Marketing Attribution Models

Introduction

■ The consumer journey is not linear

Looking at the previous scenario…

…can you say which channel was responsible for the purchase?

What is Marketing Attribution Model

- Ways to <u>monitor</u> the consumer journey from product awareness to conversion into sale.

- Assign different weights to each channel that influenced the purchase.

Purpose

- To **assign conversion** to the right channels and understand which are performing better.
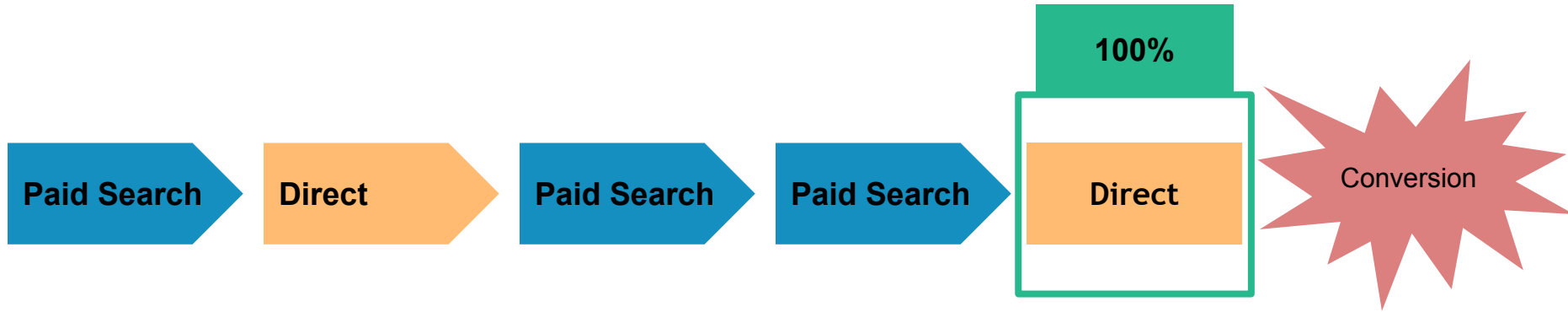
How to Choose the best Attribution Model

- Identify which makes the most sense for the business

- It depends on product complexity and conversion time
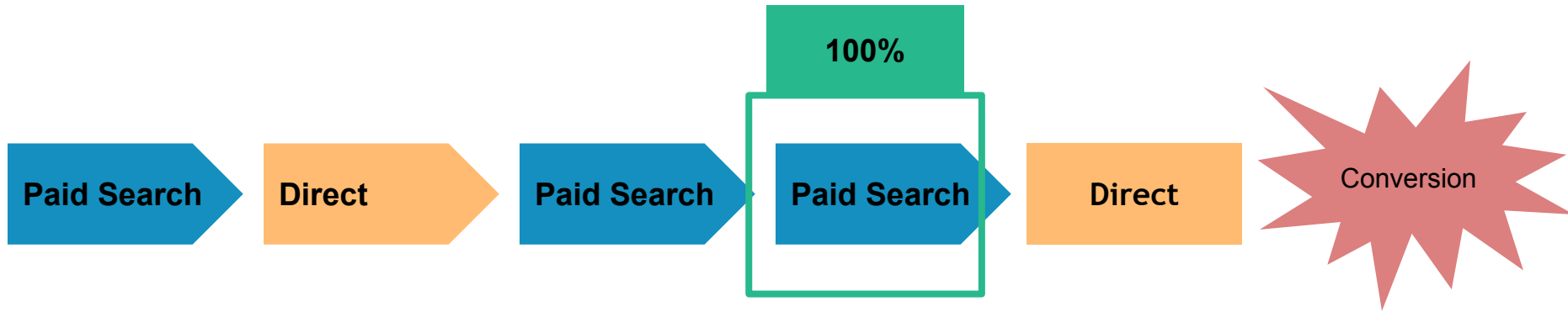
- Customer profiles.

