

Intro to Fractribution

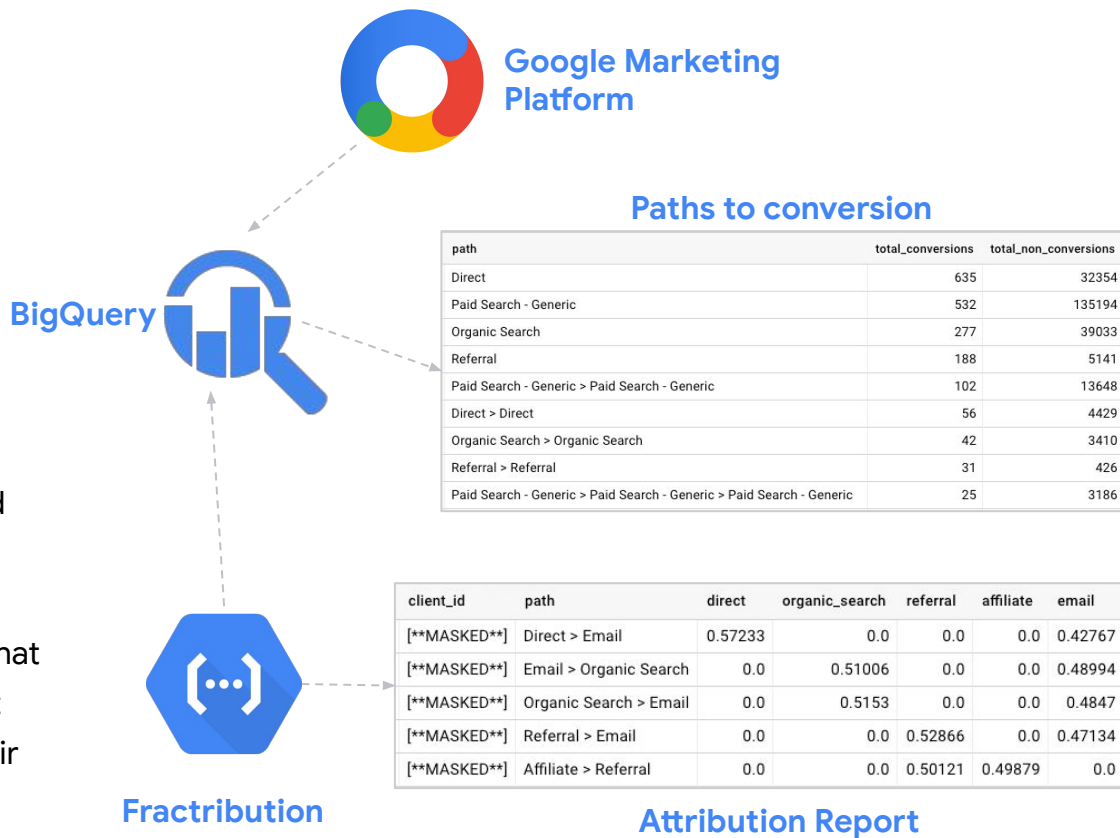
Custom Fractional Marketing Attribution



fractribution-requests@google.com

What is Fractribution?

- Fractribution drives an automated end-to-end **user-level fractional attribution** model.
- A **generalisable** process that can run on any **custom event log** (currently supporting GA360 sessions).
- The attribution algorithm uses a simplified **Shapley Value method**.
- It is an ideal solution for clients who find that the Data-Driven Attribution solutions built into GA360/DV360 are suboptimal for their specific use cases. E.g. regulation or data policy prevents ecommerce/revenue events being shared with GMP.



How Fractribution works?

