

A SIMPLE GUIDE TO ATTRIBUTION



WHAT IS ATTRIBUTION?

Attribution is the approach of assigning credit to various media touchpoints based on customer interactions to a sales or conversion goal.

It is designed to deduplicate conversions across "competing channels", uncover the "true" impact of individual touch points and in this way, help you invest in the channels that will deliver the best ROI.

Below is an overview of the different methods to attribution.

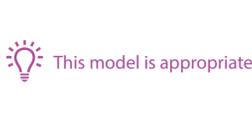


RULE-BASED ATTRIBUTION MODELS

Rule-Based Models rely on static business rules to determine the method of attribution. They are the quickest and easiest to establish. However, they do not try to assign causality to any touch point.



FIRST CLICK / FIRST INTERACTION



The First Interaction model attributes 100% of the conversion value to the first channel with which the customer interacted.

💡 This model is appropriate if you run ads or campaigns to create initial awareness.

LAST CLICK / LAST INTERACTION



The Last Interaction model attributes 100% of the conversion value to the last channel with which the customer interacted before buying or converting.



💡 This model is appropriate if you run ads or campaigns designed to attract people at the moment of purchase or your business is primarily transactional with a sales cycle that does not involve a consideration phase.



EVEN / LINEAR



The Linear model gives equal credit to each channel interaction on the way to conversion. Each touch point in the conversion path will share equal credit.

💡 This model is appropriate if you run ads or campaigns designed to maintain contact and awareness with the customer throughout the entire sales cycle.

POSITION BASED



The Position based model places more value on the first and last channels: those that introduced customers to the brands & final touch point that resulted in sales.



💡 This model is appropriate if you most value touch points that introduced customers to your brand and final touch points that resulted in sales.



LAST NON-DIRECT CLICK



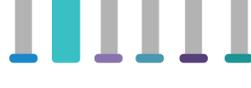
The Last Non-Direct Click model ignores direct traffic and attributes 100% of the conversion value to the last channel that the customer clicked through from before converting.

💡 This model is appropriate you consider direct traffic to be different from other acquisition channels. You may wish to filter out direct traffic and focus on the last marketing activity before conversion.

LAST GOOGLE ADS CLICK



The Last Google Ads Click model attributes 100% of the conversion value to the most recent ad that the customer clicked before converting.



💡 This model is appropriate if you want to identify and credit the Google Ads that closed the most conversions.



TIME DECAY



The Time Decay model attributes more credit to the touch points closest in time to the sale or conversion.

💡 This model is appropriate if you run a promotional campaign in a given date range. You may wish to provide more credit to interactions during the days of the promotion.

UNEVEN / NON LINEAR



The Non-Linear model attributes different weights to interactions based on the occurrence in the converging pathways. Scores are normalised to allow for different path lengths.



💡 This model is appropriate if you want to identify your media performance with sufficient accuracy to reduce waste and improve efficiency.



DATA-DRIVEN / ALGORITHMIC MODELS

Data-Driven attribution uses statistical modelling and machine learning techniques to derive the probability of conversion across all marketing touch points.

A sophisticated algorithm is used to analyse the converting and non-converting paths in your account to figure out which touchpoints are helping the most with conversions. It determines the probability of conversion and assigns credit to each touch point.

The touch point weights can be aggregated by a dimension of that touch point (channel, placement, creative, etc.) to determine a total weight for that dimension.



The result outlines the different weights of each channel.



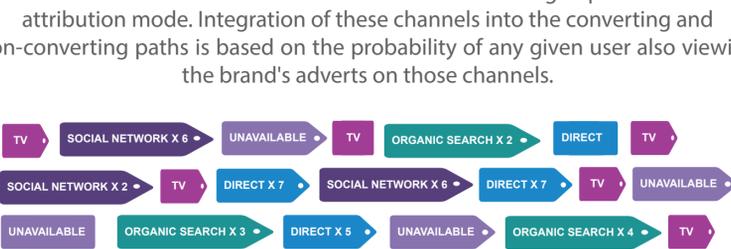
There are several popular mathematical approaches to developing and maintaining a data driven model. Such as Shapley (Game Theory); Random Forest and Logistic Regression.

💡 These models are appropriate if you want to determine with high accuracy which channels have the most significant impact on your sales or conversion goals. It also helps increase media efficiencies and reduce wastage



PROBABILITY-BASED MODEL

Advanced data-driven attribution incorporates addressable and non-addressable media. All media channels are included in the modelling to produce a full attribution mode. Integration of these channels into the converting and non-converting paths is based on the probability of any given user also viewing the brand's adverts on those channels.



The result outlines different weights of each channel (digital and non-digital).



💡 These models are appropriate if you run many campaigns which utilise digital and non-digital channels.



TOP TIPS

- 1 Get the right technology in place, and the modelling part is easy.
- 2 Don't skimp on analyst time. You won't get the benefit from just running a black box attribution.
- 3 It's best when a single agency looks after buying and allocation as they can ensure all tagging is aligned and provides more significant opportunity to reallocate funds.
- 4 Know what media channels are in your attribution model, and ensure that non-paid channels such as referral traffic, organic search (SEO), and direct site visits are incorporated. A holistic view helps you to understand the complete story.
- 5 Assess what is measured and how it ties to business objectives. Is credit deduplicated across channels? Are paid, non-paid, online and offline included? How is this used to inform planning and buying media?



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