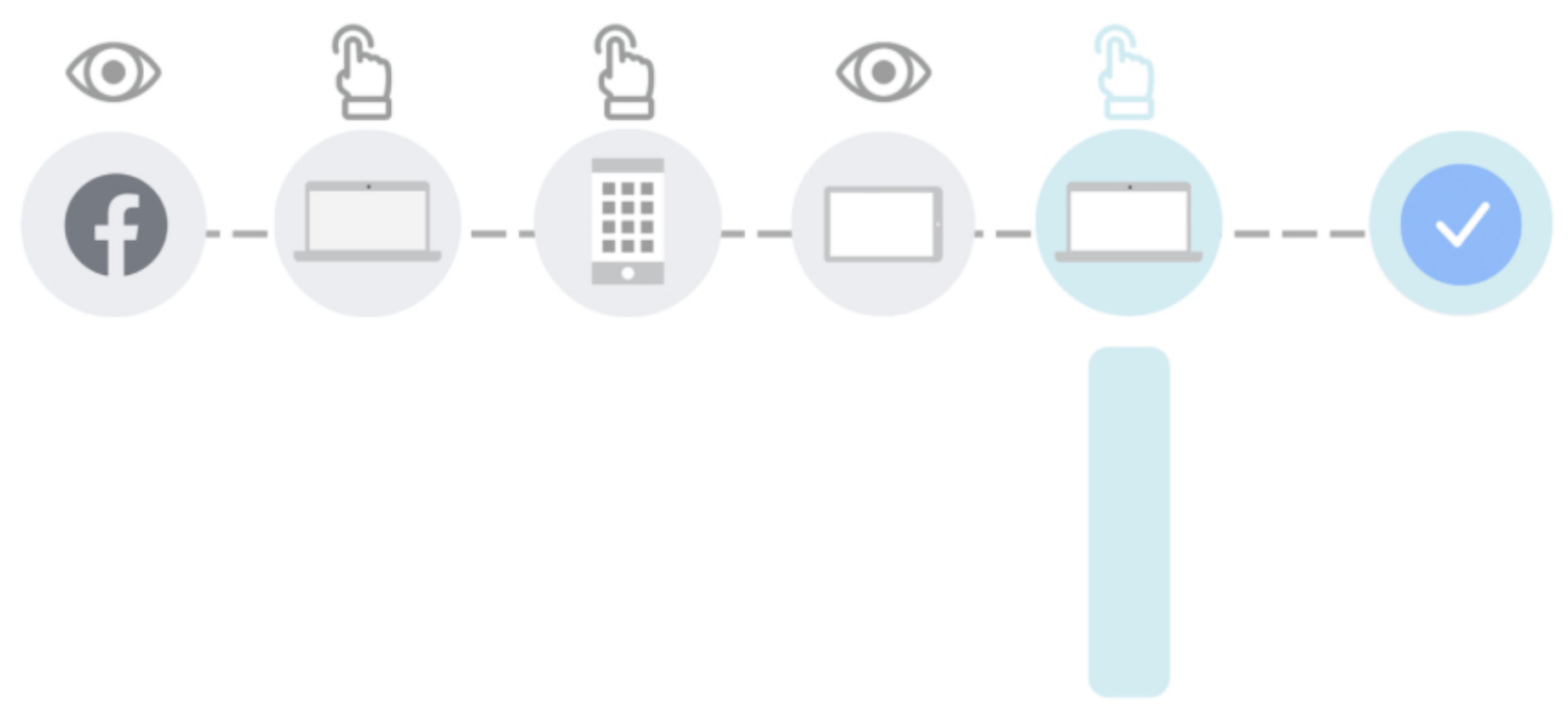
Attribution Models Reference Guide

Attribution models can be divided into two categories: single-touch and multi-touch attribution models.