Preparing data for Attribution

fullVisitorId	visitStartTime_aest	channel
1321955548994962358	2018-03-22 21:21:41	Referral
1464282128005036096	2018-03-21 08:08:16	Paid Search - Generic
1464282128005036096	2018-03-21 08:42:47	Paid Search - Generic
1464282128005036096	2018-03-30 00:36:26	Paid Search - Generic
1464282128005036096	2018-03-30 03:51:05	Paid Search - Generic
1464282128005036096	2018-03-30 03:51:54	Referral
1464282128005036096	2018-03-30 03:56:45	Display - Prospecting
1464282128005036096	2018-03-30 11:51:41	Paid Search - Generic
1464282128005036096	2018-03-31 03:24:13	Paid Search - Generic
1464282128005036096	2018-03-31 03:55:59	Organic Search
1464282128005036096	2018-03-31 08:59:13	Unmatched Channel
1506295747200511732	2018-02-25 00:58:35	Paid Search - Generic
1506295747200511732	2018-03-02 11:57:42	Paid Search - Brand
1506295747200511732	2018-03-02 12:37:17	Paid Search - Brand
1506295747200511732	2018-03-03 07:30:29	Display - Retargeting
1506295747200511732	2018-03-03 08:09:15	Display - Retargeting
1506295747200511732	2018-03-03 12:10:07	Display - Retargeting
1632881112157734750	2018-03-04 12:09:49	Direct
1632881112157734750	2018-03-04 12:54:49	Paid Search - Generic
1632881112157734750	2018-03-04 13:05:36	Paid Search - Brand



Session event log

Proprietary + Confidential

1

Session event log

fullVisitorId	visitStartTime_aest	channel
1321955548994962358	2018-03-22 21:21:41	Referral
1464282128005036096	2018-03-21 08:08:16	Paid Search - Generic
1464282128005036096	2018-03-21 08:42:47	Paid Search - Generic
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1506295747200511732	2018-02-25 00:58:35	Paid Search - Generic
1506295747200511732	2018-03-02 11:57:42	Paid Search - Brand
1506295747200511732	2018-03-02 12:37:17	Paid Search - Brand
1506295747200511732	2018-03-03 07:30:29	Display - Retargeting
1506295747200511732	2018-03-03 08:09:15	Display - Retargeting
1506295747200511732	2018-03-03 12:10:07	Display - Retargeting
1632881112157734750	2018-03-04 12:09:49	Direct
1632881112157734750	2018-03-04 12:54:49	Paid Search - Generic
1632881112157734750	2018-03-04 13:05:36	Paid Search - Brand

We see each visitor's sequence of events during some defined reporting window (here it's 22 Feb to 31 Mar 2018)

fullVisitorId	visitStartTime_aest	channel
1321955548994962358	2018-03-22 21:21:41	Referral
1464282128005036096	2018-03-21 08:08:16	Paid Search - Generic
1464282128005036096	2018-03-21 08:42:47	Paid Search - Generic
1464282128005036096	2018-03-30 00:36:26	Paid Search - Generic
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1464282128005036096	2018-03-30 11:51:41	Paid Search - Generic
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1506295747200511732	2018-03-03 07:30:29	Display - Retargeting
1506295747200511732	2018-03-03 08:09:15	Display - Retargeting
1506295747200511732	2018-03-03 12:10:07	Display - Retargeting
1632881112157734750	2018-03-04 12:09:49	Direct
1632881112157734750	2018-03-04 12:54:49	Paid Search - Generic
1632881112157734750	2018-03-04 13:05:36	Paid Search - Brand

1

Session event log

Proprietary + Confidential

2

Target endpoints

fullVisitorId	registration_time_aest
1464282128005036096	2018-03-31 04:05:27
1506295747200511732	2018-03-03 07:34:01
1632881112157734750	2018-03-04 13:33:46

1

Session event log

fullVisitorId	visitStartTime_aest	channel
1321955548994962358	2018-03-22 21:21:41	Referral
1464282128005036096	2018-03-21 08:08:16	Paid Search - Generic
1464282128005036096	2018-03-21 08:42:47	Paid Search - Generic
1464282128005036096	2018-03-30 00:36:26	Paid Search - Generic
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1506295747200511732	2018-03-02 11:57:42	Paid Search - Brand
1506295747200511732	2018-03-02 12:37:17	Paid Search - Brand
1506295747200511732	2018-03-03 07:30:29	Display - Retargeting
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1632881112157734750	2018-03-04 12:09:49	Direct
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1632881112157734750	2018-03-04 13:05:36	Paid Search - Brand

