ATTRIBUTION MODELS

WHAT THEY ARE & WHY THEY MATTER

### Let's give credit where credit is due!

Attribution models are like GPS for marketing strategy, helping to identify points of interest and calibrate the path forward to find the ideal destination.

Made up of a set of rules, each model can analyze data (behaviors, transactions...) to identify what marketing efforts are working best.
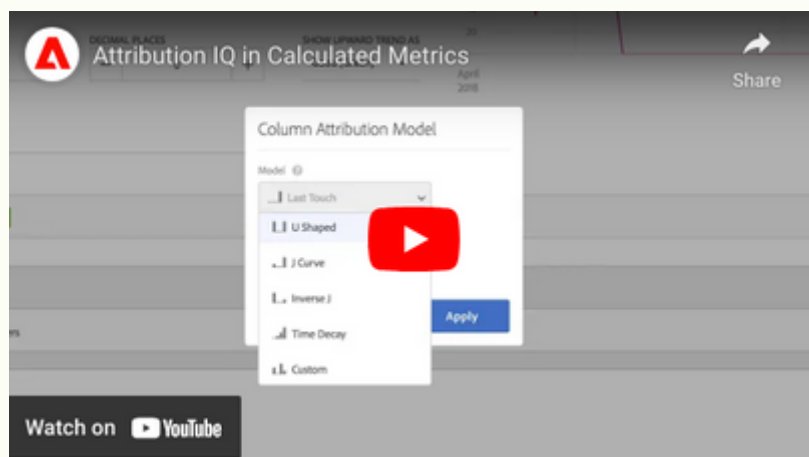
Attribution IQ in Adobe Analytics and Customer Journey Analytics is one of my favorite features to do this type of manipulation and forecasting.

Check out the below videos to see how it works.

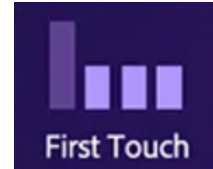## ATTRIBUTION IQ IN FREEFORM TABLES
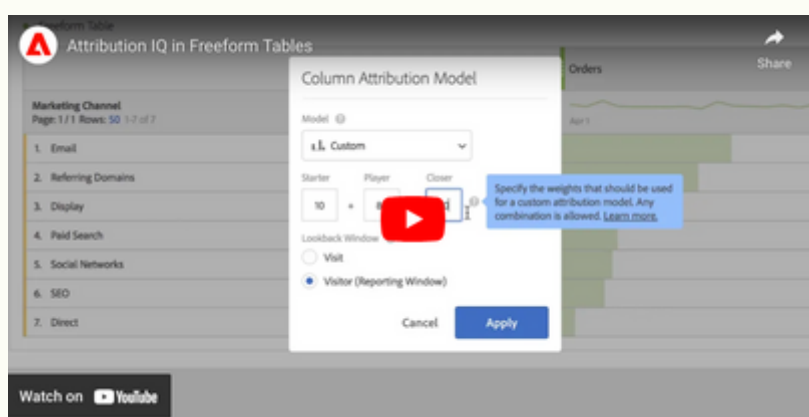
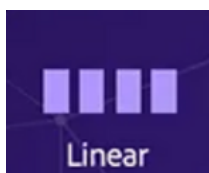## ATTRIBUTION IQ IN CALCULATED METRICS

ATTRIBUTION MODELS

TYPES OF MODELS AVAILABLE IN ANALYTICS & CJA

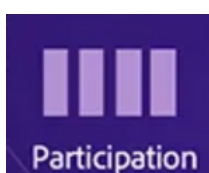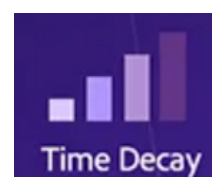First Touch gives full credit to the first interaction a customer has with a brand or product.

First Touch

Linear gives equal credit to each touchpoint in a customer's journey, regardless of its importance.

Linear

Time Decay is a multi-channel model that assigns credit to customer touchpoints based on how close they are to the conversion goal.

Time Decay

Participation gives credit to all touch points that lead to a conversion, regardless of expiration

Participation

Last Touch gives 100% credit for a conversion to the final touchpoint a customer has with a brand before making a purchase

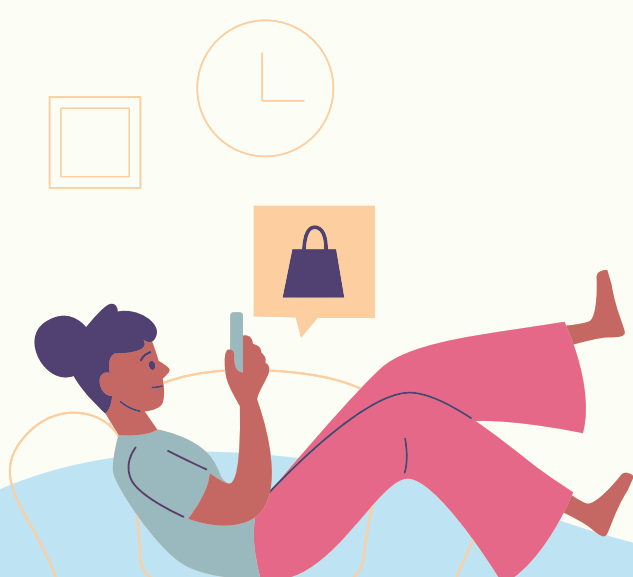**Last Touch**
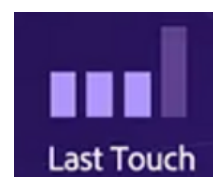
ATTRIBUTION MODELS

WHY DO THEY MATTER?

Any data can be input into a model. For attribution models, it is usually user/customer behavioral data. This can be visits, clicks, impressions, POS data, etc...

Using **Attribution IQ in Analysis Workspace in Adobe Analytics** relies on online behavioral data, so model off of that is generally based on digital campaigns and customer behavior on site and app.

Using **Attribution IQ in Analysis Workspace in Adobe Customer Journey Analytics** allows you to model off of both online and offline data, which gives a more robust read on how customers transact including contributing factors like outreach, campaigns and personalized touch points.

Attribution modeling is important because it can give you better control over your campaign investments (monetary, tactical, or otherwise). It allows you to predict and then prove out those hypotheses based on existing user behavioral patterns.

Follow me on LinkedIn and visit **www.DataOnTrend.com** for followup posts and content where I'll explain more about how CJA works.