Single-touch attribution models

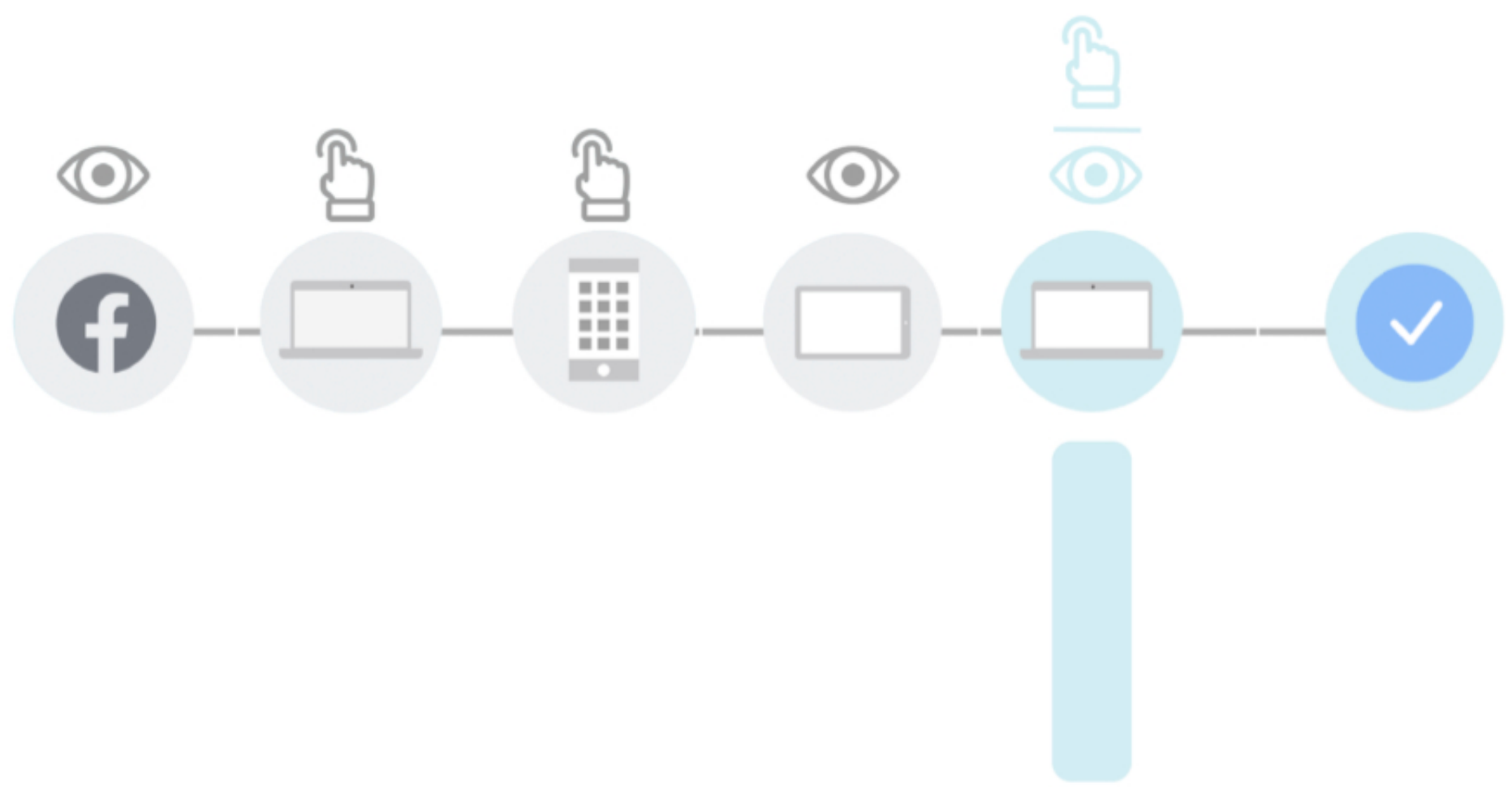
Last click

Gives 100% credit to the last click from a person before a conversion took place, even if an impression (ad view) was the last interaction.