3

Join to find
each
endpoint
position

2

Target endpoints

fullVisitorId	registration_time_aest
1464282128005036096	2018-03-31 04:05:27
1506295747200511732	2018-03-03 07:34:01
1632881112157734750	2018-03-04 13:33:46

7 days

7 days

7 days

4

Collect events within a
lookback window

1

Session event log

3

Join to find
each
endpoint
position

2

Target endpoints

fullVisitorId	registration_time_aest
1464282128005036096	2018-03-31 04:05:27
1506295747200511732	2018-03-03 07:34:01
1632881112157734750	2018-03-04 13:33:46

fullVisitorId	session_id	event_name
1321234567	1464282128005036096	- Generic
1464282128005036096	1464282128005036096	Paid Search - Generic
1464282128005036096	1464282128005036096	Paid Search - Generic
1464282128005036096	1464282128005036096	Paid Search - Generic
1464282128005036096	1464282128005036096	Referral
1464282128005036096	1464282128005036096	Display - Prospecting
1464282128005036096	1464282128005036096	Paid Search - Generic
1464282128005036096	1464282128005036096	Paid Search - Generic
1464282128005036096	1464282128005036096	Organic Search
1464282128005036096	1464282128005036096	Unmatched Channel
1506295747200511732	1506295747200511732	Paid Search - Generic
1506295747200511732	1506295747200511732	Paid Search - Brand
1506295747200511732	1506295747200511732	Paid Search - Brand
1506295747200511732	1506295747200511732	Display - Retargeting
1506295747200511732	1506295747200511732	Display - Retargeting
1506295747200511732	1506295747200511732	Display - Retargeting
1632881112157734750	1632881112157734750	Direct
1632881112157734750	1632881112157734750	Paid Search - Generic
1632881112157734750	1632881112157734750	Paid Search - Brand

4

Collect events within a
lookback window

These are now your **paths**
to conversion

7 days

7 days

7 days

1464282128005036096	2018-03-21 08:42:47	Paid Search - Generic
1464282128005036096	2018-03-30 00:36:26	Paid Search - Generic
1464282128005036096	2018-03-30 03:51:05	Paid Search - Generic
1464282128005036096	2018-03-30 03:51:54	Referral
1464282128005036096	2018-03-30 03:56:45	Display - Prospecting
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1506295747200511732	2018-03-03 07:30:29	Display - Retargeting
1506295747200511732	2018-03-03 08:09:15	Display - Retargeting
1506295747200511732	2018-03-03 12:10:07	Display - Retargeting
1632881112157734750	2018-03-04 12:09:49	Direct
1632881112157734750	2018-03-04 12:54:49	Paid Search - Generic
1632881112157734750	2018-03-04 13:05:36	Paid Search - Brand

Paid Search - Generic > Paid Search - Generic > Referral > Display - Prospecting >
Paid Search - Generic > Paid Search - Generic > Organic Search

Paid Search - Generic > Paid Search - Brand > Paid Search - Brand > Display - Retargeting

Direct > Paid Search - Generic > Paid Search - Brand

fullVisitorId	visitStartTime_aest	channel
1321955548994962358	2018-03-22 21:21:41	Referral

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fullVisitorid	visitStartTime_aest	channel
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1464282128005036096	2018-03-21 08:42:47	Paid Search - Generic
1464282128005036096	2018-03-30 00:36:26	Paid Search - Generic
1464282128005036096	2018-03-30 03:51:05	Paid Search - Generic
1464282128005036096	2018-03-30 03:51:54	Referral
1464282128005036096	2018-03-30 03:56:45	Display - Prospecting
1464282128005036096	2018-03-30 11:51:41	Paid Search - Generic
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1464282128005036096	2018-03-31 03:55:59	Organic Search
1464282128005036096	2018-03-31 08:59:13	Unmatched Channel
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1506295747200511732	2018-03-03 12:10:07	Display - Retargeting
1632881112157734750	2018-03-04 12:09:49	Direct
1632881112157734750	2018-03-04 12:54:49	Paid Search - Generic
1632881112157734750	2018-03-04 13:05:36	Paid Search - Brand

