Customer Attribution Modelling
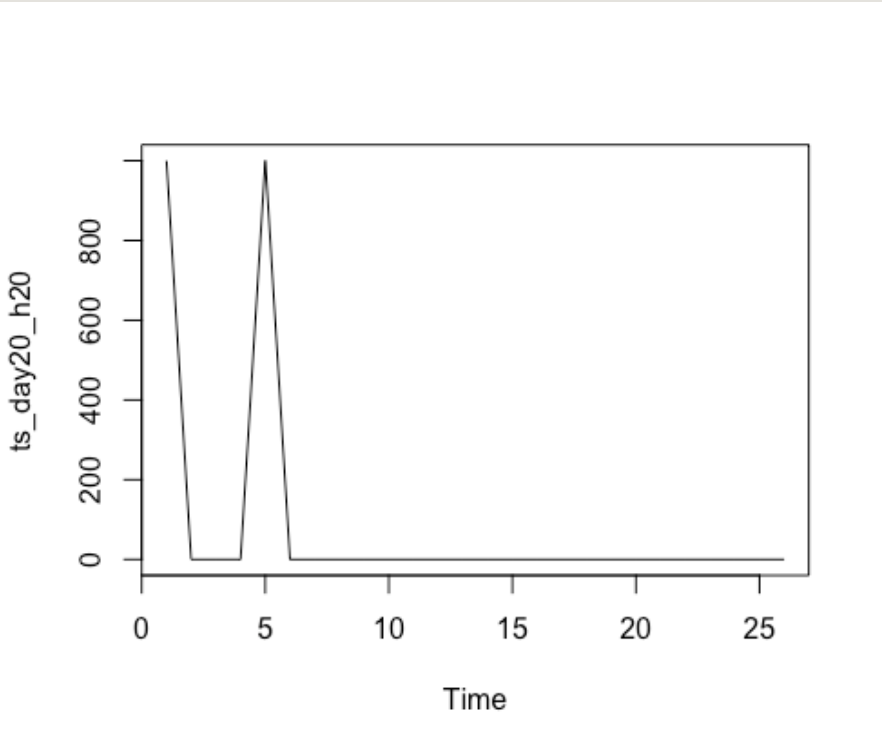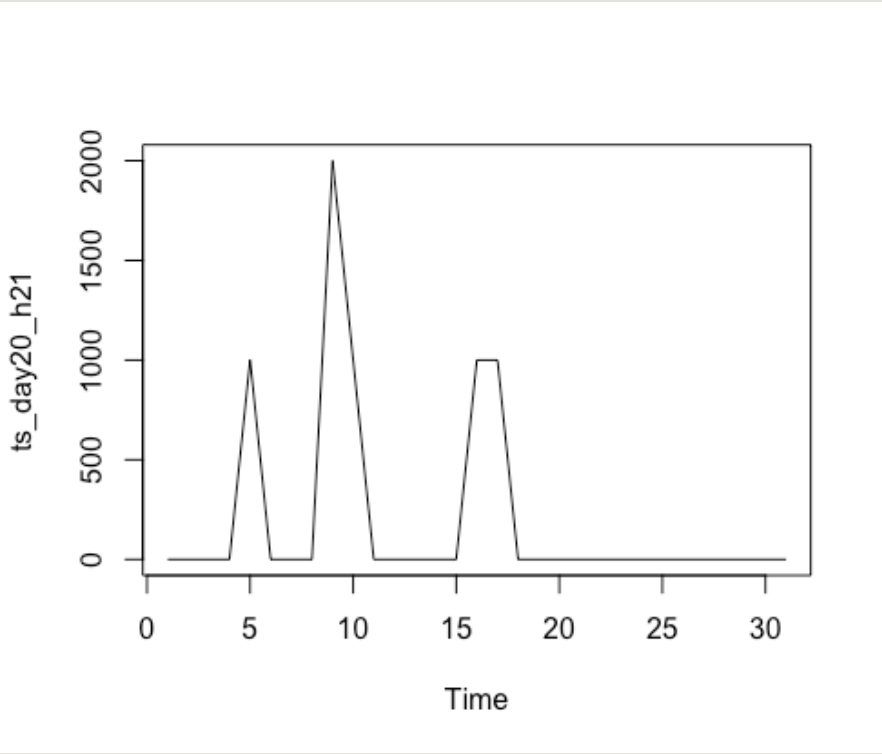
ZEYNEP KARAKAS