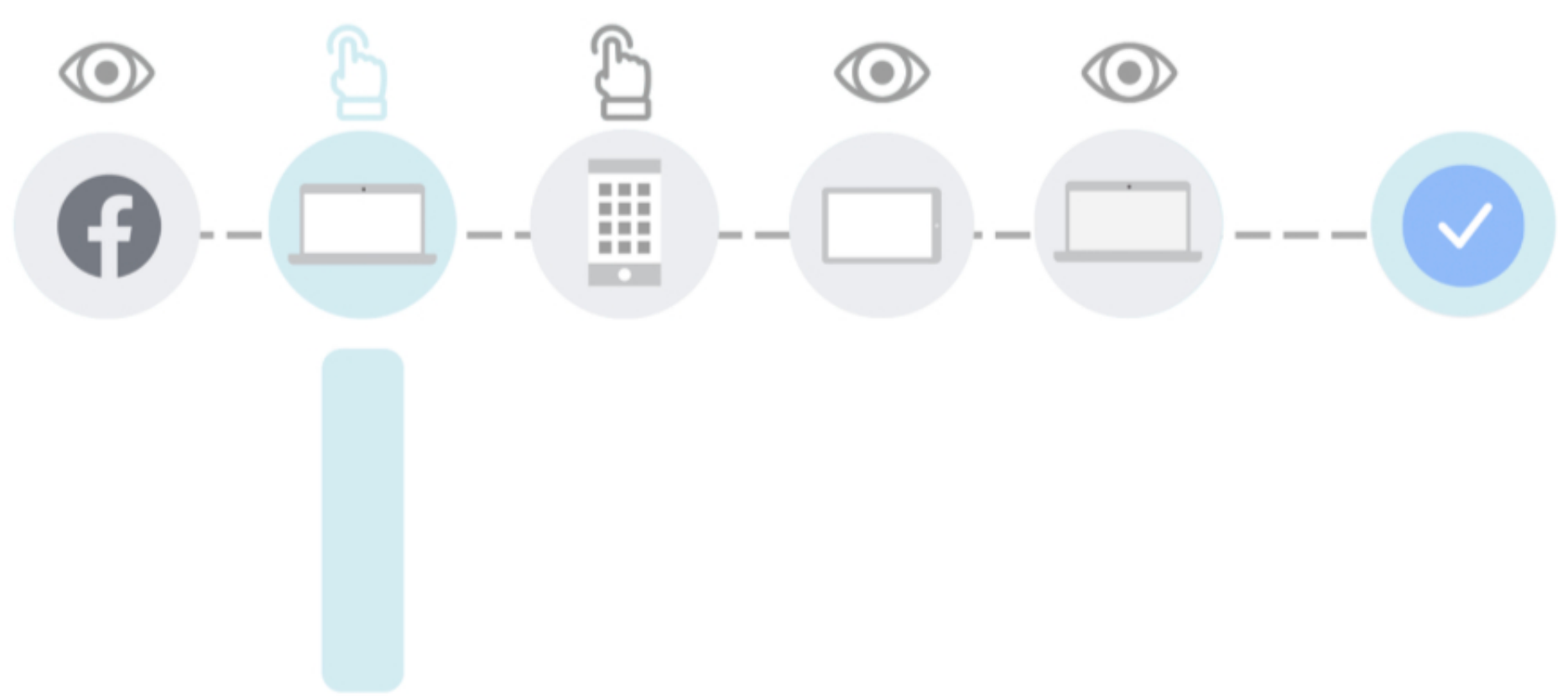
Last touch

Gives 100% credit to the last ad a person interacted with before a conversion, whether it's an impression or a click.



