

Training Set Statistics

Moment	Number of Sessions	Number of Conversions
Before Cleaning	3703	1940
After Cleaning	3703	1940

Note: We exclude sessions and customer journeys from your training set that we can not parse (e.g. the timestamp is not in correct format of: '%Y-%m-%d %H:%M:%S') or where we see sessions after the conversion event ('conversion').

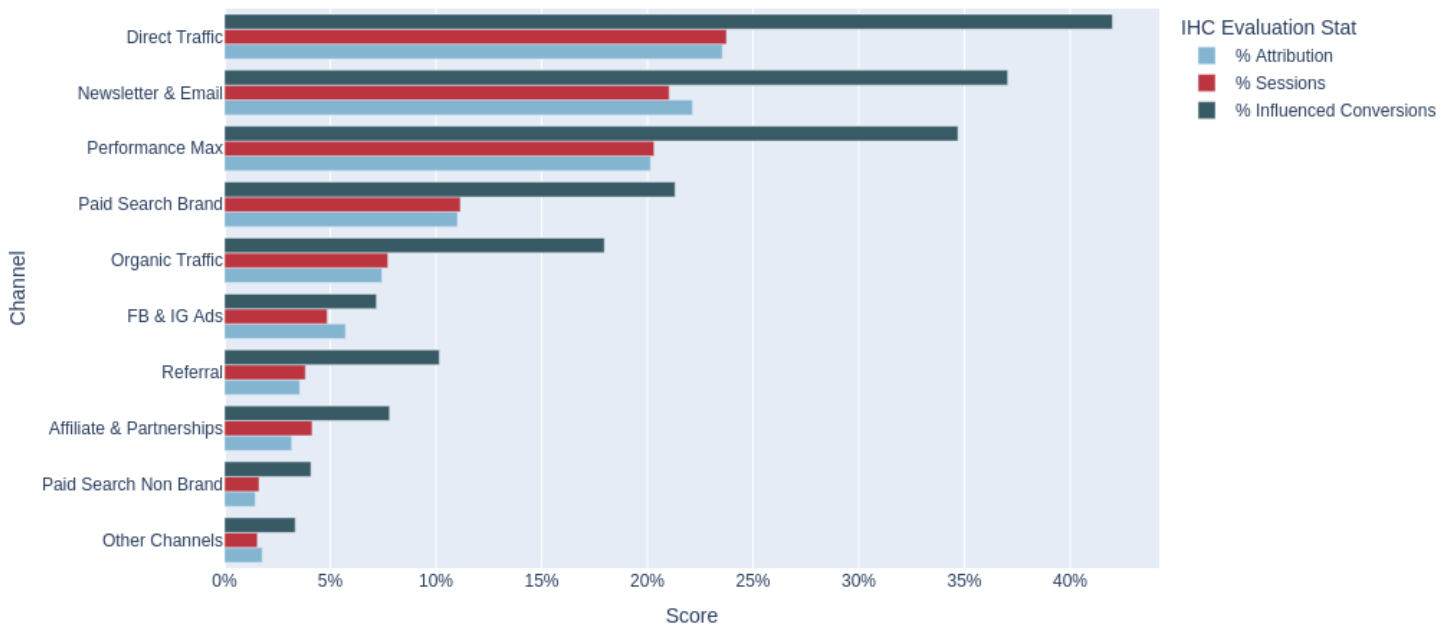
IHC Phase	Number of CJs with Engagement	% of Conversions	Avg CJ Sessions with Engagement
Holder	1888	97.3%	1.75
Closer	1939	99.9%	1.49

Note: See the number of Customer Journeys (CJs) where at least one session has been labeled to have Holder or Closer Engagement. 'Avg CJ Sessions with Engagement' shows the average number of sessions per customer journey with that engagement.

Sessions in CJ Group	Avg Number Sessions in CJs	Count Conversions	% of Conversions
1	1.0	1132	58.0%
2	2.0	412	21.0%
>2	4.41	396	20.0%

Note: See how many sessions are in each customer journey (1, 2, >2). Generally, you should not train on customer journeys with only 1 session since the model can not learn from those customer journeys.