Additional non-converting visitors

6

Construct your non-converting paths

Proprietary + Confidential

7 days
7 days

7 days

7 days

7 days

fullVisitorId	visitStartTime_aest	channel
1321955548994962358	2018-03-22 21:21:41	Referral
1000616322209632382	2018-02-27 10:48:58	Paid Search - Brand
1000616322209632382	2018-02-27 10:49:16	Organic Search
1000598485220432643	2018-02-27 03:44:33	Paid Search - Brand
1000598485220432643	2018-03-09 07:55:53	Paid Search - Brand
1000598485220432643	2018-03-11 02:01:28	Paid Search - Brand
1000598485220432643	2018-03-12 08:08:42	Paid Search - Brand
1000598485220432643	2018-03-30 04:12:18	Paid Search - Brand
1000408875265680585	2018-02-26 21:10:24	Paid Search - Brand
1000408875265680585	2018-02-27 11:37:29	Paid Search - Brand
1000408875265680585	2018-02-28 16:37:25	Paid Search - Brand
1000408875265680585	2018-03-22 04:09:48	Paid Search - Brand
1000408875265680585	2018-03-22 07:04:10	Paid Search - Brand
1000408875265680585	2018-03-27 04:06:06	Paid Search - Brand
1000408875265680585	2018-03-29 20:52:43	Paid Search - Brand
1000201269471321813	2018-03-29 00:55:34	Email
1000201269471321813	2018-03-30 23:07:55	Email
1000185760342848879	2018-03-10 21:37:34	Referral
1000152126453468655	2018-03-05 06:50:09	Paid Search - Generic
1000088225928354082	2018-03-07 10:26:43	Organic Search

Referral

Paid Search - Brand > Organic Search

Paid Search - Brand

Paid Search - Brand > Paid Search - Brand

Email > Email

Referral

Paid Search - Generic

Organic Search

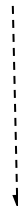
path	total_conversions	total_non_conversions
Direct	2236	89137
Organic Search	1296	137741
Referral	1051	16372
Paid Search - Generic	863	118292
Display - Prospecting	732	129677
Paid Search - Brand	691	8537
Direct > Direct	233	10353
Organic Search > Organic Search	223	12362
Paid Search - Generic > Paid Search - Generic	147	12670
Paid Search - Brand > Paid Search - Brand	132	1397
Affiliate	123	2017
Referral > Referral	116	1146
Display - Prospecting > Display - Prospecting	74	10764
Unmatched Channel	62	8853
Direct > Referral	53	486
Direct > Direct > Direct	51	3339
Direct > Organic Search	50	1052
Organic Search > Referral	45	253
Organic Search > Paid Search - Brand	42	254
Organic Search > Organic Search > Organic Search	38	2562

7

Create the path summary table

path	total_conversions	total_non_conversions
Direct	2236	89137
Organic Search	1296	137741
Referral	1051	16372
Paid Search - Generic	863	118292
Display - Prospecting	732	129677
Paid Search - Brand	691	8537
Direct > Direct	233	10353
Organic Search > Organic Search	223	12362
Paid Search - Generic > Paid Search - Generic	147	12670
Paid Search - Brand > Paid Search - Brand	132	1397
Affiliate	123	2017
Referral > Referral	116	1146
Display - Prospecting > Display - Prospecting	74	10764
Unmatched Channel	62	8853
Direct > Referral	53	486
Direct > Direct > Direct	51	3339
Direct > Organic Search	50	1052
Organic Search > Referral	45	253
Organic Search > Paid Search - Brand	42	254
Organic Search > Organic Search > Organic Search	38	2562