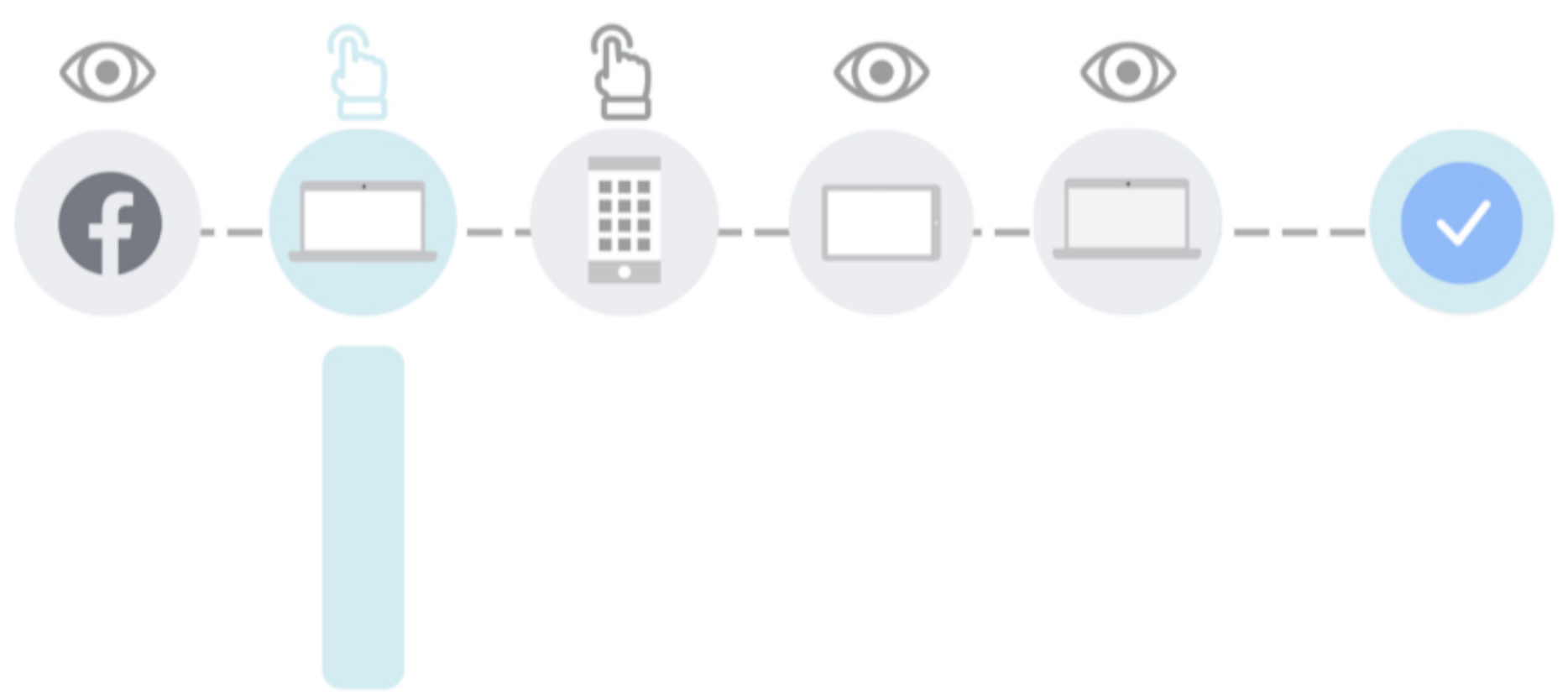
First click

Gives 100% credit for a conversion to the first click on the conversion path.

