

The Seven Common Attribution Models

First-click attribution

The other one-touch model, first-click attribution, gives 100 percent of the credit to the first action the customer took on their conversion journey. It ignores any subsequent engagements the customer may have had with other marketing efforts before converting.



Last-click attribution

The default model for google analytics. With this model, all the credit goes to the customer's last touchpoint before converting. This one-touch model doesn't take into consideration any other engagements the user may have with the company's marketing efforts leading up to that last engagement.

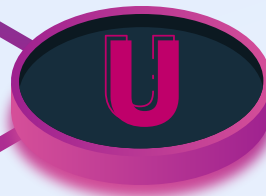


Linear attribution

This multi-touch attribution model gives equal credit to each touchpoint along the user's path.

Time decay attribution

This model gives the touchpoints that occurred closer to the time of the conversion more credit than touchpoints further back in time. The closer in time to the event, the more credit a touchpoint receives



U-shaped attribution

The first and last engagement get the most credit and the rest is assigned equally to the touchpoints that occurred in between. In Google Analytics, the first and last engagements are each given 40 percent of the credit and the other 20 percent is distributed equally across the middle interactions.

Algorithmic, or data-driven attribution

.When attribution is handled algorithmically, there is no predetermined set of rules for assigning credits as there is with each of the models listed above. It uses machine learning to analyze each touchpoint and create an attribution model based on that data



Custom attribution

As the name suggests, with a custom option, you can create your own attribution model that uses your own set of rules for assigning credit to touchpoints on the conversion path.

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