Main Types

Last click

- Conversion is attributed to the **last** point of contact.
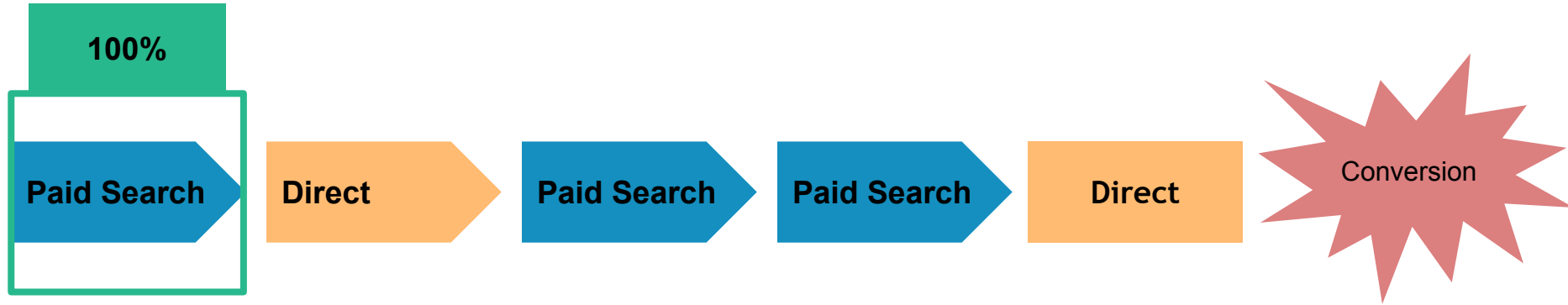
Last click non direct

- Conversion is attributed to the **last** point of contact, as long as it **is not direct**
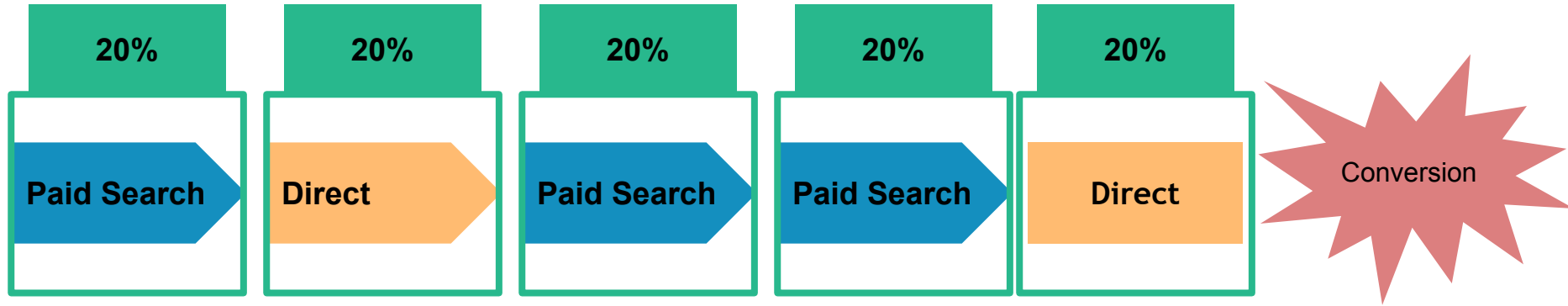
First click