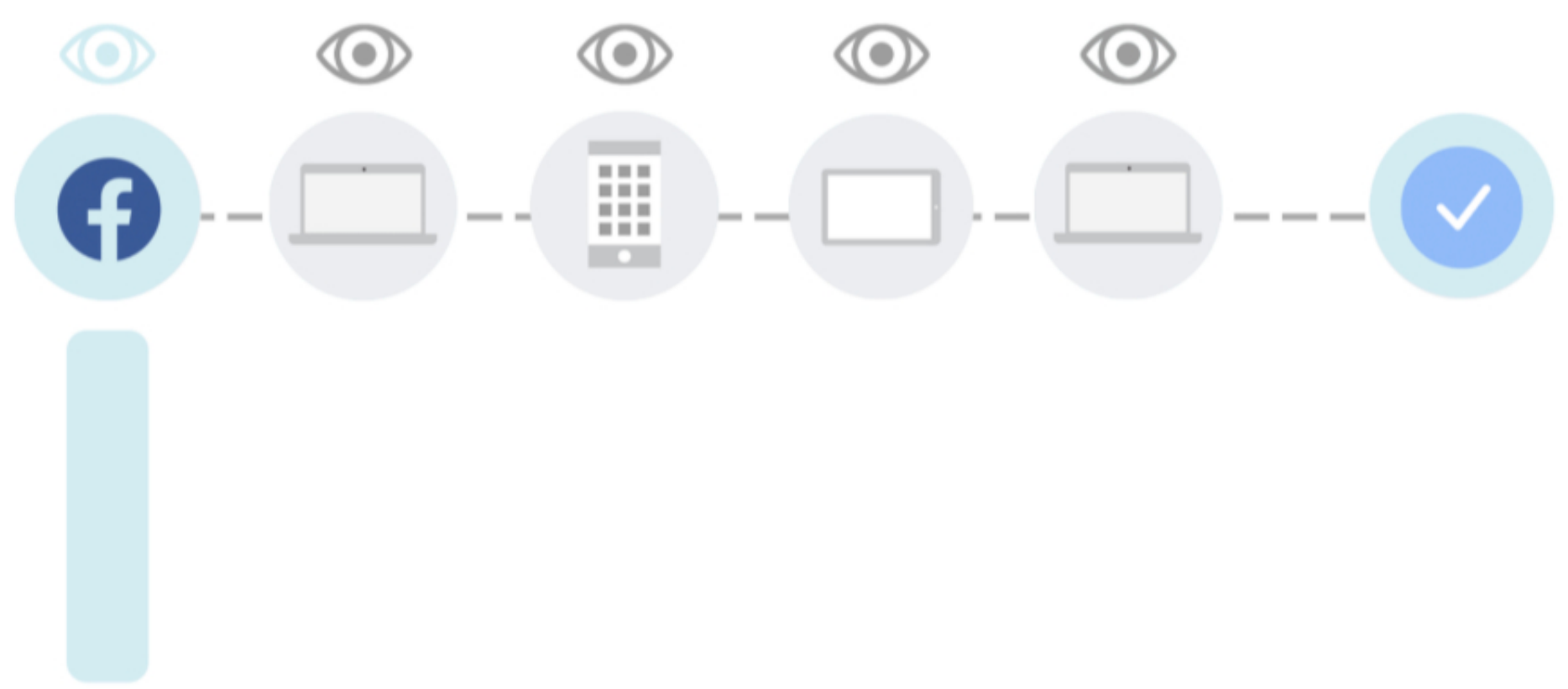


First touch

Gives 100% credit for a conversion to the first click or visit that happened in the conversion path. If there is no click or visit, then it will credit the conversion to the first impression.



