IHC Attribution Webservice: Step by Step Getting started

This guide provides the step-by-step usage of the IHC-Attribution website at https://ihc-attribution.com from creating an account to setting the training parameters and getting results. If you already have an account on the IHC-Attribution website, you can skip the registration step and go directly to signing in to your account and further steps.
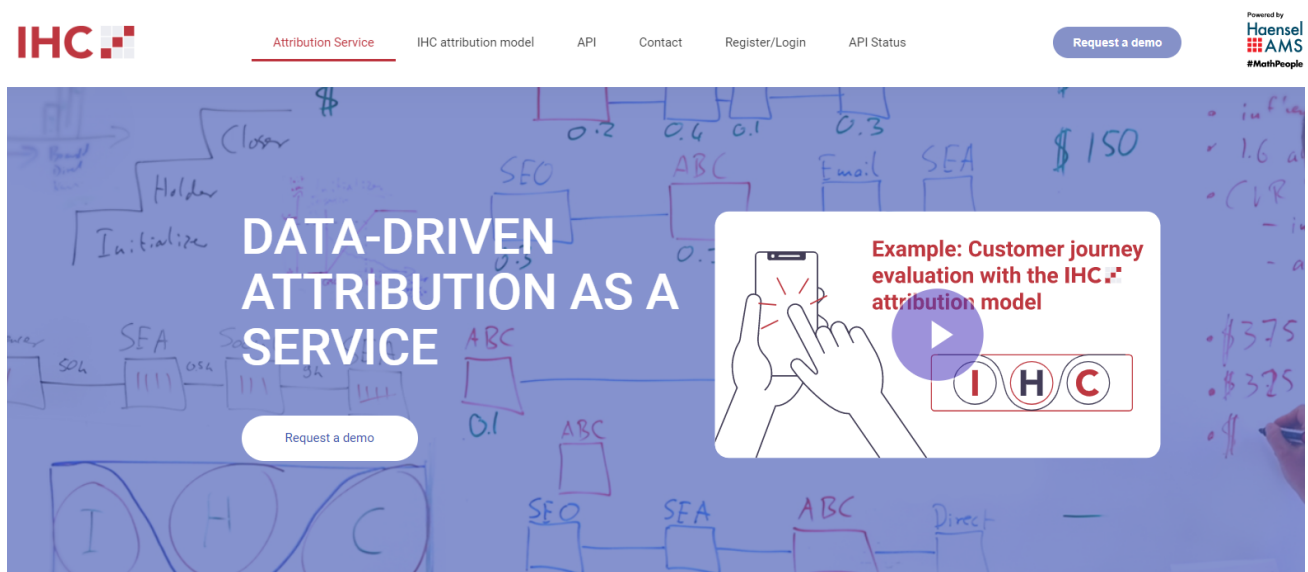
1. Registration on the website

The first step is registration on the IHC-Attribution website. To create a new account, the following steps can be conducted:

- Go to the IHC-Attribution website at https://ihc-attribution.com. The example of the website page is shown below:

- Click the **Register/Login** button which can be found on the top bar of the page.
- Click the **Sign Up** button. To create an account, fill in the registration form with the essential information. After filling all the fields, click the red **Sign Up** button to complete the account creation.
- After successfully filling out the registration form, you will be requested to confirm the sign-up. Please type in the verification code you have received in your mail and click the **Submit** button. The verification code is usually a 6-digits code. If you didn't receive an email within a couple of minutes, please double check your spam folder.
- After confirming the sign-up, you can sign in to the account using your username and password.

2. Sign in to your account

- Go to the IHC-Attribution website at https://ihc-attribution.com website.
- Click the **Register/Login** button, which can be found on the top bar of the page.
- Type in your username and password and click the red **Sign In** button.

