Marketing Channel Configurations

Marketing Channel reports tell you *how* users arrived on your site (e.g., Paid Search, Social Networks), categorising the traffic source itself. eVars (conversion variables) tell you *what* happened *after* they arrived, capturing specific values related to conversions or user actions (Button/Link clicks, Application Names, Conversions).

- Marketing Channels Explained

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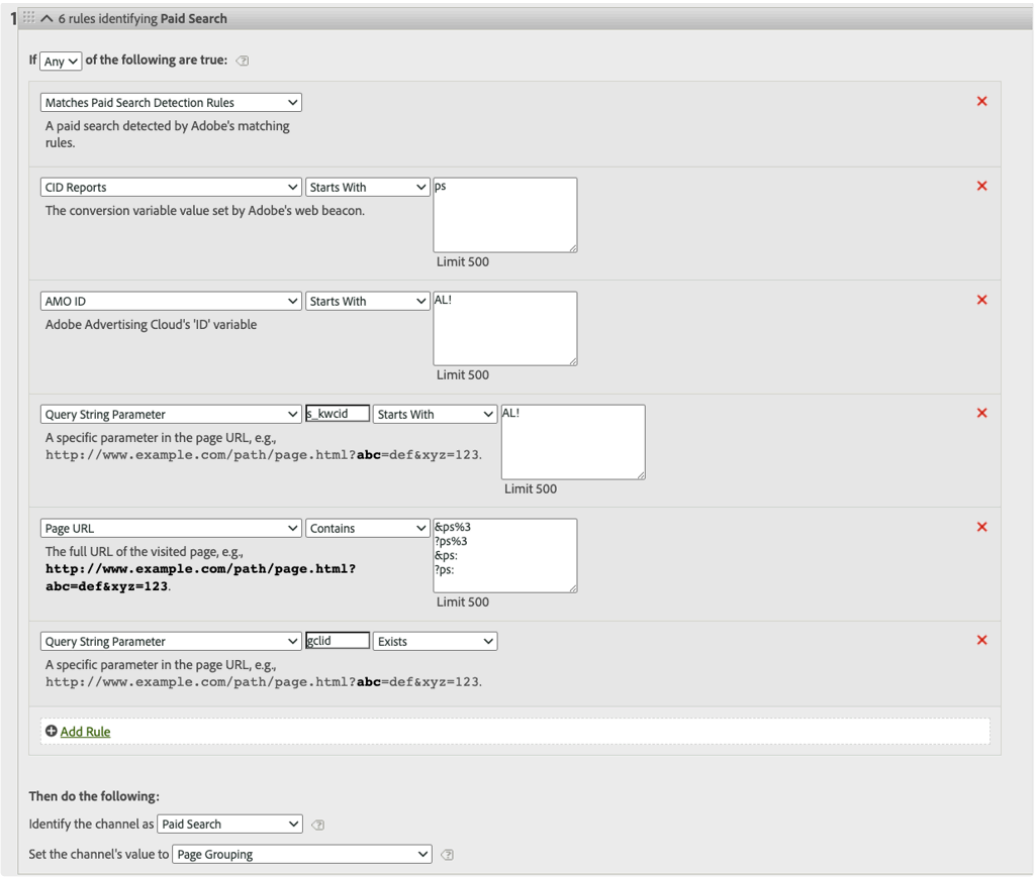
Available channels

At Origin Energy, marketing channels expire after 90 days.

Channel Id	Enabled	Channel Name	Override Last-Touch Channel
1	☑	Paid Search	☑
2	☑	Natural Search	☑
3	☑	Display (View and Click)	☑
4	☑	Email	☑
5	☑	Direct	☐
6	☑	Internal	☐
7	☑	Social Networks	☑
8	☑	Referring Domains	☐
9	☑	Offline (Vanity url)	☑
10	☑	SMS / Push	☑
11	☑	Display ViewThrough	☑
12	☑	Display ClickThrough	☑
13	☑	Personalisation	☐
14	☑	Origin App	☐
15	☑	Third Party	☑
16	☑	Universal Links	☑
17	☑	Magic Links	☑

Channel Rules

Snapshot from 2 July, 2025



2 1 rule identifying **Natural Search**

If All of the following are true:

Matches Natural Search Detection Rules

A natural search detected by Adobe's matching rules.

Add Rule

Then do the following:

Identify the channel as Natural Search

Set the channel's value to Search Engine + Search Keyword(s)

3 2 rules identifying **Email**

If Any of the following are true:

Query String Parameter | cid | Starts With | em

A specific parameter in the page URL, e.g., `http://www.example.com/path/page.html?abc=def&xyz=123`.

Limit 500

CID Reports | Contains | em

The conversion variable value set by Adobe's web beacon.

Limit 500

Add Rule

Then do the following:

Identify the channel as Email

Set the channel's value to CID Reports

4 1 rule identifying **Email**

If All of the following are true:

Query String Parameter | serviceid | Starts With | em

A specific parameter in the page URL, e.g., `http://www.example.com/path/page.html?abc=def&xyz=123`.