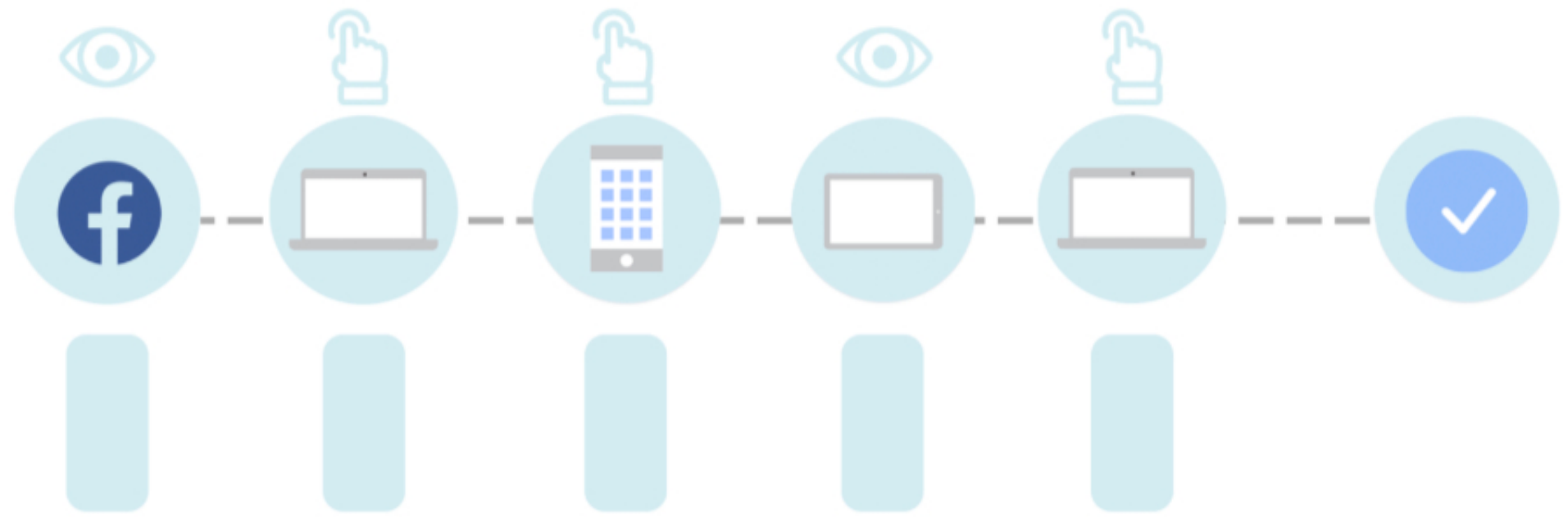
or



Multi-touch attribution models

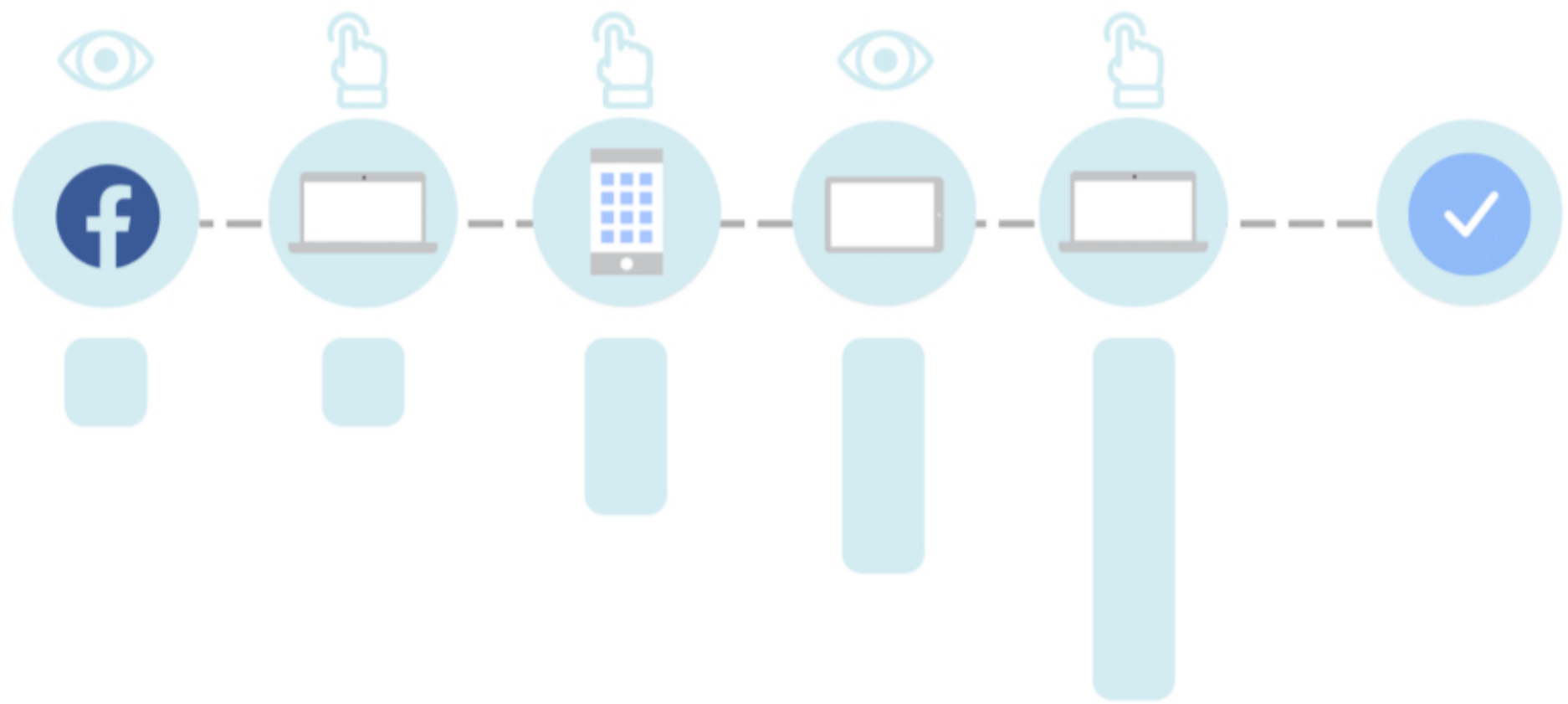
Even credit

Gives equal credit to the touchpoints (impressions and clicks) that led to a conversion.