3. Overview

After signing in to account, you reach the overview page of the IHC-Attribution Web Service. The overview page might look something like the one below:
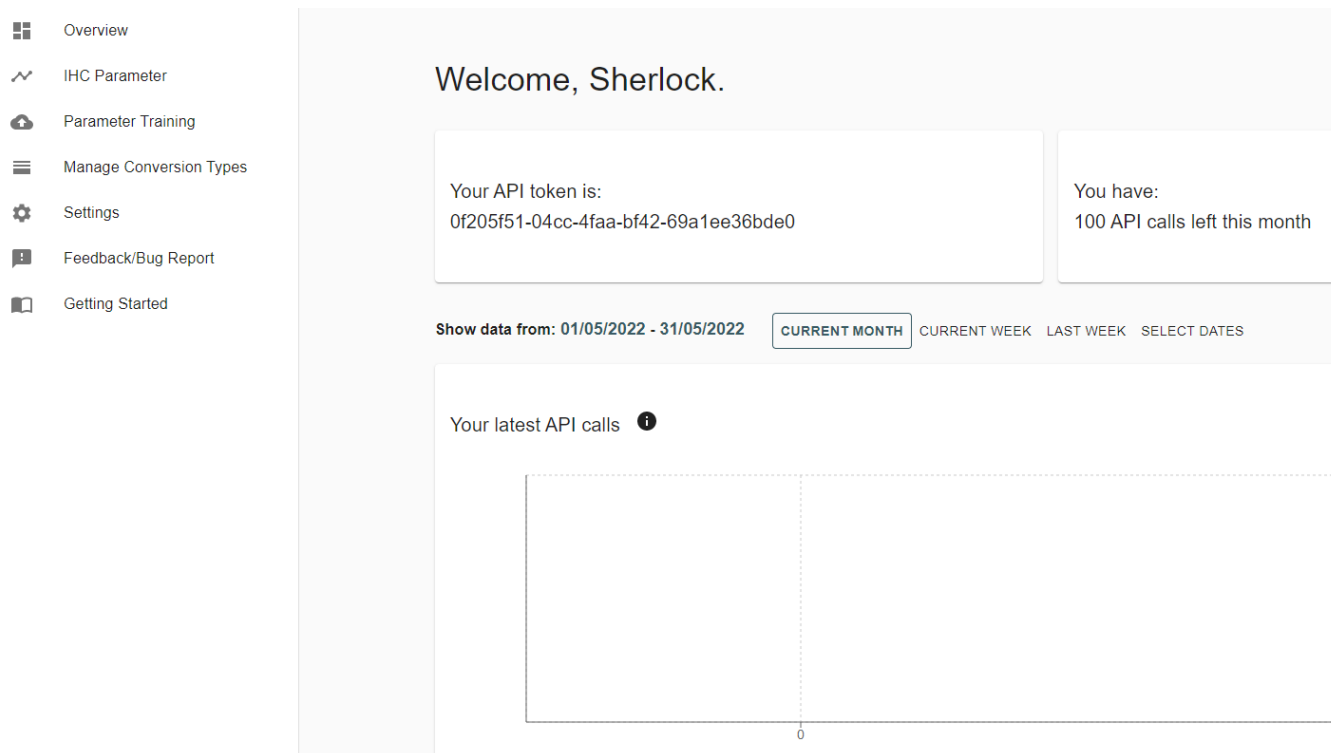
In the overview page you can see your API token, the number of API calls left this month, and a chart of your latest API requests made within the current month. It is possible to

choose another time period like **Current week** and **Last week** by clicking the corresponding buttons located in the top bar of the chart. You can also specify any time range by clicking the **Select dates** button. Simply choose the start date and end date of the desired time range in the calendar.

4: Parameter training

To start the parameter training, click the **Parameter Training** button in the left sidebar of the overview page. Thus, you will reach the parameter training page. The parameter training page looks like the one below:

- Here you can **specify the conversion type** by choosing the existing one from the dropdown list (if you have used some conversion types before) or by setting a new one.