Limit 500

Add Rule

Then do the following:

Identify the channel as Email

Set the channel's value to Query String Parameter | serviceid

5 1 rule identifying **Offline (Vanity url)**

If Any of the following are true:

CID Reports | Starts With | vt qr dm

The conversion variable value set by Adobe's web beacon.

Limit 500

Add Rule

Then do the following:

Identify the channel as Offline (Vanity url)

Set the channel's value to CID Reports

6 2 rules identifying **SMS / Push**

If Any of the following are true:

CID Reports | Starts With | sms:
The conversion variable value set by Adobe's web beacon.
Limit 500

CID Reports | Starts With | push:
The conversion variable value set by Adobe's web beacon.
Limit 500

Add Rule

Then do the following:

Identify the channel as SMS / Push

Set the channel's value to CID Reports

7 4 rules identifying **Display ClickThrough**

If Any of the following are true:

Query String Parameter | cid | Starts With | di:
A specific parameter in the page URL, e.g.,
`http://www.example.com/path/page.html?abc=def&xyz=123`.
Limit 500

CID Reports | Starts With | di:
The conversion variable value set by Adobe's web beacon.
Limit 500

Clean URL | Ends With | :d
The conversion variable value set by Adobe's web beacon.
Limit 500

Query String Parameter | ef_id | Ends With | :d
A specific parameter in the page URL, e.g.,
`http://www.example.com/path/page.html?abc=def&xyz=123`.
Limit 500

Add Rule

Then do the following:

Identify the channel as Display ClickThrough

Set the channel's value to Query String Parameter | cid

8 2 rules identifying **Social Networks**

If Any of the following are true:

Referring Root Domain | Equals | instagram.com, facebook.com, linkedin.com, twitter.com, plus.google.com
☑ ignore hits matching internal URL filters
The top level domain of the referring URL, e.g., **`example.com`**, **`example.co.uk`**.
Limit 500

CID Reports | Starts With | sc:
The conversion variable value set by Adobe's web beacon.
Limit 500

Add Rule

Then do the following:

Identify the channel as Social Networks

Set the channel's value to Referring Domain

9 1 rule identifying **Third Party**

If All **of the following are true:**

CID Reports | Starts With | tp:

The conversion variable value set by Adobe's web beacon.

Limit 500

Add Rule

Then do the following:

Identify the channel as Third Party

Set the channel's value to CID Reports

10 1 rule identifying **Universal Links**

If All **of the following are true:**

CID Reports | Starts With | ul:

The conversion variable value set by Adobe's web beacon.

Limit 500

Add Rule

Then do the following:

Identify the channel as Universal Links

Set the channel's value to CID Reports

11 1 rule identifying **Magic Links**

If All **of the following are true:**

CID Reports | Starts With | ml:

The conversion variable value set by Adobe's web beacon.

Limit 500

Add Rule

Then do the following:

Identify the channel as Magic Links

Set the channel's value to CID Reports

12 2 rules identifying **Referring Domains**

If All **of the following are true:**

Referring Domain | Is Not Empty

☑ ignore hits matching internal URL filters

The full domain of the site that the visitor came from, e.g., `http://www.example.com/path/page.html?abc=def&xyz=123`.

Is First Hit of Visit

The first page of a visit, as detected by Adobe reporting.

Add Rule

Then do the following:

Identify the channel as Referring Domains *Only with new engagements (won't override existing channels)*

Set the channel's value to Referring Domain

13 1 rule identifying **Referring Domains**

If All **of the following are true:**

CID Reports | Starts With | rd:

The conversion variable value set by Adobe's web beacon.

Limit 500

Add Rule

Then do the following:

Identify the channel as Referring Domains *Only with new engagements (won't override existing channels)*

Set the channel's value to CID Reports

14 2 rules identifying **Display ViewThrough**

If Any **of the following are true:**

Clean URL | Ends With | ;i

The conversion variable value set by Adobe's web beacon.

Limit 500

AMO ID | Starts With | AC!

Adobe Advertising Cloud's 'ID' variable

Limit 500

Add Rule

Then do the following:

Identify the channel as Display ViewThrough

Set the channel's value to Referring Domain

15 1 rule identifying **Display (View and Click)**

If All **of the following are true:**

AMO ID | Starts With | AC!

Adobe Advertising Cloud's 'ID' variable

Limit 500

Add Rule

Then do the following:

Identify the channel as Display (View and Click)

Set the channel's value to Query String Parameter | cid

16 3 rules identifying **Origin App**

If Any **of the following are true:**

Native Wrapper? | Equals | yes

The conversion variable value set by Adobe's web beacon.

Limit 500

Query String Parameter | openInExtB | Equals | true

A specific parameter in the page URL, e.g.,
`http://www.example.com/path/page.html?abc=def&xyz=123`.

Limit 500

Query String Parameter | oiw | Equals | yes
true

A specific parameter in the page URL, e.g.,
`http://www.example.com/path/page.html?abc=def&xyz=123`.