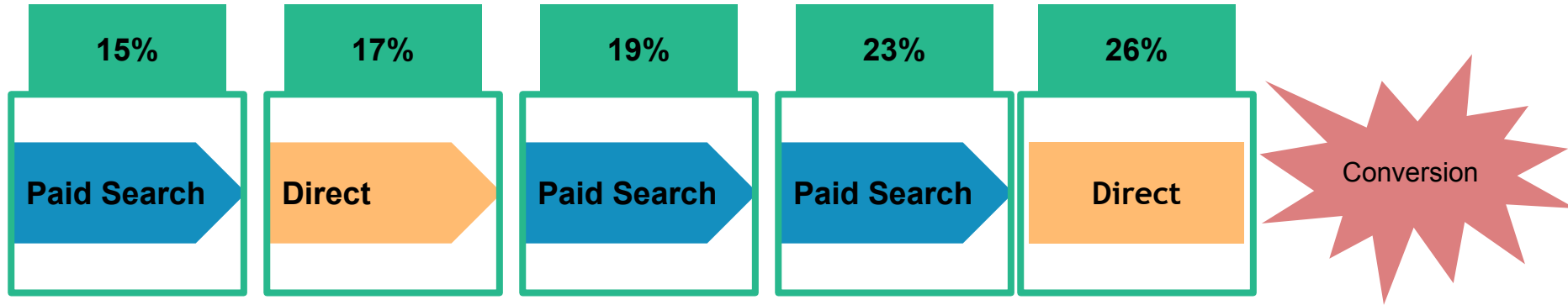- Conversion is attributed to the **first** point of contact
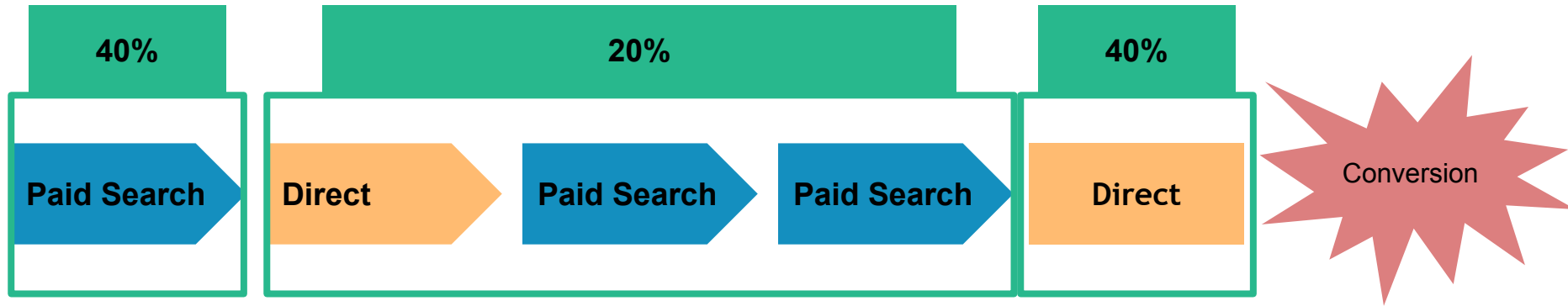
Linear

- All points of contact have the **same** weight

Time Decay

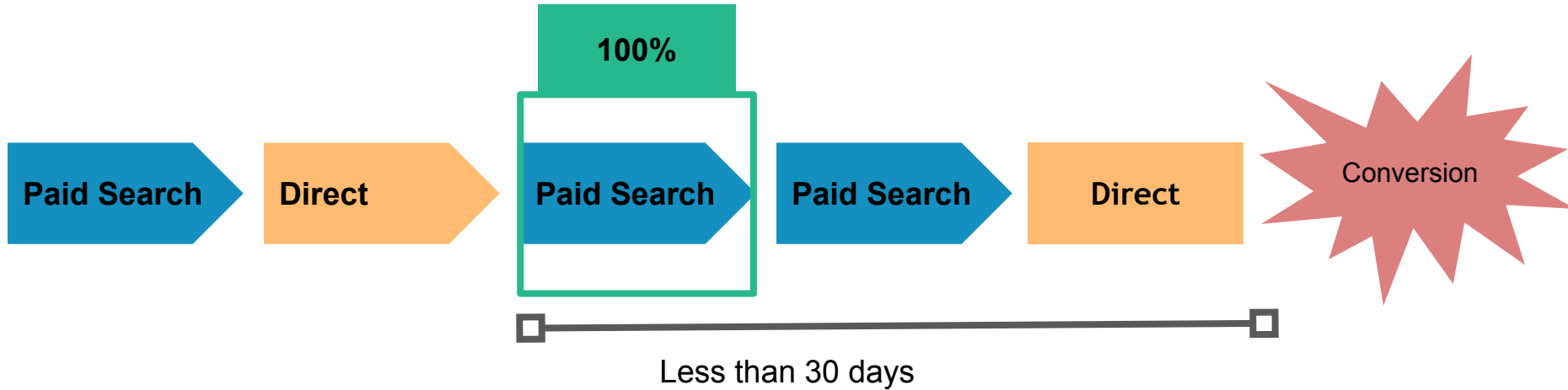- Points of contact <u>closer to the conversion</u> carry more weight

Position based

- First and last points of contact have more weight

40%		20%		40%	
Paid Search	Direct	Paid Search	Paid Search	Direct	Conversion

Customized

- Example: It's the first click within a 30-day window

Implementing Attribution Models Effectively

- Define Clear Objectives
- Utilize Multiple Models
- Integrate Data Sources
- Regularly Review and Adjust
- Educate Stakeholders
- Test and Validate

Thank you!

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