- After specifying the conversion type, **type in the contact email**. When the model training is completed, the email with results will be sent to this email address.
- **Upload your dataset** by dragging a file to the upload area (a rectangular area with a cloud icon) or by clicking on the upload area and selecting the file path.
- After the dataset has been uploaded, click the **Submit dataset for training** button to submit the dataset. If the data was uploaded successfully, you will see a message similar to the one below:

⊘ Upload successful! The training will start in a couple of seconds!
Please do not upload another file with the same conversion type until your training starts, as that may lead to unintended overwrites.
We will email you when the training is complete. This might take a couple of hours.

- Update the page to see the **progress bar**. Here you can see the training parameters (conversion type), the timestamp of upload, and the status of the active training. The example view of the progress bar is shown below:

Active Trainings

Conversion Type	Uploaded At	Status
GB_new	2022-05-10 12:54:08	in-progress

- When the training is completed, you will receive an email with the statistics report. If you did not receive an email, please check your spam folder.

Training may take some time (from several minutes to several hours) until it is completed.

5: Statistics report and IHC parameters

After completing the training, you can view the training results through the training report sent by email and the IHC parameters page in the IHC-Attribution web service.

Statistics report

As was mentioned, you will receive an email with the training report as soon as training is completed. The example of the email with a report is shown below:

IHC successfully trained!

Your IHC parameters with conversion type ID "nl_new" were successfully trained.

We experienced 0 error(s) when training the IHC Parameter that did not prevent the training from happening but should be tackled with the next upload!.

Error Details (showing maximum 10 errors):

Customer Journey Statistics:

Moment	Number of Sessions	Number of Conversions
Before Cleaning	82784	18340
After Cleaning	82784	18340

Sessions in CJ Group	Avg Number Sessions in CJs	Count Conversions	% of Conversions
2	2.00	6552	36.0%
>2	5.91	11788	64.0%

You can now use our api endpoint **api.ihc-attribution.com** to compute IHC attribution.

Links:

- IHC API Documentation
- IHC Parameters

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Here you can see the table with the number of sessions and the number of conversions processed before and after data cleaning. The next table shows the information about Customer Journeys (CJ) groups. This information includes the average number of sessions in CJs, the number of conversions count, and the percentage of conversions.

IHC Parameters

Go to the IHC-Attribution website at https://ihc-attribution.com and sign in if you haven't done it before. On the overview page, click the **IHC Parameters** button in the left-side bar of the overview page. Thus, you will reach the IHC parameters page. The IHC parameters page looks like the one below:

Here you can **select the conversion type** from the dropdown list. After selecting the conversion type, four graphs - *Initializer membership, Closer membership, IHC phase weights, IHC channel weights* - will be loaded. Let's take a closer look at each of the graphs.

- **Initializer membership**. The initializer function shows the Initializer membership of a subsequent session, based on the hour difference to its prior sessions = hours since last session. It is derived from the inverse quantile function of inter-session times seen in the training data. The example of the Initialiser membership graph is shown below:
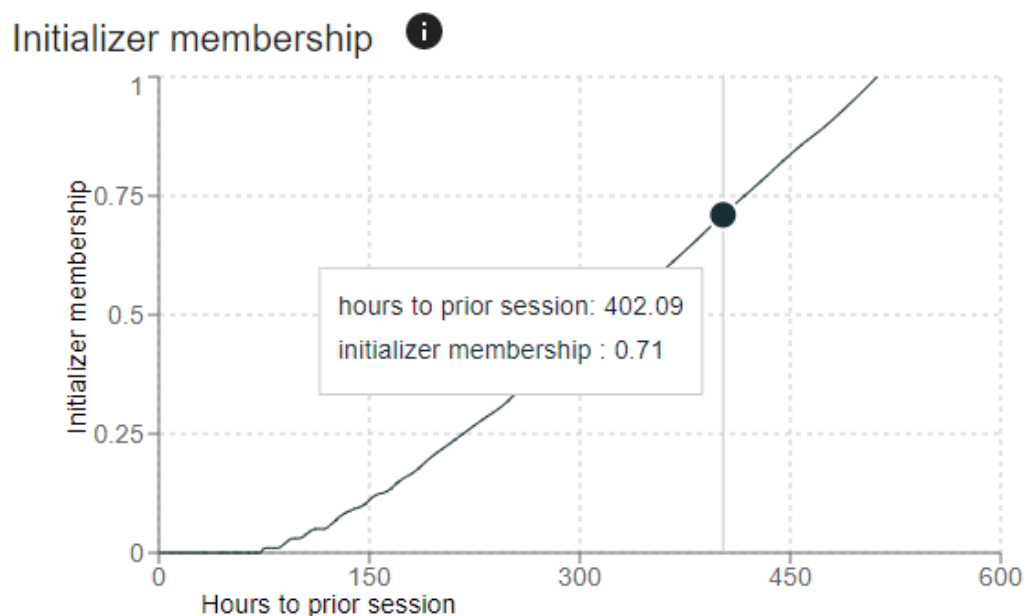