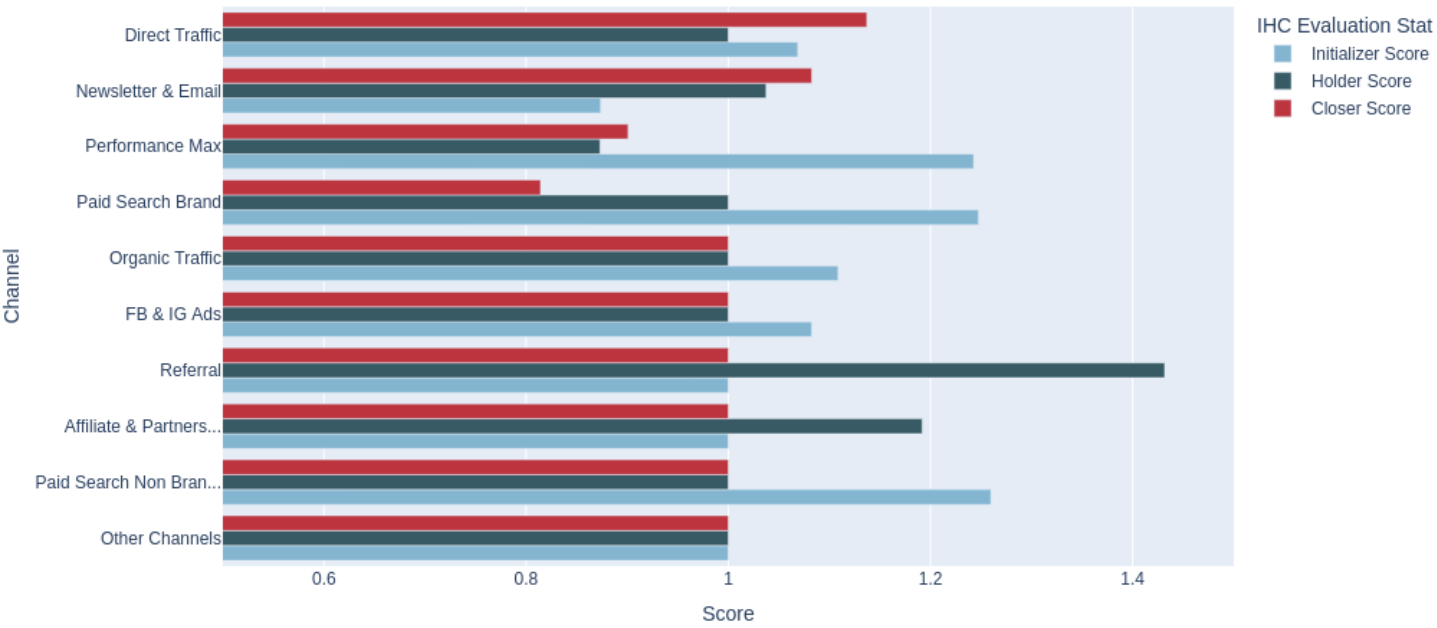
IHC Attribution Results



Note: In this chart you can see for each channel the fraction of IHC attribution that this channel received, also you can see the fraction of conversions and sessions that the given channel affected.

Channel	Influenced Conversions	Attributed Conversions	% Attribution	Avg Session IHC Value	Initializer Score	Holder Score	Closer Score
Direct Traffic	339	190.05	23.55%	0.32	1.07	1.0	1.14
Newsletter & Email	299	178.67	22.14%	0.33	0.87	1.04	1.08
Performance Max	280	162.61	20.15%	0.32	1.24	0.87	0.9
Paid Search Brand	172	88.94	11.02%	0.32	1.25	1.0	0.81
Organic Traffic	145	60.06	7.44%	0.31	1.11	1.0	1.0
FB & IG Ads	58	46.17	5.72%	0.38	1.08	1.0	1.0
Referral	82	28.7	3.56%	0.3	1.0	1.43	1.0
Affiliate & Partners...	63	25.64	3.18%	0.25	1.0	1.19	1.0
Paid Search Non Bran...	33	11.76	1.46%	0.29	1.26	1.0	1.0
Other Channels	27	14.4	1.78%	0.37	1.0	1.0	1.0

IHC Scores



Note: The scores show how strong each channel is in a given I-H-C phase, a score of 1 means the channel performs average while a score above (below) 1 indicates that the channel performs better (worse) than the average.

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