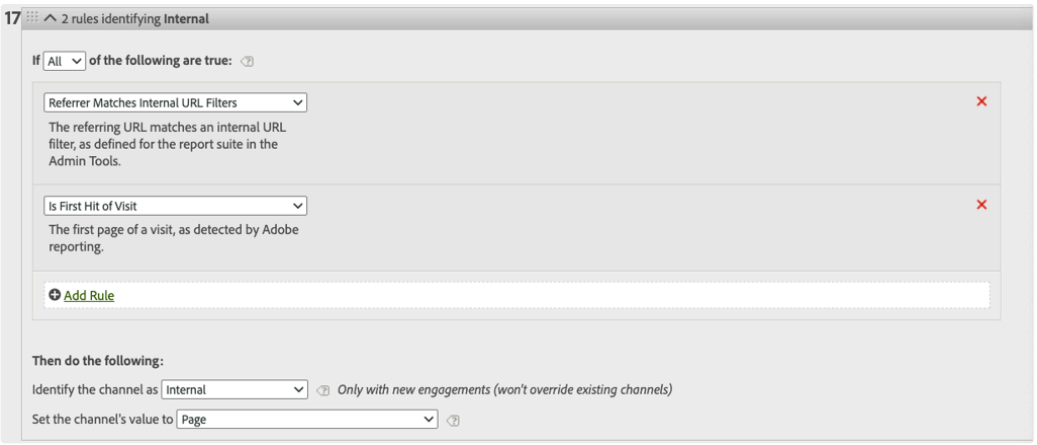
Limit 500

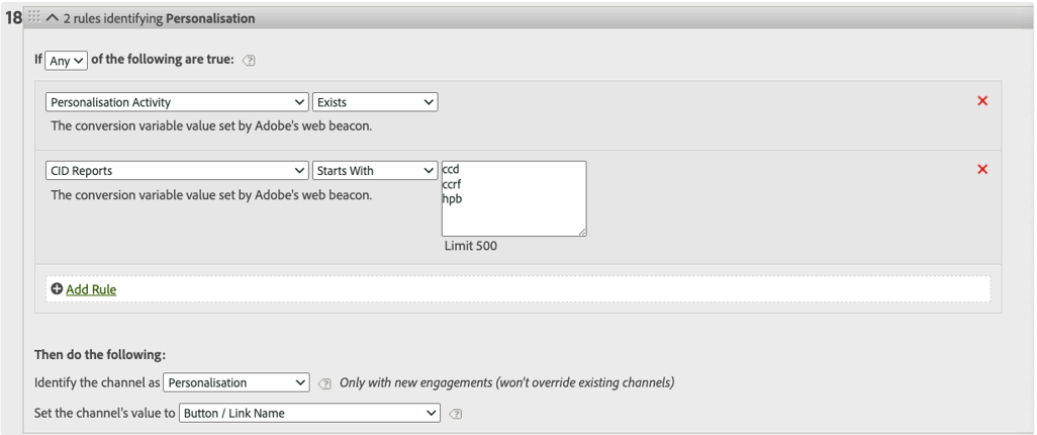
Add Rule

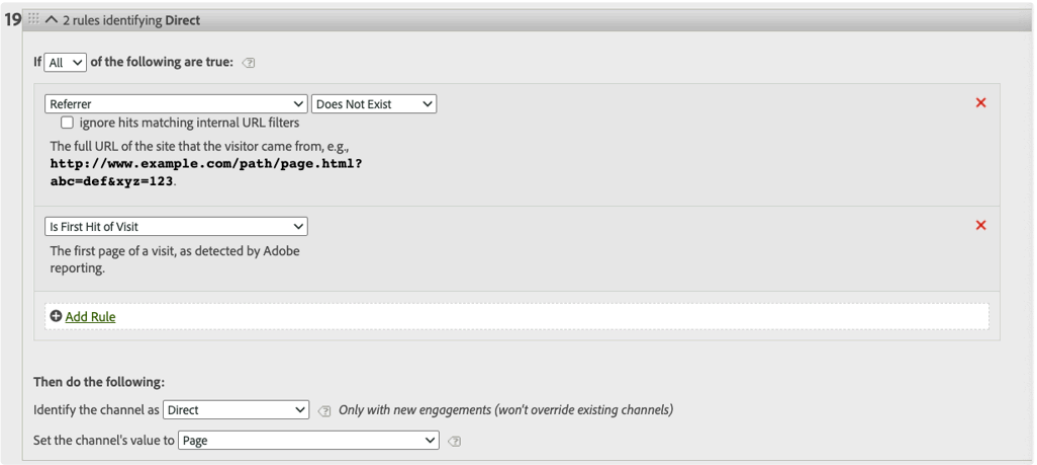
Then do the following:

Identify the channel as Origin App *Only with new engagements (won't override existing channels)*

Set the channel's value to Page Domain And Path







Marketing Channels Best Practices

Copied from [Attribution with Marketing Channels - Best Practices]

Expand

> *Marketing Channels are a valuable and powerful feature of Adobe Analytics. The current guidance regarding Marketing Channel implementation was formulated at a time when neither Attribution nor Customer Journey Analytics existed.*
>
> *In order to future-proof your Marketing Channels implementation and to ensure that there is reporting consistency with Attribution and with Customer Journey Analytics, we are issuing a set of updated best practices. If you are already using Marketing Channels, you can choose the best options among these new guidelines. If you are new to Marketing Channels, we would advise you to adhere to all new best practices.*
>
> *When Marketing Channels were first introduced, they came with only first-touch and last-touch dimensions. Explicit first/last touch dimensions are no longer needed with the current version of attribution. Adobe provides generic 'Marketing Channel' and 'Marketing Channel Detail' dimensions so you can use them with your desired attribution model. These generic dimensions behave identically to Last-Touch Channel dimensions, but are labeled differently to prevent confusion when using Marketing Channels with a different attribution model.*
>
> *Since Marketing Channel dimensions depend on a traditional Visit definition (as defined by their processing rules), their Visit definition cannot be changed using virtual report suites. These revised practices enable clear and controlled lookback windows with Attribution and with Adobe Analytics.*