7 Create the path summary table



8 Run attribution algorithm to calculate fractions

client_id	path	direct	organic_search	referral	affiliate	email
[**MASKED**]	Direct > Email	0.57233	0.0	0.0	0.0	0.42767
[**MASKED**]	Email > Organic Search	0.0	0.51006	0.0	0.0	0.48994
[**MASKED**]	Organic Search > Email	0.0	0.5153	0.0	0.0	0.4847
[**MASKED**]	Referral > Email	0.0	0.0	0.52866	0.0	0.47134
[**MASKED**]	Affiliate > Referral	0.0	0.0	0.50121	0.49879	0.0

Fractribution

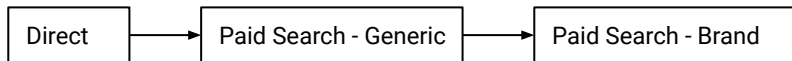
How Fractribution works?

The attribution algorithm

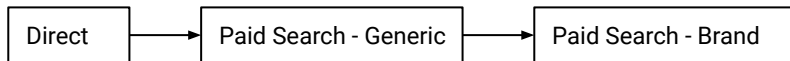
1

Start with a baseline path

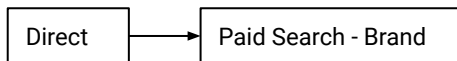
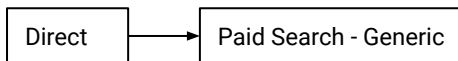
Proprietary + Confidential



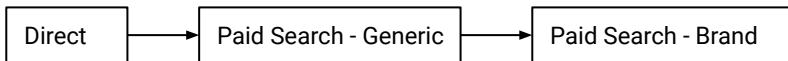
1 Start with a baseline path



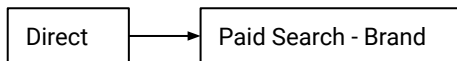
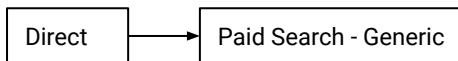
2 Define its leave-one-out counterfactuals



1 Start with a baseline path



2 Define its leave-one-out counterfactuals



3 Calculate the conversion probabilities for each of these paths

Path summary			
path	total_conversions	total_non_conversions	conversion_prob
Direct > Paid Search - Generic	19	549	0.0335
Direct > Paid Search - Brand	17	250	0.0637
Paid Search - Generic > Paid Search - Brand	7	357	0.0192
Direct > Paid Search - Generic > Paid Search - Brand	1	10	0.0909

 $19 / (19 + 549)$

4

The marginal contribution of each event is the conversion probability difference between the baseline (full) path and the counterfactual path without the event in it

Path summary			
path	total_conversions	total_non_conversions	conversion_prob
Direct > Paid Search - Generic	19	549	0.0335
Direct > Paid Search - Brand	17	250	0.0637
Paid Search - Generic > Paid Search - Brand	7	357	0.0192
Direct > Paid Search - Generic > Paid Search - Brand	1	10	0.0909

Marginal Contribution Direct = 0.0909 - 0.0192 = 0.0717

Marginal contribution		
direct	paid_search_generic	paid_search_brand
0.0717	0.0272	0.0574

4

The marginal contribution of each event is the conversion probability difference between the baseline (full) path and the counterfactual path without the event in it

Path summary			
path	total_conversions	total_non_conversions	conversion_prob
Direct > Paid Search - Generic	19	549	0.0335
Direct > Paid Search - Brand	17	250	0.0637
Paid Search - Generic > Paid Search - Brand	7	357	0.0192
Direct > Paid Search - Generic > Paid Search - Brand	1	10	0.0909

Marginal Contribution Direct = 0.0909 - 0.0192 = 0.0717

Marginal contribution		
direct	paid_search_generic	paid_search_brand
0.0717	0.0272	0.0574

5

Normalize these fractions so they add to 1

Fractional Attribution			
path	direct	paid_search_generic	paid_search_brand
Direct > Paid Search - Generic > Paid Search - Brand	0.459	0.174	0.367

