**Attribution Primer:**

The multitouch attribution (MTA) report contains data associated with a client’s customers, and the advertising those customers interacted with before purchasing.

The file can be broken down into a few key parts:

1. Order Data - columns with metadata associated with the specific user and purchase

|  |  |
| --- | --- |
| date | UTC day the conversion event occurred |
| uid | Rockerbox user\_id associated with a conversion event |
| action | Name of the conversion event |
| conversion\_key | Identifier for a specific action (often the order\_id) |
| conversion\_hash\_id | MD5 hashed conversion key |
| timestamp\_conv | UTC timestamp of a given conversion event |
| new\_to\_file | Flag indicating new or returning customers (1 for new, 0 for returning) |
| total\_events | Total number of marketing events that occurred leading to conversion |

1. Marketing Event Data - columns with metadata associated with every marketing event for a given user purchase

|  |  |
| --- | --- |
| timestamp\_events | UTC timestamp of a given marketing event |
| sequence\_number | The order of when this marketing touchpoint occurred (1 = first, 2 = second, etc.) |
| event\_id | Hash ID of a marketing event |
| tier\_1 | Marketing channel categorization level 1 (most broad) |
| tier\_2 | Marketing channel categorization level 2 |
| tier\_3 | Marketing channel categorization level 3 |
| tier\_4 | Marketing channel categorization level 4 |
| tier\_5 | Marketing channel categorization level 5 |
| first\_touch | 1 if marketing event is a user’s first marketing interaction, 0 otherwise |
| last\_touch | 1 if marketing event is a user’s last marketing interaction, 0 otherwise |
| even | Fractional credit a marketing touchpoint receives if every touchpoint is given equal credit |
| normalized | Fractional credit a marketing touchpoint receives based on the multitouch logistic regression model |
| revenue\_first\_touch | If the marketing touchpoint is the first interaction, it will get full revenue credit. Otherwise it will be 0. |
| revenue\_last\_touch | If the marketing touchpoint is the last interaction, it will get full revenue credit. Otherwise it will be 0. |
| revenue\_even | Fractional credit a marketing touchpoint receives if each touchpoint gets equal weight. |
| revenue\_normalized | Using the normalized weight, the portion of conversion revenue that is attributed to this marketing touchpoint |

**Reading the MTA report (**[**link**](https://drive.google.com/open?id=1Y82ubYyZJaQTkIHXibIOMw0Uy_9r2LhO)**):**

**Scanning across:**

The first row of the data set, we can see:

* conversion\_key: 2089092776011
* user\_id: rbos-2575c49c-edf2-4705-a3f1-9864be0f0c07
* total\_events: 8
* new\_to\_file: 0
* sequence\_number: 1
* first\_touch: 1
* last\_touch: 0
* even: 0.125
* normalized: 0.1302108255

Meaning that **USER rbos-2575c49c-edf2-4705-a3f1-9864be0f0c07** placed an order with **ORDER\_ID 2089092776011.**  This particular user interacted with **8** different pieces of marketing before making a purchase, and is a repeat customer.

The marketing event data on this row is associated with the first of eight marketing events the user interacted with, therefore:

* This marketing event receives 100% credit for the first\_touch model
* This marketing event receives 0% credit for the last\_touch model
* This marketing event receives 12.5% credit using the even weight model

Scanning Down the next 7 rows:

The next 7 rows are data for the 7 other marketing events associated with **ORDER\_ID 2089092776011.**

**Additional Resources:**

* Primer for multitouch modeling - <https://help.rockerbox.com/docs/attribution-types>
* MTA - column specifications - <https://app.rockerbox.com/documentation/reports/26>
* Term Glossary - <https://help.rockerbox.com/docs/core-concepts>