Best Practice #1: Leverage Attribution for controlled analysis

> *We recommend using Attribution instead of the existing Marketing Channel attribution to fine tune your Marketing Channel analysis. Follow the other best practices to ensure consistency and robust controls over your analysis with Attribution.*

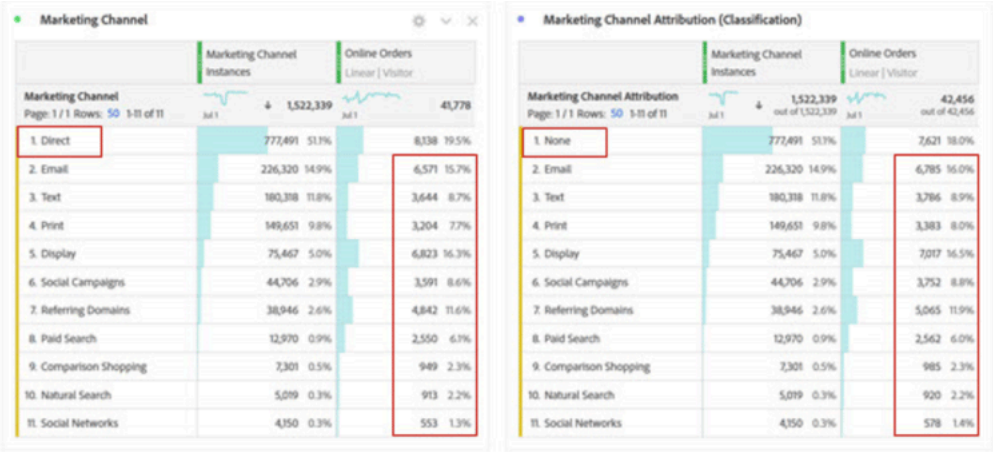
Online Orders Attribution Comparison

Marketing Channel Page: 1 / 1 Rows: 25 1-12 of 12	Online Orders Jul 21	Online Orders Last Touch | Visitor Jul 21	Online Orders First Touch | Visitor Jul 21	Online Orders Linear | Visitor Jul 21	Online Orders U Shaped | Visitor Jul 21
	49,204 out of 49,204	49,204 out of 49,204	49,204 out of 49,204	49,204 out of 49,204	49,204 out of 49,204
1. Direct	9,782 19.9%	9,769 19.9%	13,605 27.7%	11,325 23.0%	11,521 23.4%
2. Display	7,583 15.4%	7,571 15.4%	7,566 15.4%	7,554 15.4%	7,559 15.4%
3. Email	7,458 15.2%	7,448 15.1%	7,615 15.5%	7,506 15.3%	7,521 15.3%
4. Referring Domains	6,078 12.4%	6,059 12.3%	4,373 8.9%	5,399 11.0%	5,301 10.8%
5. Social Campaigns	4,609 9.4%	4,606 9.4%	3,536 7.2%	4,163 8.5%	4,112 8.4%
6. Text	4,488 9.1%	4,482 9.1%	3,639 7.4%	4,120 8.4%	4,089 8.3%
7. Print	4,103 8.3%	4,098 8.3%	2,378 4.8%	3,437 7.0%	3,328 6.8%
8. Paid Search	2,449 5.0%	2,445 5.0%	3,674 7.5%	2,941 6.0%	3,005 6.1%
9. Comparison Shopping	1,101 2.2%	1,098 2.2%	881 1.8%	1,009 2.1%	998 2.0%
10. Natural Search	855 1.7%	854 1.7%	1,309 2.7%	1,037 2.1%	1,061 2.2%
11. Social Networks	698 1.4%	698 1.4%	552 1.1%	638 1.3%	631 1.3%
12. None	0 0.0%	76 0.2%	76 0.2%	76 0.2%	76 0.2%

> - *Configuration of the dimensions Marketing Channel and Marketing Channel Detail establishes touchpoints to be evaluated, corresponding to each Marketing Channel Instance.*
> - *For metric analysis, your organization should align on one or more attribution model/s. Save custom metrics with this model for easy reuse.*
> - *By default, data is allocated using Last Touch and the setting of the Visitor Engagement Period. Attribution metric models offer greater control over the lookback windows and more variety, including [algorithmic attribution](#).*

Best Practice #2: No Direct and Session Refresh channel definitions

> *Direct and Internal/Session Refresh channels are not recommended for use with custom attribution models.*
>
> *What if your organization already has Direct and Session Refresh configured? In this case, we recommend that you [create a classification](#) for First Touch/Last Touch and leave Direct and Session Refresh channels unclassified. The classified dimension will yield the same Attribution results as if those channels were never configured.*