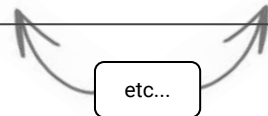
0.0717 / (0.0717 + 0.0272 + 0.0574)

6

Repeat for all paths

Proprietary + Confidential

Fractional Attribution							
path	direct	paid_search_generic	paid_search_brand	organic_search	email	referral	
Direct > Paid Search - Generic > Paid Search - Brand	0.459	0.174	0.367	0.0	0.0	0.0	...
Direct > Paid Search - Generic	0.784	0.216	0.0	0.0	0.0	0.0	
Direct > Paid Search - Brand	0.573	0.0	0.427	0.0	0.0	0.0	
Paid Search - Generic > Paid Search - Brand	0.0	0.198	0.802	0.0	0.0	0.0	
Direct > Email	0.572	0.0	0.0	0.0	0.428	0.0	
Email > Organic Search	0.0	0.0	0.0	0.510	0.490	0.0	
Organic Search > Email	0.0	0.0	0.0	0.515	0.485	0.0	
Referral > Email	0.0	0.0	0.0	0.0	0.471	0.529	
Display - Prospecting > Referral	0.0	0.0	0.0	0.0	0.0	0.501	
...							



6 Repeat for all paths

Fractional Attribution							
path	direct	paid_search_generic	paid_search_brand	organic_search	email	referral	
Direct > Paid Search - Generic > Paid Search - Brand	0.459	0.174	0.367	0.0	0.0	0.0	...
Direct > Paid Search - Generic	0.784	0.216	0.0	0.0	0.0	0.0	
Direct > Paid Search - Brand	0.573	0.0	0.427	0.0	0.0	0.0	
Paid Search - Generic > Paid Search - Brand	0.0	0.198	0.802	0.0	0.0	0.0	
Direct > Email	0.572	0.0	0.0	0.0	0.428	0.0	
Email > Organic Search	0.0	0.0	0.0	0.510	0.490	0.0	
Organic Search > Email	0.0	0.0	0.0	0.515	0.485	0.0	
Referral > Email	0.0	0.0	0.0	0.0	0.471	0.529	
Display - Prospecting > Referral	0.0	0.0	0.0	0.0	0.0	0.501	
...							

7 Push the final results up to BigQuery (if required)

Upload to
BigQuery

BigQuery



etc...

Getting to ROAS?

Joining Fractribution to your CRM and Revenue systems

1

Path to fullVisitorId mapping

Path to fullVisitorId	
path	fullVisitorId
Direct > Paid Search - Generic > Paid Search - Brand	2248281639583218707
Direct > Paid Search - Generic > Paid Search - Brand	8647436381089107732
Direct > Paid Search - Generic	2055839700856389632
Direct > Paid Search - Brand	0750846065342433129
Direct > Paid Search - Brand	0573427169410921198
Paid Search - Generic > Paid Search - Brand	8313021323030224050
Direct > Email	9161549067325106850
Direct > Email	7712738124831804349
Direct > Email	6644155147493409979
...	

We establish this mapping through the path summary table creation process.

1

Path to fullVisitorId mapping

Path to fullVisitorId	
path	fullVisitorId
Direct > Paid Search - Generic > Paid Search - Brand	2248281639583218707
Direct > Paid Search - Generic > Paid Search - Brand	8647436381089107732
Direct > Paid Search - Generic	2055839700856389632
Direct > Paid Search - Brand	0750846065342433129
Direct > Paid Search - Brand	0573427169410921198
Paid Search - Generic > Paid Search - Brand	8313021323030224050
Direct > Email	9161549067325106850
Direct > Email	7712738124831804349
Direct > Email	6644155147493409979
...	

