36 USD** (120 USD total)

Examples with both impressions and clicks

Note: Impressions are applicable only from display ads.



(Advertising Cloud Search or Social only) Using the default “Impression Override Weight” of 10%

Because the event series included both impressions and clicks, the impression override weight applies to the impressions.

Impression 1 = **6 USD**, Click 1 = **54 USD**, Impression 2 = **6 USD**, Click 2 = **54 USD** (120 USD total)

Using (Advertising Cloud DSP only) No Impression Override Weight or (Advertising Cloud Search or Social only) an “Impression Override Weight” of 0%

Because the event series included both impressions and clicks, the impressions are ignored.

Impression 1 = **0 USD**, Click 1 = **60 USD**, Impression 2 = **0 USD**, Click 2 = **60 USD** (120 USD total)

U-shaped

Example with all impressions

Note: Only impressions for display ads are applicable.



Impression 1



Impression 2



Impression 3



Impression 4



Conversion of 120 USD

Because the conversion is a view-through, the view-through valuation method — rather than the impression override weight — is applied to determine the value of each impression:

- If the report parameter specified a weighted view-through weight, that weight is applied to the impression values. For example, if the view-through weight is 40%, then Click 1 = **14.40 USD**, Click 2 = **9.60 USD**, Click 3 = **9.60 USD**, Click 4 = **14.40 USD** (48 USD total)
- If the report parameter specifies using raw values for view-throughs, then the full 120 USD is divided between the impressions: Click 1 = **36 USD**, Click 2 = **24 USD**, Click 3 = **24 USD**, Click 4 = **36 USD** (120 USD total)