Marketing Channel

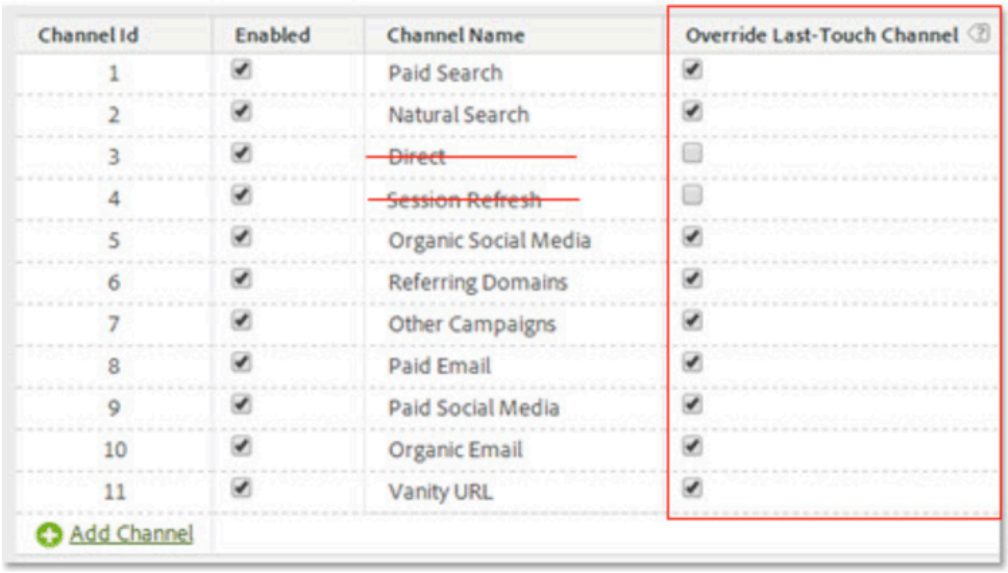
Marketing Channel	Marketing Channel Instances		Online Orders (Linear | Visitor)	
Marketing Channel (Page: 1 / 1 Rows: 50 1-11 of 11)	1,522,339		41,778	
1. Direct	777,491	51.1%	8,138	19.5%
2. Email	226,320	14.9%	6,571	15.7%
3. Text	180,318	11.8%	3,644	8.7%
4. Print	149,651	9.8%	3,204	7.7%
5. Display	75,467	5.0%	6,823	16.3%
6. Social Campaigns	44,706	2.9%	3,591	8.6%
7. Referring Domains	38,946	2.6%	4,842	11.6%
8. Paid Search	12,970	0.9%	2,550	6.1%
9. Comparison Shopping	7,301	0.5%	949	2.3%
10. Natural Search	5,019	0.3%	913	2.2%
11. Social Networks	4,150	0.3%	553	1.3%

Marketing Channel Attribution (Classification)

Marketing Channel Attribution	Marketing Channel Instances		Online Orders (Linear | Visitor)	
Marketing Channel Attribution (Page: 1 / 1 Rows: 50 1-11 of 11)	1,522,339 out of 1,522,339		42,456 out of 42,456	
1. None	777,491	51.1%	7,621	18.0%
2. Email	226,320	14.9%	6,785	16.0%
3. Text	180,318	11.8%	3,786	8.9%
4. Print	149,651	9.8%	3,383	8.0%
5. Display	75,467	5.0%	7,017	16.5%
6. Social Campaigns	44,706	2.9%	3,752	8.8%
7. Referring Domains	38,946	2.6%	5,065	11.9%
8. Paid Search	12,970	0.9%	2,562	6.0%
9. Comparison Shopping	7,301	0.5%	985	2.3%
10. Natural Search	5,019	0.3%	920	2.2%
11. Social Networks	4,150	0.3%	578	1.4%

Best Practice #3: Enable Override Last-Touch Channel for all channels

> *Custom attribution models used with the Marketing Channel dimension in Workspace work best when this setting is enabled. Enabling this setting causes a Marketing Channel Instance to count when a new channel/detail is encountered. You should enable this for all channels except for Direct or Internal/Session Refresh, which we no longer recommend for use with custom attribution models.*

