

# Marketing Attribution Strategy

Generated by Nexus AI

## 1. Executive Summary

Analysis not generated (Parser Mismatch).

## 2. User Journey Analysis

Analysis not generated (Parser Mismatch).

**Transition Probability Matrix**

**Q Matrix: User Journey Flow Probabilities**

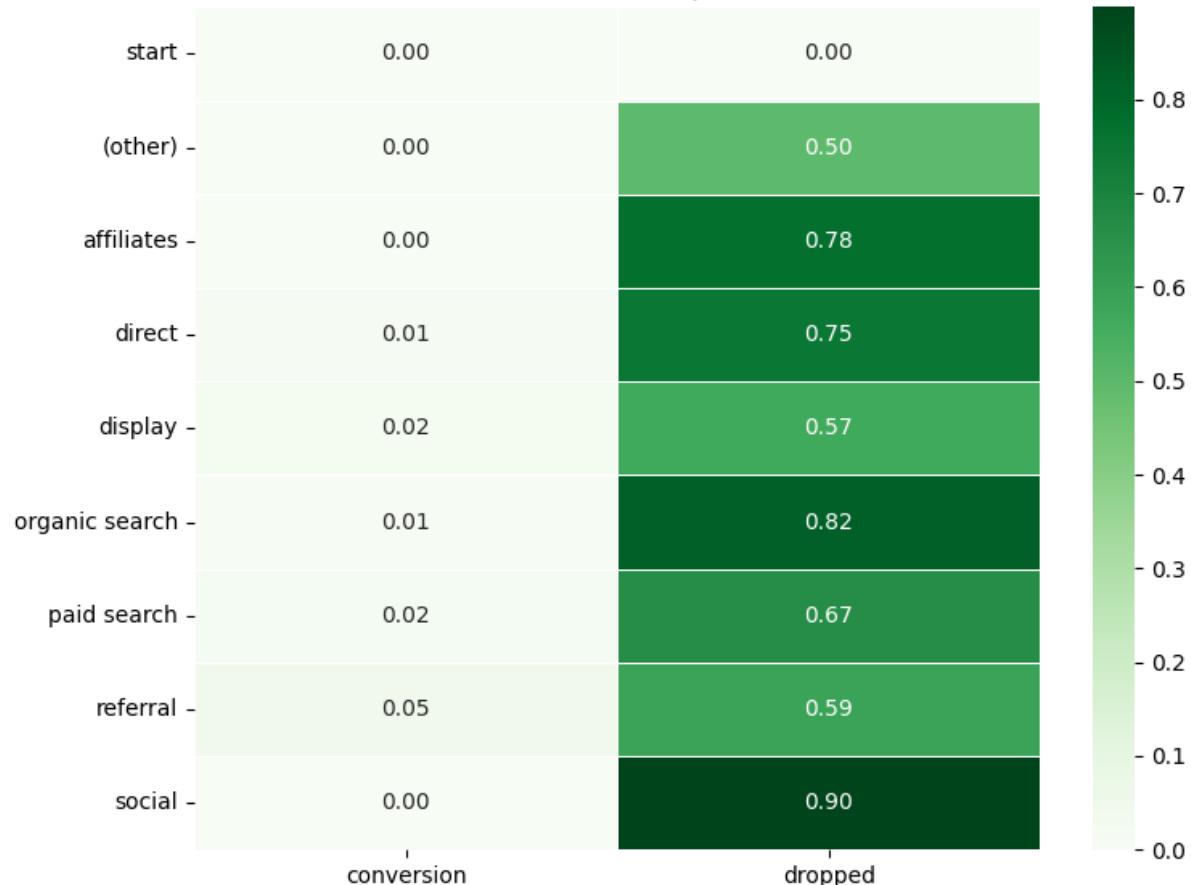


### 3. Conversion & Drop-off

Analysis not generated (Parser Mismatch).

**Absorption Matrix**

R Matrix: Conversion vs. Drop-off Probabilities



**Conversion Probability per Channel**



## 4. Strategic Channel Value

Analysis not generated (Parser Mismatch).

### Removal Effects Analysis