2

fullVisitorId to crm_id mapping

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fullVisitorId to crm_id	
fullVisitorId	crm_id
2248281639583218707	ca978112ca1bbdcafac231b3
8647436381089107732	2e7d2c03a9507ae265ecf5b5
2055839700856389632	3f79b27b435b05321651daef
0750846065342433129	cd0aa9856147b6c5b4ff2b7d
0573427169410921198	de7d1b721a1e0632b7cf04ed
8313021323030224050	3e23e8160039594a33894f65
9161549067325106850	18ac3e7343f016890c510e93
7712738124831804349	252f10c83610ebca1a059c0b
6644155147493409979	aaa9402664f1a41f40ebbc52
...	

Note: If your session event log is keyed on the crm_id anyway, no need for this step.

1 Path to fullVisitorId mapping

Path to fullVisitorId	
path	fullVisitorId
Direct > Paid Search - Generic > Paid Search - Brand	2248281639583218707
Direct > Paid Search - Generic > Paid Search - Brand	8647436381089107732
Direct > Paid Search - Generic	2055839700856389632
Direct > Paid Search - Brand	0750846065342433129
Direct > Paid Search - Brand	0573427169410921198
Paid Search - Generic > Paid Search - Brand	8313021323030224050
Direct > Email	9161549067325106850
Direct > Email	7712738124831804349
Direct > Email	6644155147493409979
...	

2 fullVisitorId to crm_id mapping

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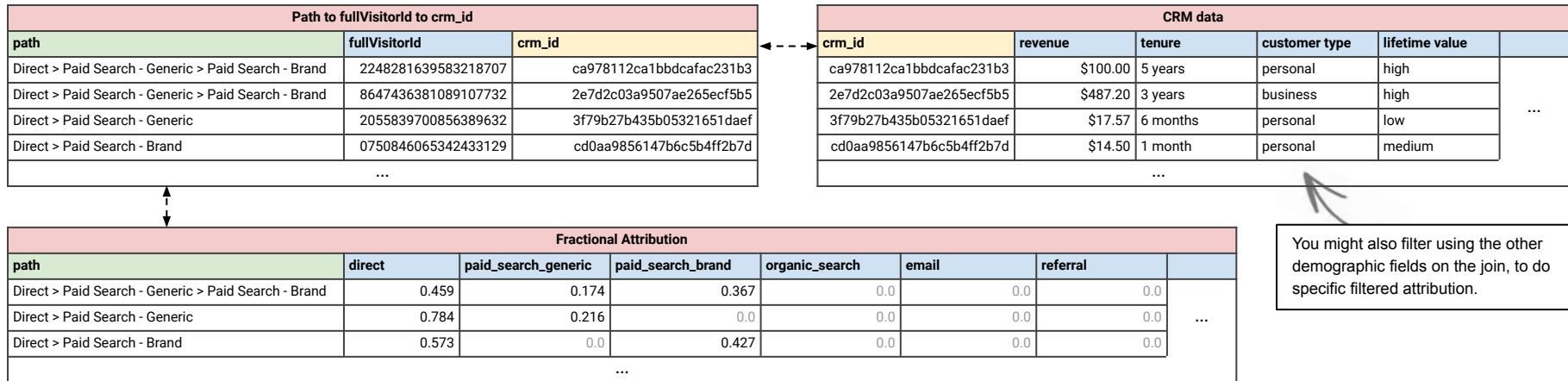
fullVisitorId to crm_id	
fullVisitorId	crm_id
2248281639583218707	ca978112ca1bbdcafac231b3
8647436381089107732	2e7d2c03a9507ae265ecf5b5
2055839700856389632	3f79b27b435b05321651daef
0750846065342433129	cd0aa9856147b6c5b4ff2b7d
0573427169410921198	de7d1b721a1e0632b7cf04ed
8313021323030224050	3e23e8160039594a33894f65
9161549067325106850	18ac3e7343f016890c510e93
7712738124831804349	252f10c83610ebca1a059c0b
6644155147493409979	aaa9402664f1a41f40ebbc52
...	