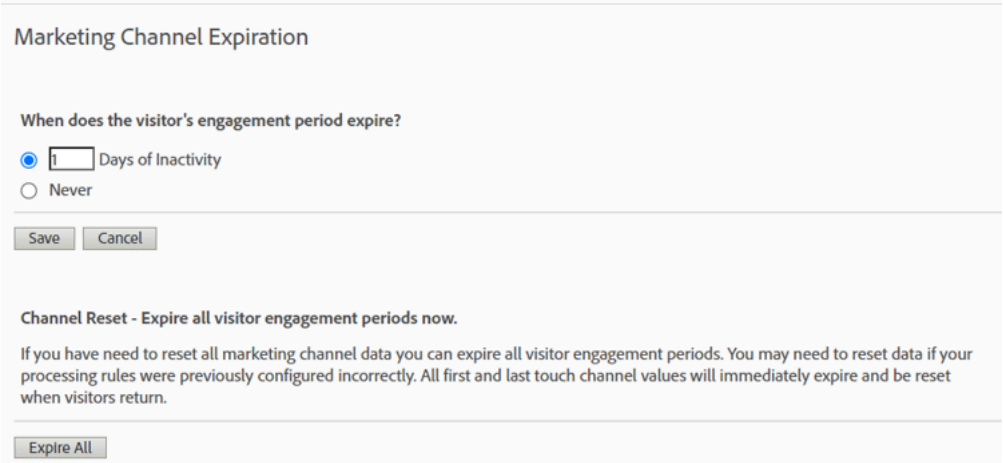


Channel Id	Enabled	Channel Name	Override Last-Touch Channel
1	☑	Paid Search	☑
2	☑	Natural Search	☑
3	☑	~~Direct~~	☐
4	☑	~~Session Refresh~~	☐
5	☑	Organic Social Media	☑
6	☑	Referring Domains	☑
7	☑	Other Campaigns	☑
8	☑	Paid Email	☑
9	☑	Paid Social Media	☑
10	☑	Organic Email	☑
11	☑	Vanity URL	☑

Add Channel

Best Practice #4: Minimize Visitor Engagement period

> *Setting the Visitor Engagement period to the minimum of "1 Day" minimizes the likelihood of persisting values. Because custom attribution models (AIQ) allow flexible lookback windows, we recommend setting the minimum value to minimize the impact of this setting.*



Best Practice #5: Marketing Channels Processing Rules should exist only for enabled channels

> *Ensure that you remove any Marketing Channel Processing Rules for disabled channels. Rules should exist only for Marketing Channels that are checked as enabled.*

CID Reports (aka Tracking Code Report)

Traffic to www.originenergy.com.au can be tracked using `?cid=` query parameters via the CID Reports data dimension (`eVar0`)

This eVar value expires after 30 day, and has an allocation of "most_recent_last"

Additionally, traffic may also be tracked using UTM Source (eVar139), UTM Medium (eVar140), UTM Term (eVar141), UTM Campaign (eVar142), UTM Content (eVar143). This eVars also expire after 1 day.

Marketing Channels don't always report the same number because of the override settings, the channel expiration, and also the waterfall effect of the channel processing rules. See Refresher on Adobe Analytics' Marketing Channels Reports: Part IV

Problem statement

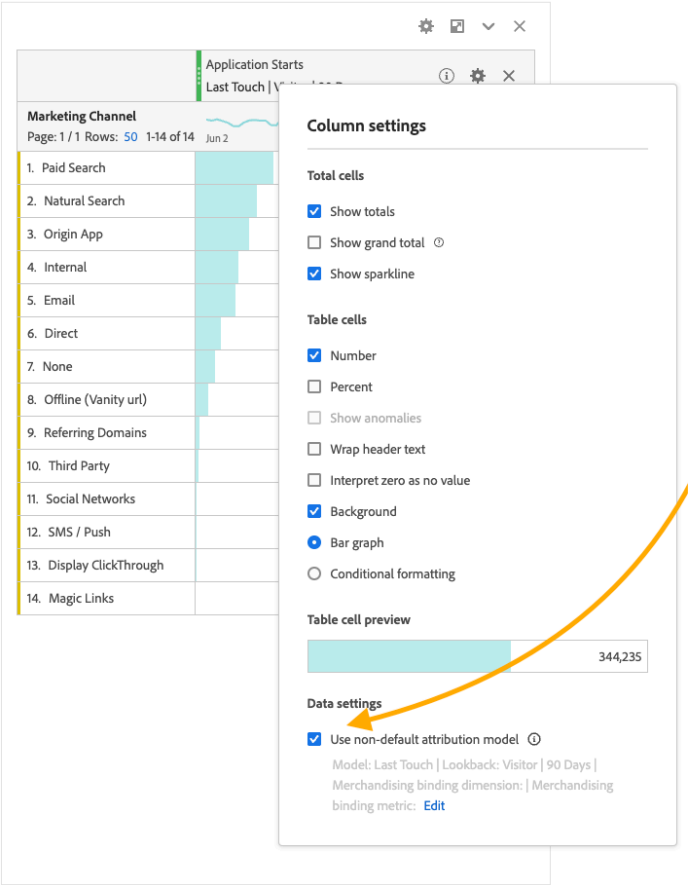
Asana ticket: Current visit channel source INBOX

> Can we create a new evar for the current traffic visit? On top the last touch channel (which got a the priority / override logic behind), we'd like to know the current source channel of the visit as well
>
> Take the example that a visitor hit out site on Day1 via paid search, and then come to our site on the day after but using Direct. The visit on the second date would be attributed as Paid Search due to Paid Search got the higher priority, won't be override by the Direct visit. The last touch channel is good but we want to have a further visibility that the second visit is actually a Direct Visit. I reckon what we need is another field that will able to tell us the channel without the priority / override logic.