- **Closer membership**. The closer membership function is in reverse time direction and shows the closer membership of a closer valid engagement session in relation to the

hours to the conversion, 0 is the time of conversions. It is derived from the quantile function of closer eligible session to the respective conversion events seen in the training data. The example of the Closer membership graph is shown below:
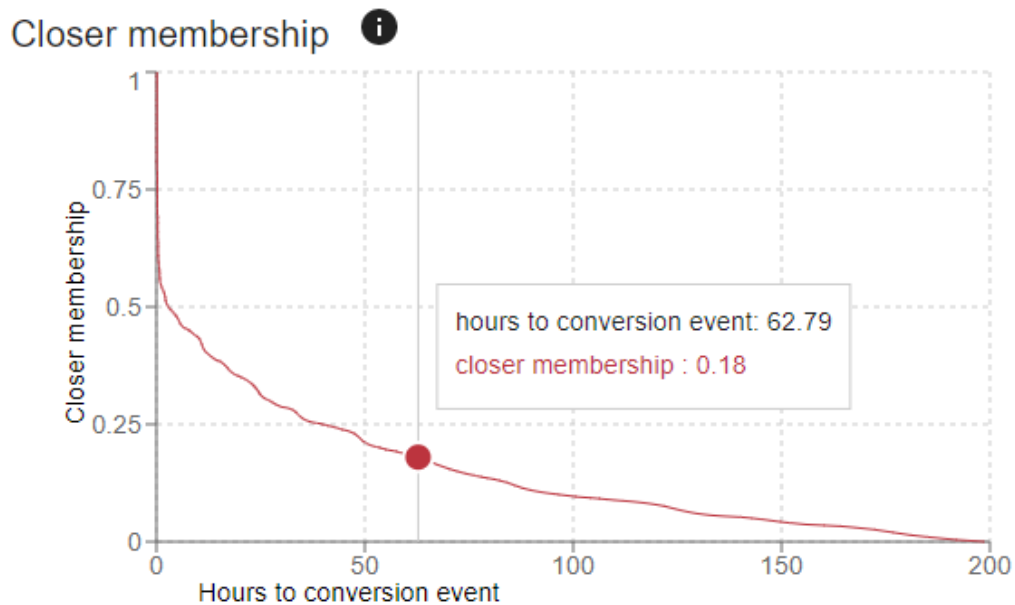