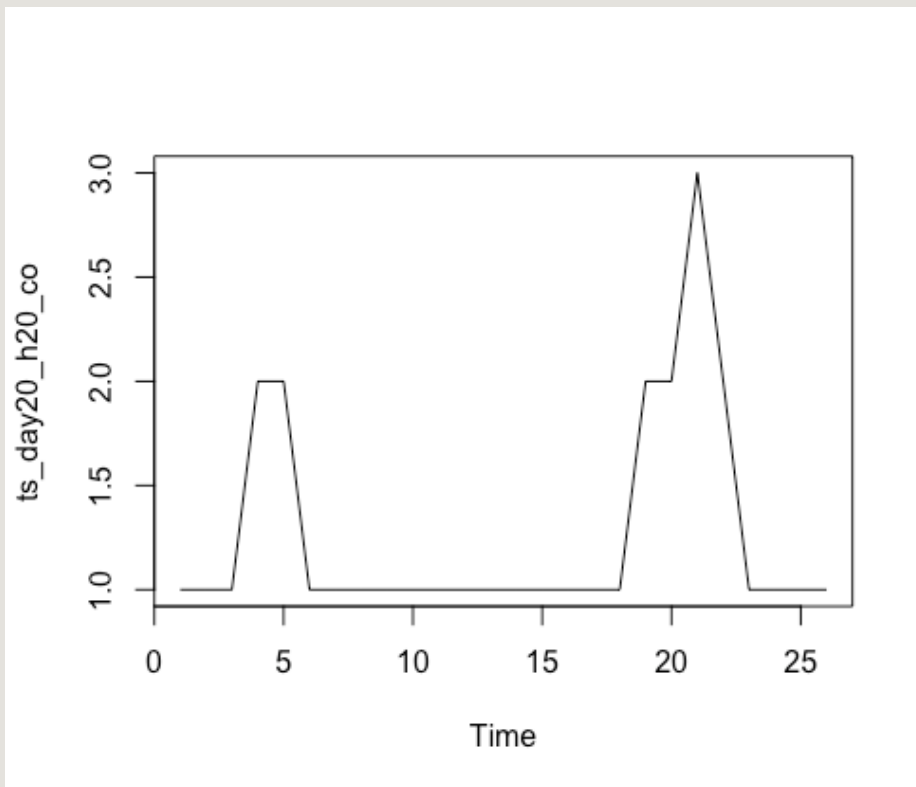# Visualization of results of with revenue for web analystics

D A Y : 2 0
H O U R : 2 0
M I N U T E S :
0 - 2 5

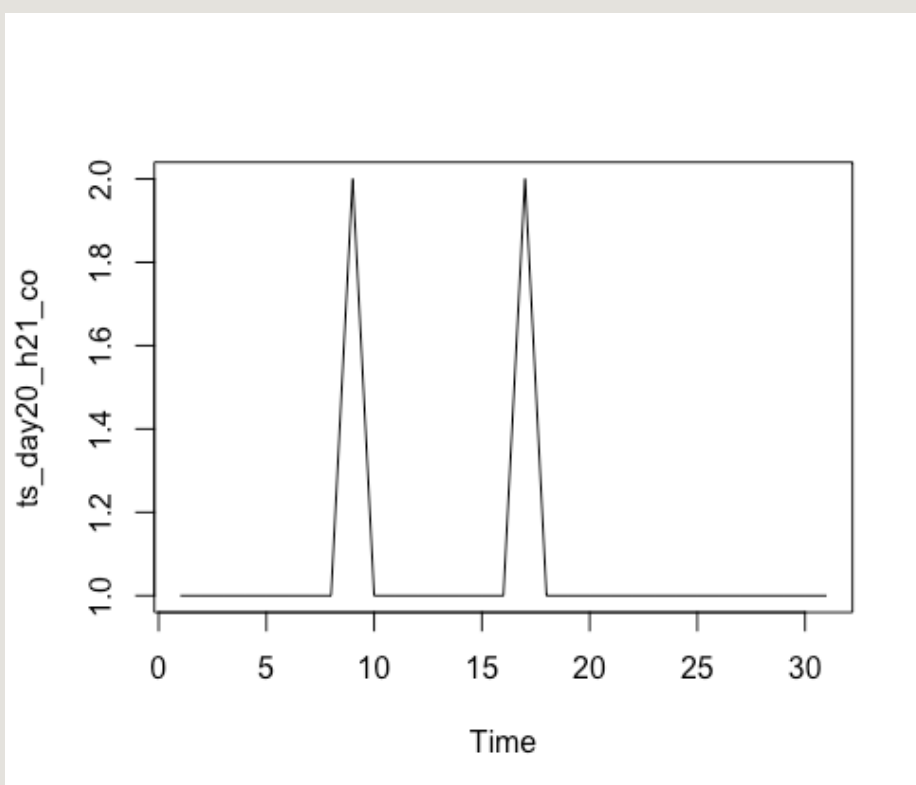D A Y : 2 0
H O U R : 2 1
M I N U T E S :
0 - 3 0

Visualization of results of with counts for web analystics

DAY : 20
HOUR : 20
MINUTES :
0 - 25

DAY : 20
HOUR : 21
MINUTES :
0 - 30

Conclusion

The attribution of contributions in this context is subject to temporal dynamics, wherein the influence of different marketing channels fluctuates throughout distinct time periods, including days, hours, and minutes. This temporal variability implies that the impact and effectiveness of each marketing channel are contingent on the specific temporal context within which customer interactions occur. Consequently, the attribution model acknowledges the nuanced and time-dependent nature of customer engagement, recognizing that the significance of marketing channels can vary dynamically, shaping the overall contribution to conversion or revenue across diverse temporal dimensions

Visuals for Marketing Channels