Proposed solutions

Option 1 - Modify Marketing Channel Configuration

1. Per Adobe's guidelines, decrease the Marketing Channel visitor engagement period from 90 days to 1 day, to minimise the likelihood or persisting values. This also aligns with your current CID/UTM configuration.
2. Remove Direct and Session Refresh channels as they are no longer recommended.
3. Enable Override Last-Touch Channel for all channels. Then stop using the Last Touch Marketing Channel in reports, and switch to using Marketing Channel Reports. If you need to report using Last Touch/First Touch, or a specific time window, you must toggle the Attribution IQ settings



Considerations

1. This will change the marketing channel mix.
2. I don't know how you will implement [Attribution IQ]() like functionality into Jindaybine/Datagrip.
3. Last Touch Marketing Channels will still be a valid way to report, but new reports should preferably be using the Marketing Channel dimension.

Option 2 - Duplicate marketing channel rules into a javascript rule in Adobe Launch

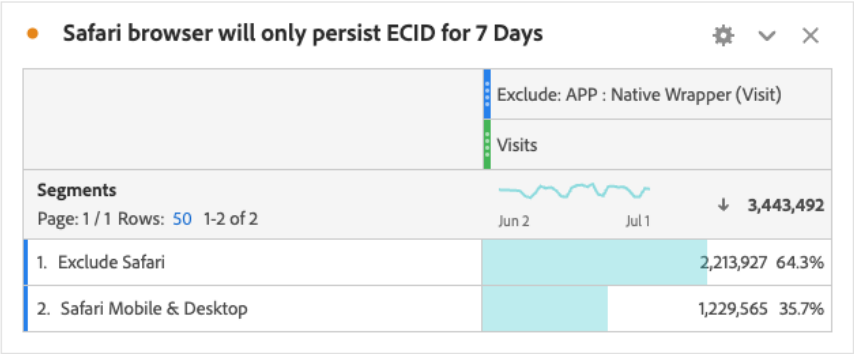
1. Distill the logic of marketing channel rules, and recreate as a rule in Launch
2. The rule will set a new eVar

Considerations

1. No change to existing reporting
2. Duplication of effort
3. Duplication of maintenance

Appendix

Another consideration for shortening the marketing channel expiration time is that 35% of visits are from Mobile and Desktop versions of Safari which will only persist the Unique Visitor ID cookie for 7 days unless the following is implemented: AHD-3044: PO : Safari cookies TEST



Using Attribution IQ in Freeform Tables | Adobe Analytics

Attribution IQ allows you to change the attribution model to any of ten rules-based models on a Freeform column on the fly.

experienceleague.adobe.com

Copied from [Attribution models, containers and lookback windows]

Expand

Attribution models

An attribution model determines which dimension items get credit for a metric when multiple values are seen within a metric's lookback window. Attribution models only apply when there are multiple dimension items set within the lookback window. If only a single dimension item is set, that dimension item gets 100% credit regardless of attribution model used.

Icon	Attribution model	Definition
---▌	Last Touch	Gives 100% credit to the touch point occurring most recently before conversion. This attribution model is typically the default value for any metric where an attribution model is not otherwise specified. Organizations typically use this model where the time to conversion is relatively short, such as with analyzing internal search keywords.
▌---	First Touch	Gives 100% credit to the touch point first seen within the attribution lookback window. Organizations typically use this model to understand brand awareness or customer acquisition.
▪▪▪▪	Linear	Gives equal credit to every touch point seen leading up to a conversion. It is useful where conversion cycles are longer or require more frequent customer engagement. Organizations typically use this attribution model measuring mobile app notification effectiveness or with subscription-based products.

	Participation	Gives 100% credit to all unique touch points. Since every touch point receives 100% credit, metric data typically adds up to more than 100%. If a dimension item appears multiple separate times leading up to a conversion, values are deduplicated to 100%. This attribution model is ideal in situations where you want to understand which touch points customers are exposed to the most. Media organizations typically use this model to calculate content velocity. Retail organizations typically use this model to understand which parts of their site are critical to conversion.
	Same Touch	Gives 100% credit to the same event where the conversion occurred. If a touch point does not happen on the same event as a conversion, It is bucketed under “None”. This attribution model is sometimes equated to having no attribution model at all. It is valuable in scenarios where you do not want values from other events affecting how a metric gives credit to dimension items. Product or design teams can use this model to assess the effectiveness of a page where conversion happens.
	U Shaped	Gives 40% credit to the first interaction, 40% credit to the last interaction, and divides the remaining 20% to any touch points in between. For conversions with a single touch point, 100% credit is given. For conversions with two touch points, 50% credit is given to both. This attribution model is best used in scenarios where you value the first and last interactions the most, but don’t want to entirely dismiss additional interactions in between.
	J Curve	Gives 60% credit to the last interaction, 20% credit to the first interaction, and divides the remaining 20% to any touch points in between. For conversions with a single touch point, 100% credit is given. For conversions with two touch points, 75% credit is given to the last interaction, and 25% credit is given to the first. Similar to U-Shaped, this attribution model favors the first and last interactions, but more heavily favors the last interaction.
	Inverse J	Gives 60% credit to the first touch point, 20% credit to the last touch point, and divides the remaining 20% to any touch points in between. For conversions with a single touch point, 100% credit is given. For conversions with two touch points, 75% credit

