

Attribution

Demo Data 7581

Last month
Feb 1, 2023 - Feb 28, 2023

Online Revenue across Marketing Channel | Models: Last Touch, First Touch, Linear, Time Decay | Lookback: 30 Days

🔒 Total online revenue

\$10,386,689

All Visits : Online Revenue

● Online Revenue Attribution Comparison

Online Revenue (Time Decay (1 Week) | 30 Days)

Online Revenue (Last Touch | 30 Days)

Online Revenue (Linear | 30 Days)

● Online Revenue Attribution Comparison

	Online Revenue Time Decay (1 Week) 30 Days	Online Revenue Last Touch 30 Days	Online Revenue Linear 30 Days
Marketing Channel			
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1. Referring Domains	<div>\$1,969,027 19.0% out of \$10,386,689</div>		<div>\$2,115,076 20.4% out of \$10,386,689</div>
2. Display	<div>\$1,944,666 18.7% out of \$10,386,689</div>		<div>\$1,643,858 15.8% out of \$10,386,689</div>
3. Social Campaigns	<div>\$1,603,775 15.4% out of \$10,386,689</div>		<div>\$1,406,037 13.5% out of \$10,386,689</div>
4. Text	<div>\$1,130,004 10.9% out of \$10,386,689</div>		<div>\$1,078,132 10.4% out of \$10,386,689</div>
5. Paid Search	<div>\$893,684 8.6% out of \$10,386,689</div>		<div>\$869,715 8.4% out of \$10,386,689</div>
6. Print	<div>\$636,255 6.1% out of \$10,386,689</div>		<div>\$943,571 9.1% out of \$10,386,689</div>
7. Comparison Shopping	<div>\$634,916 6.1% out of \$10,386,689</div>		<div>\$933,457 9.0% out of \$10,386,689</div>
8. Direct	<div>\$575,721 5.5% out of \$10,386,689</div>		<div>\$409,182 3.9% out of \$10,386,689</div>
9. Email	<div>\$477,715 4.6% out of \$10,386,689</div>		<div>\$427,080 4.1% out of \$10,386,689</div>
10. Natural Search	<div>\$229,396 2.2% out of \$10,386,689</div>		<div>\$213,687 2.1% out of \$10,386,689</div>

● Channel overlap

The number of times a conversion was influenced by multiple channels.

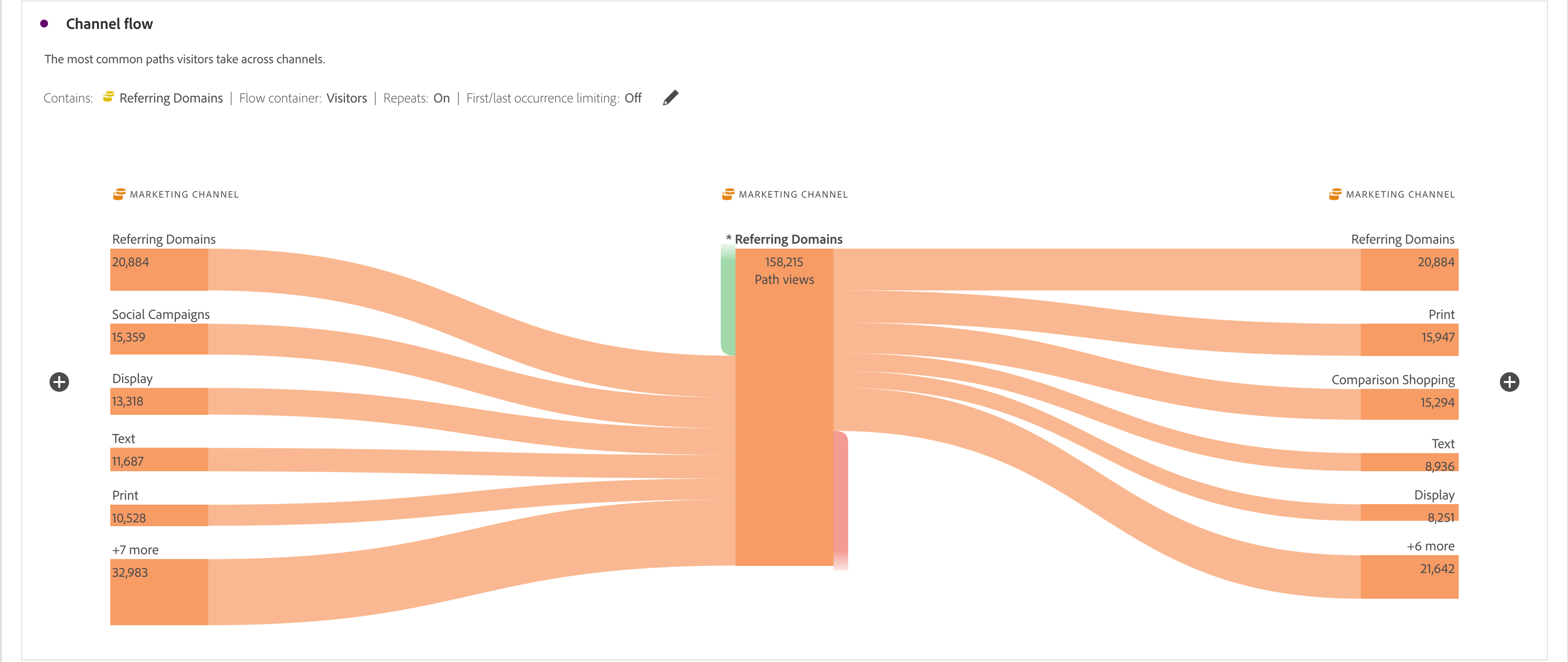
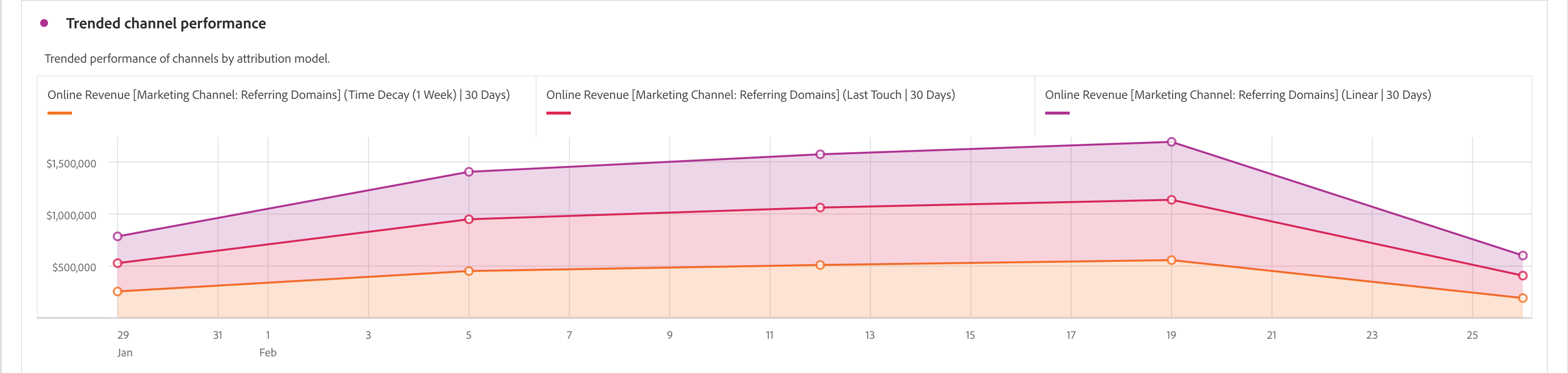
Marketing Channel equals any of Referring Domains + Online Revenue (Time Decay (1 Week) | 30 Days)
\$5.09M