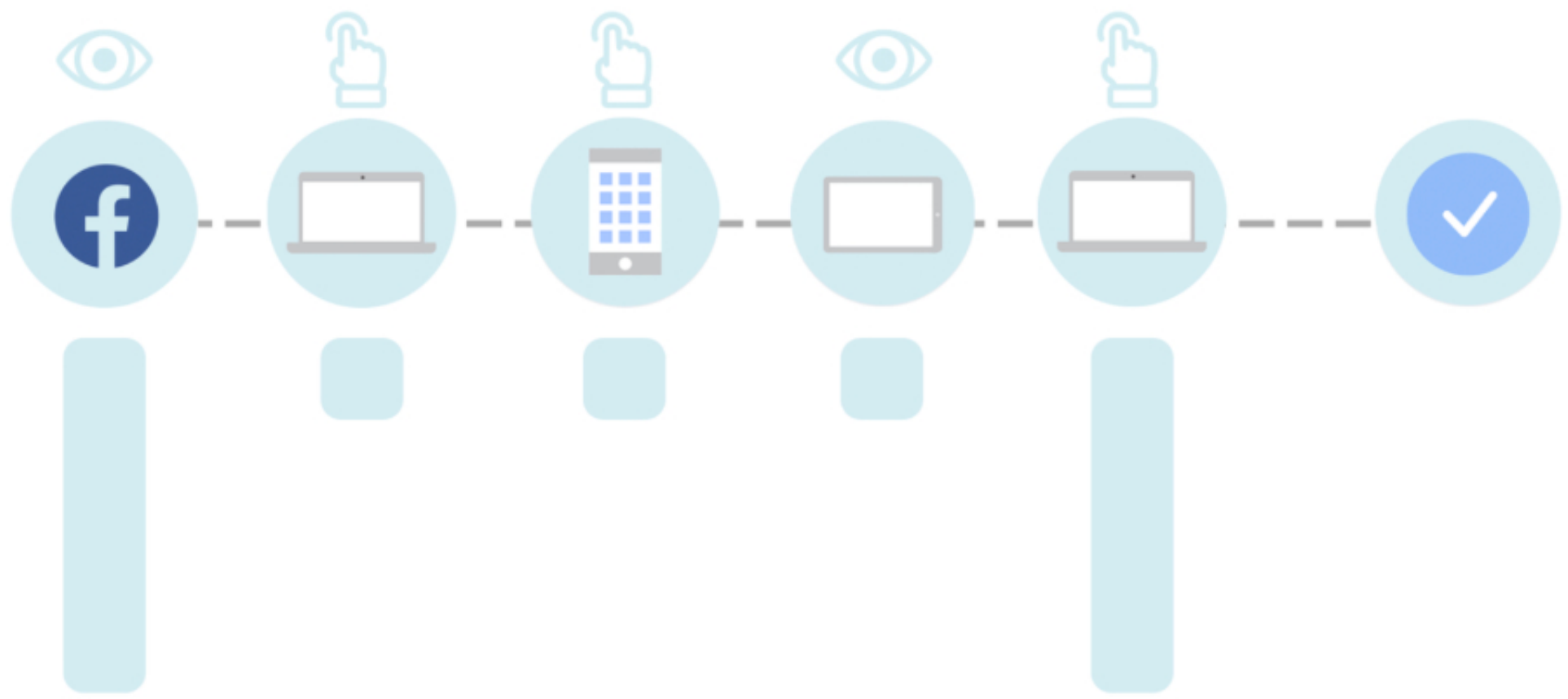
Time decay

Varies credit to touchpoints (clicks or impressions) based on how recently they happened. This model gives an increasing percentage of the credit to touchpoints as they get closer in time to the conversion.