		is given to the first interaction, and 25% credit is given to the last. Similar to J-Shaped, this attribution model favors the first and last interactions, but more heavily favors the first interaction.
	Time Decay	Follows an exponential decay with a custom half-life parameter, where the default is 7 days. The weight of each channel depends on the amount of time that passed between the touch point initiation and the eventual conversion. The formula used to determine credit is `2^(-t/halflife)`, where `t` is the amount of time between a touch point and a conversion. All touch points are then normalized to 100%. Ideal for scenarios where you want to measure attribution against a specific and significant event. The longer a conversion happens after this event, the less credit is given.
	Custom	Allows you to specify the weights that you want to give to first touch point, last touch point, and any touch points in between. Values specified are normalized to 100% even if the custom numbers entered do not add to 100. For conversions with a single touch point, 100% credit is given. For interactions with two touch points, the middle parameter is ignored. The first and last touch points are then normalized to 100%, and credit is assigned accordingly. This model is ideal for analysts who want full control over their attribution model and have specific needs that other attribution models do not fulfill.
	Algorithmic	Uses statistical techniques to dynamically determine the optimal allocation of credit for the selected metric. The algorithm used for attribution is based on the Harsanyi Dividend from cooperative game theory. The Harsanyi dividend is a generalization of the Shapley value solution (named after Lloyd Shapley, a Nobel Laureate economist) to distributing credit among players in a game with unequal contributions to the outcome. At a high level, attribution is calculated as a coalition of players to which a surplus must be equitably distributed. Each coalition's surplus distribution is determined according to the surplus that was previously created by each subcoalition (or previously participating dimension items) recursively. For more details, see

		John Harsanyi's and Lloyd Shapley's original papers: Shapley, Lloyd S. (1953). A value for n-person games. *Contributions to the Theory of Games, 2(28)*, 307-317. Harsanyi, John C. (1963). A simplified bargaining model for the n-person cooperative game. *International Economic Review 4(2)*, 194-220.

Containers

An attribution container defines the desired scope for the attribution. Possible options are:

- **Visit**: Looks at conversions from the scope of the visit container.
- **Visitor**: Looks at conversions from the scope of the visitor container.

Lookback window

A lookback window is the amount of time a conversion should look back to include touch points. If a dimension item is set outside of the lookback window, the value is not included in any attribution calculations.

- **14 Days**: Looks back up to 14 days from when the conversion happened.
- **30 Days**: Looks back up to 30 days from when the conversion happened.
- **60 Days**: Looks back up to 60 days from when the conversion happened.
- **90 Days**: Looks back up to 90 days from when the conversion happened.
- **Custom Time:** Allows you to set a custom lookback window from when a conversion happened. You can specify the number of minutes, hours, days, weeks, months, or quarters. For example, if a conversion happened on February 20, a lookback window of five days would evaluate all dimension touchpoints from February 15 to February 20 in the attribution model.

Example

Consider the following example:

1. On September 15, a visitor arrives to your site through a paid search advertisement, then leaves.
2. On September 18, the visitor arrives to your site again through a social media link they got from a friend. They add several items to their cart, but do not purchase anything.
3. On September 24, your marketing team sends them an email with a coupon for some of the items in their cart. They apply the coupon, but visit several other sites to see if any other coupons are available. They find another through a display ad, then ultimately make a purchase for $50.

Depending on your attribution model, container and channels receive different credit. See table below for examples:

Model	Container	Lookback window	Explanation
First touch	Visit	30 Days	Attribution looks at only the third visit. Between email and display, email was first, so email gets 100% credit for the $50 purchase.
First touch	Visitor	30 Days	Attribution looks at all three visits. Paid search was first, so it gets 100% credit for the $50 purchase.
Linear	Visit	30 Days	Credit is divided between email and display. Both of these channels each get $25 credit.
Linear	Visitor	30 Days	Credit is divided between paid search, social, email, and display. Each channel gets $12.50 credit for this purchase.
J-shaped	Visitor	30 Days	Credit is divided between paid search, social, email, and display. • 60% credit is given to display, for $30. • 20% credit is given to paid search, for $10. • The remaining 20% is divided between social and email, giving $5 to each.
Time Decay	Visitor	30 Days	• Gap of zero days between display touch point and conversion. `2^(-0/7) = 1` • Gap of zero days between email touch point and conversion. `2^(-0/7) = 1` • Gap of six days between social touch point and conversion. `2^(-6/7) = 0.552`

			• Gap of nine days between paid search touch point and conversion. `2^(-9/7) = 0.41` Normalizing these values results in the following: ◦ Display: 33.8%, getting $16.88 ◦ Email: 33.8% getting $16.88 ◦ Social: 18.6%, getting $9.32 ◦ Paid Search: 13.8%, getting $6.92

Conversion events that typically have whole numbers are divided if credit belongs to more than one channel. For example, if two channels contribute to an order using a Linear attribution model, both channels get 0.5 of that order. These partial metrics are summed across all people then rounded to the nearest integer for reporting.

The following links are from 2014 and predate the Best Practice advice, but still good references for Marketing Channel reporting.

Refresher on Adobe Analytics' Marketing Channels Reports: Part I

Refresher on Adobe Analytics' Marketing Channels Reports: Part II

Refresher on Adobe Analytics' Marketing Channels Reports: Part III

Refresher on Adobe Analytics' Marketing Channels Reports: Part IV