Marketing Channel equals any of Display + Online Revenue (Time Decay (1 Week) | 30 Days)
\$3.96M

Marketing Channel equals any of Social Campaigns + Online Revenue (Time Decay (1 Week) | 30 Days)
\$3.46M

● Channel performance detail

Visual comparison of attribution models.



Top campaigns

Demo Data 7581

Last month
Feb 1, 2023 - Feb 28, 2023

● What were the top campaigns?

	Total Revenue Time Decay (1 Week) 30 Days	Online Revenue Time Decay (1 Week) 30 Days	Online Orders Time Decay (1 Week) 30 Days	Event Registrations Time Decay (1 Week) 30 Days	Unique Visitors
Campaign					
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1. da:10012-c	<div>\$180,576 4.6% out of \$3,895,878</div>	<div>\$174,795 4.8% out of \$3,642,801</div>	<div>514 4.9% out of 10,570</div>	<div>14 2.2% out of 633</div>	<div>5,128 3.6% out of 142,299</div>
2. da:10011-b	<div>\$155,641 4.0% out of \$3,895,878</div>	<div>\$147,558 4.1% out of \$3,642,801</div>	<div>453 4.3% out of 10,570</div>	<div>23 3.7% out of 633</div>	<div>5,500 3.9% out of 142,299</div>
3. da:10013-c	<div>\$153,308 3.9% out of \$3,895,878</div>	<div>\$145,250 4.0% out of \$3,642,801</div>	<div>431 4.1% out of 10,570</div>	<div>21 3.3% out of 633</div>	<div>5,170 3.6% out of 142,299</div>
4. da:10017-c	<div>\$144,741 3.7% out of \$3,895,878</div>	<div>\$136,271 3.7% out of \$3,642,801</div>	<div>382 3.6% out of 10,570</div>	<div>15 2.4% out of 633</div>	<div>4,170 2.9% out of 142,299</div>
5. da:10010-a	<div>\$129,816 3.3% out of \$3,895,878</div>	<div>\$122,035 3.4% out of \$3,642,801</div>	<div>377 3.6% out of 10,570</div>	<div>23 3.7% out of 633</div>	<div>4,174 2.9% out of 142,299</div>
6. da:10001-a	<div>\$107,943 2.8% out of \$3,895,878</div>	<div>\$104,499 2.9% out of \$3,642,801</div>	<div>340 3.2% out of 10,570</div>	<div>8 1.3% out of 633</div>	<div>2,551 1.8% out of 142,299</div>
7. da:10019-b	<div>\$58,449 1.5% out of \$3,895,878</div>	<div>\$56,806 1.6% out of \$3,642,801</div>	<div>172 1.6% out of 10,570</div>	<div>11 1.7% out of 633</div>	<div>1,280 0.9% out of 142,299</div>
8. da:10016-a	<div>\$58,073 1.5% out of \$3,895,878</div>	<div>\$54,946 1.5% out of \$3,642,801</div>	<div>158 1.5% out of 10,570</div>	<div>3 0.6% out of 633</div>	<div>1,506 1.1% out of 142,299</div>
9. da:10009-b	<div>\$56,242 1.4% out of \$3,895,878</div>	<div>\$53,332 1.5% out of \$3,642,801</div>	<div>155 1.5% out of 10,570</div>	<div>1 0.2% out of 633</div>	<div>1,231 0.9% out of 142,299</div>
10. da:10006-a	<div>\$54,626 1.4% out of \$3,895,878</div>	<div>\$51,492 1.4% out of \$3,642,801</div>	<div>163 1.5% out of 10,570</div>	<div>4 0.6% out of 633</div>	<div>1,118 0.8% out of 142,299</div>