End-to-End Multi-Touch Attribution

This document summarizes the multi-touch attribution (MTA) work conducted to make the full customer journey visible—from anonymous discovery through conversion—so that growth decisions could be grounded in reality rather than partial signals.

Problem

Attribution at Gainbridge began only after a user entered the enrollment flow and provided an email address. This created a structural blind spot: all awareness- and consideration-stage interactions were invisible, causing teams to over-credit late-stage touchpoints and under-invest in confidence-building surfaces.

Key Insight

The core issue was not the absence of an attribution model, but fragmented identity and incomplete data visibility. FullStory already captured both anonymous device-level behavior and authenticated user sessions, enabling identity stitching without introducing new tools or waiting on additional platform investments.

Approach

Using FullStory device IDs and user IDs as the spine, pre-enrollment and post-enrollment behavior were stitched into a single end-to-end journey. Conversion milestones from internal systems were layered on top to establish attribution boundaries. A simple linear multi-touch attribution model was applied as a starting point to distribute credit across all meaningful touchpoints.

Date	Channel	Source	Medium	Journey Stage	Is Currently Credited?	Will be Credited in MTA?	Ad Spend Wasted?
2025-05-05	Search	google	cpc	Awareness	No	Yes	No
2025-05-15	Search	google	cpc	Consideration	No	Yes	No
2025-05-17	Affiliate	affiliate	referral	Conversion	Yes	Yes	No
2025-05-18	Search	google	cpc	Post-conversion	No	No	YES

What This Unlocked

• Visibility into the full customer journey before conversion
• Fair credit allocation across awareness, consideration, and conversion touchpoints
• Identification of wasted post-conversion ad spend
• Directionally correct spend and prioritization decisions without false precision

Why It Matters

Without full-journey visibility, optimization efforts reward noise instead of progress. This work reframed attribution as decision infrastructure—enabling marketing, product, and data teams to align around how confidence is built, not just where conversions happen.