- **IHC phase weights**. The IHC interaction phases weights show the relative importance of the phases to each other. The values are derived from the distribution of session attribution values of the respective phases. The idea is, the faster an interaction phase is usually covered, the less important it is. In other words, the longer an interaction phase spreads over time within the customer journey, i.e. the longer the customers are usually within a phase and not transitioning to the next level the more important this phase is in terms of marketing focus and hence a higher weight. The example of the IHC phase weights graph is shown below:
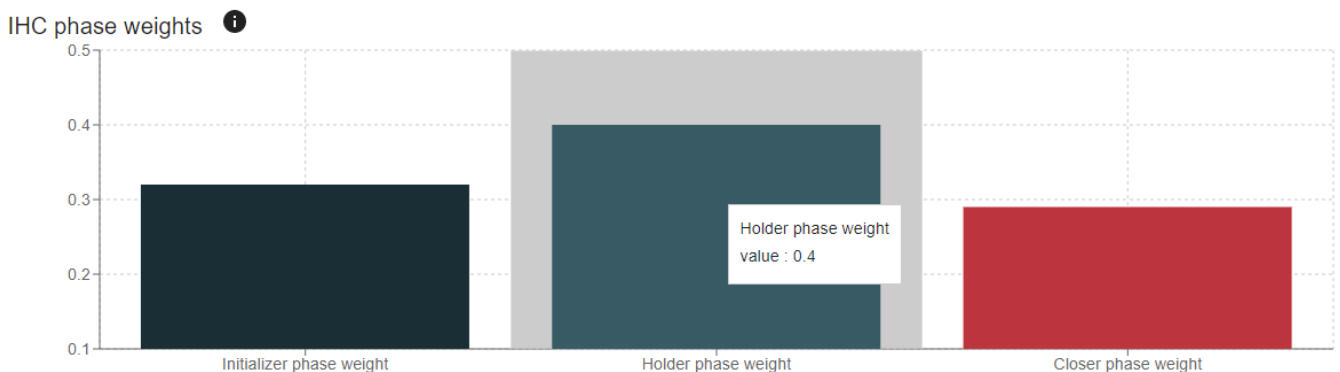
- **IHC channel weights**. The channel weights per IHC phase are derived from the marginal added attribution value of the channels within the respective interaction phase, scaled to values of the other channels and adjusted for the statistical

significance in terms of observed sample size. The example of the IHC channel weights graph is shown below:
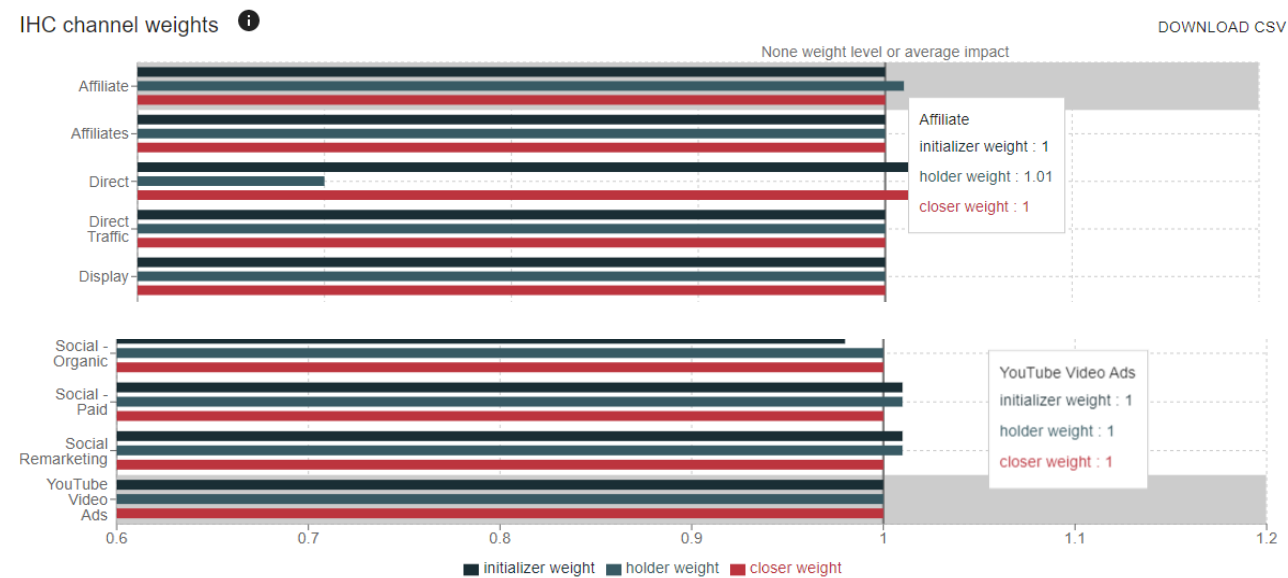
It is possible to download the chart data as a CSV file. To download the data, click the **Download CSV** button in the top right corner of the graph.