3 CRM data, with revenue and demographics

CRM data								
crm_id	revenue	tenure	customer type	lifetime value	age band	gender	custom segment	
ca978112ca1bbdcafac231b3	\$100.00	5 years	personal	high	55+	female	Mobile first	...
2e7d2c03a9507ae265ecf5b5	\$487.20	3 years	business	high	N/A	N/A	Loyalists	
3f79b27b435b05321651daef	\$17.57	6 months	personal	low	20 to 30	unspecified	Disengaged	
cd0aa9856147b6c5b4ff2b7d	\$14.50	1 month	personal	medium	16 to 18	male	Aspiring minnows	
...								

4 Join all to establish a link between revenue and attribution fractions

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4 Join all to establish a link between revenue and attribution fractions

Path to fullVisitorId to crm_id			CRM data					
path	fullVisitorId	crm_id	crm_id	revenue	tenure	customer type	lifetime value	
Direct > Paid Search - Generic > Paid Search - Brand	2248281639583218707	ca978112ca1bbdcfac231b3	ca978112ca1bbdcfac231b3	\$100.00	5 years	personal	high	...
Direct > Paid Search - Generic > Paid Search - Brand	8647436381089107732	2e7d2c03a9507ae265ecf5b5	2e7d2c03a9507ae265ecf5b5	\$487.20	3 years	business	high	
Direct > Paid Search - Generic	2055839700856389632	3f79b27b435b05321651daef	3f79b27b435b05321651daef	\$17.57	6 months	personal	low	
Direct > Paid Search - Brand	0750846065342433129	cd0aa9856147b6c5b4ff2b7d	cd0aa9856147b6c5b4ff2b7d	\$14.50	1 month	personal	medium	
...			...					

Fractional Attribution							
path	direct	paid_search_generic	paid_search_brand	organic_search	email	referral	
Direct > Paid Search - Generic > Paid Search - Brand	0.459	0.174	0.367	0.0	0.0	0.0	...
Direct > Paid Search - Generic	0.784	0.216	0.0	0.0	0.0	0.0	
Direct > Paid Search - Brand	0.573	0.0	0.427	0.0	0.0	0.0	
...							

5 Distribute revenue by customer over the fractional attribution values

Fractional Revenue							
path	crm_id	direct revenue	paid_search_generic revenue	paid_search_brand revenue	organic_search revenue	email revenue	
Direct > Paid Search - Generic > Paid Search - Brand	ca978112ca1bbdcfac231b3	\$45.90	\$17.40	\$36.70	\$0.0	\$0.0	...
Direct > Paid Search - Generic > Paid Search - Brand	2e7d2c03a9507ae265ecf5b5	\$223.62	\$84.77	\$178.80	\$0.0	\$0.0	
Direct > Paid Search - Generic	3f79b27b435b05321651daef	\$13.77	\$3.80	\$0.0	\$0.0	\$0.0	
Direct > Paid Search - Brand	cd0aa9856147b6c5b4ff2b7d	\$8.31	\$0.0	\$6.19	\$0.0	\$0.0	
...							

$$0.427 \times \$14.50 = \$6.19$$

6 Aggregate channels to get attributed conversions, and attributed revenue

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Attribution Report				
channel	Attributed Conversions	Attributed Revenue	Actual Spend (Ads, etc)	ROAS
Direct	40,451	\$2,948,878	N/A	N/A
Paid Search - Generic	28,852	\$2,103,311	\$1,237,242	1.70
Paid Search - Brand	10,785	\$597,732	\$711,585	0.84
Organic Search	25,033	\$1,291,828	N/A	N/A
Email	807	\$41,645	\$44,303	0.94
Referral	19,803	\$1,021,934	\$811,059	1.26
...				

\$2,103,311
\$1,237,242

$$= \text{sum}(\text{direct}) = 0.459 + 0.784 + 0.573 + \dots$$

$$= \text{sum}(\text{direct revenue}) = \$45.90 + \$223.62 + \$13.77 + \$8.31 + \dots$$

path	direct
Direct > Paid Search - Generic > Paid Search - Brand	0.459
Direct > Paid Search - Generic	0.784
Direct > Paid Search - Brand	0.573
...	

direct revenue
\$45.90
\$223.62
\$13.77
\$8.31
...