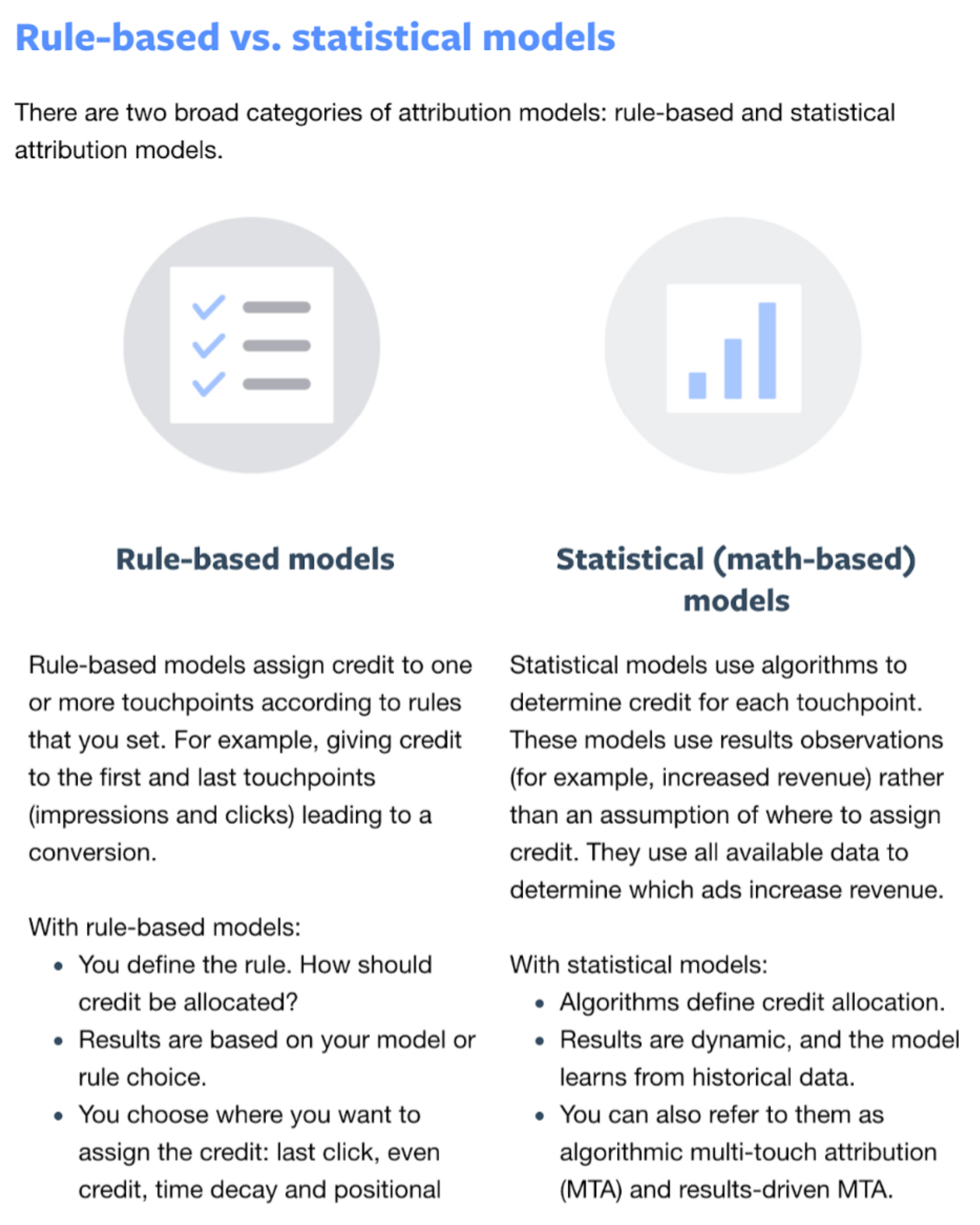


Positional

First and last touchpoints (clicks or impressions) are given more credit, while the credit for the remaining touchpoints in the middle is divided equally.



All the models described so far are referred to as rule-based models. In rule-based models, the researcher assumes that attribution follows a certain rule, like the ones described above. In data-driven or statistical models, the researcher lets the data speak to find the underlying attribution model.



Rule-based vs. statistical models

There are two broad categories of attribution models: rule-based and statistical attribution models.

Rule-based models

Rule-based models assign credit to one or more touchpoints according to rules that you set. For example, giving credit to the first and last touchpoints (impressions and clicks) leading to a conversion.

With rule-based models:

- You define the rule. How should credit be allocated?
- Results are based on your model or rule choice.
- You choose where you want to assign the credit: last click, even credit, time decay and positional

Statistical (math-based) models

Statistical models use algorithms to determine credit for each touchpoint. These models use results observations (for example, increased revenue) rather than an assumption of where to assign credit. They use all available data to determine which ads increase revenue.

With statistical models:

- Algorithms define credit allocation.
- Results are dynamic, and the model learns from historical data.
- You can also refer to them as algorithmic multi-touch attribution (MTA) and results-driven MTA.

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