

Lead Generation

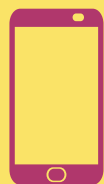
Simply put, lead generation is the systematic process of acquiring new business interest.

That being said, it's important to clarify that lead generation is different from sales or business acquisition as it is not explicitly tied to the procurement of new business. As a matter of fact, lead generation has become an inherently B2B term, corresponding to the acquisition of interest at any point along the buyer's journey.

Modern Customer Journey



Awareness



Findability



Reputation



Conversion

Contributes to
next persons
decision



Advocacy

Interest and Awareness

- .Social
- .Search
- .Email
- .SMS
- .CTV/TV
- .Youtube
- .Video Ads
- ..Loyalty Programmes

Search

- .PPC
- .Organic Search
- .Maps
- .Directories .Apps

Research

- .Blogs
- .Articles
- .Reviews
- .Social Media
- .Word of mouth

Purchase

- .Website Online booking
- .Purchase via App
- .In Store Purchase

Experience

- .Post Purchase
- .Social Post
- .Write Reviews
- .NPS
- .Customer Sat
- .Word of mouth

55 % of B2B marketers spend <50% of their marketing budget on lead generation activities

Lead Definition

Lead: A lead is a viable customer/client for your business or offering. This viability can be determined based on any number of demographic or firmographic factors and must be assessed on a case to case basis.



Marketing qualified lead (MQL): An MQL is generally a prospect that has been deemed “tall enough to ride the ride,” meaning that they’ve exhibited interest in your offering and meet the initial customer requirements.



Sales qualified lead (SQL): An SQL is any lead that has been successfully vetted by both the sales and marketing teams and deemed to be ready for the next stage of the sales process. SQLs occur in organizations that have complex offerings and tiered sales processes



Product qualified lead (PQL): This is a newer school of thought that aligns with the notion of product-led growth. A PQL is defined as any prospect that has experienced true value through a free trial or free version of your product offering. Under this model, less selling is required as the prospects have experienced value before they are sold on an upgrade.



Leads can be generated at any of these levels, or can graduate to these levels through the proper nurturing tactics. But before we get into those tactics, let’s briefly explore the history of lead generation

There are 2 sides to lead generation. 1) figuring out what people need to know and 2) garnering their attention, interest and desire to select your brand as choice

Lead generation is not new even though the terminology may be. However people and businesses alike have been leveraging lead generation tactics since the market days of the middle ages.

For B2B businesses in 2020, to simply “do marketing” is not enough. Running a Facebook ads campaign and writing blogs without any rhyme or reason is not enough. If you want to succeed in the modern era, your business must methodically set objectives and execute marketing programs with surgical precision.

The Fundamental Guide to Lead Generation .There are three primary reasons why lead generation is absolutely essential to your business:

1. Lead generation tactics force you to clarify your target audience and your unique selling proposition(s).
2. Taking a lead generation approach to marketing ensures that analytics and objectives are at the heart of your effort.
3. Lead generation directly impacts sales and business outcomes

Data needs to govern the scope of your efforts and inform your decisions. In fact, a study of 1,070 companies by LeadCrunch found that only 4 percent of them used a data-driven approach to generating leads, but that this same 4 percent outperformed their competition by greater than 500 percent in terms of sales productivity and efficiency. That is the lead generation way, and that is why it's SO essential to your business success.

The Future of Lead Generation

It's difficult to say for sure, but my intuition says Allison Alexander: personalisation advisor and founder of Branue sees the duality of data and machine learning AI which is propelling brands' capabilities to deliver highly targeted interactions at scale that cut through the attention economy and capture brand salience.

We have seen such rapid growth in technology that along with the manifestation of artificial intelligence and marketing technology, we can now customise the prospect experience and at scale

This personalisation begins in their preferred social media platform.

Social Media platforms



As of the third quarter of 2021, the YouTube mobile app was counting 845 million monthly active users (MAU) worldwide on iPhone and iPad combined. By comparison, monthly active YouTube users on the Android app were roughly 23.44 million worldwide.



Instagram monthly active users: 1 billion monthly active users access the Instagram app globally. DAUs – Instagram daily active users: 500 million daily active users access the Instagram app globally.



TikTok has 1 billion monthly active users (MAU's). Out of 4.8 billion internet users worldwide, 20.83% use TikTok. Out of 4.48 billion active social media users, 22.32% use TikTok on a regular basis.



Twitter has 353.1 million monthly active users



LinkedIn user statistics show that the platform currently counts over 722 million members and 310 million monthly active users. 40% of LinkedIn MAUs are using the platform daily.



Yet, while in 2010, when the film was released, the site boasted 400 million users, today that number has rocketed to over 2.6 billion monthly active users

Instagram Organic

Pros:

- Hash tagging. Instagram gives users the opportunity to not only follow accounts, but also to follow hashtags. This provides B2B marketers with a massive opportunity to reach new prospects through hashtags that they might be following, and entice them to engage with your brand or offering.
- Graphic dependency. If you have a physical product, or a service that is easy to depict graphically, then Instagram is a potential gold mine in not only paid, but also organic strategy.
- User base. Since mid 2018, Instagram has maintained over 1 billion monthly active users, making it the second largest social platform in the world, only falling behind Facebook.
- Low B2B competition. Only 25 million B2B companies around the globe are currently leveraging Instagram for business purposes.
 - Engagement. According to a study conducted by TrackMaven, B2B companies experience their highest engagement ratios, which means that your posts will get the most engagements as a percentage of your followers across all of the major social platforms.



CONS:

- Graphic dependency.

This point earns itself a seat on both sides of the line because depending on your offering, it can be a benefit or a drawback. It can be a drawback if your offering cannot be easily captured in an appealing way; eg, service businesses.

- Link integration. One of the greatest challenges with Instagram is the fact that business accounts cannot insert links directly into their posts unless they are verified
- People and culture focus. Instagram users aren't interested in your latest blog content, so doing B2B marketing on Instagram is often more of a support mechanism to your other channels—a place to share achievements and showcase culture so that you can build trust among prospective customers.

Instagram Ads

Pros:

- . Instagram ads aren't intrusive. Whether leveraging newsfeed ads or story ads, Instagram users don't find ads disruptive, in fact, most users actually enjoy the ad content they are being served.
- . Instagram users are among the most engaged. Regular Insta users spend 53 minutes per day on the platform.
 - . Shopify integration. If you leverage Shopify to enable ecommerce, then you can easily integrate Shopify with Instagram and sell products instantly through the platform.
- . Access Facebook data. Ever since Facebook bought Insta, the two networks have been connected, enabling audiences to easily transfer, as well as the ability to launch entire Instagram campaigns straight from your Ads Manager dashboard.
- . Users discover brands on Instagram. In fact, 83 percent of Insta users discover new products and services on the platform.
- . Influencers run the Gram. Users flock to names like Cristiano Ronaldo (234M followers) and Arianna Grande (196M followers). Messages delivered from the likes of these names hit much harder than any brand can ever hope to alone—and this presents influencer marketing opportunities.

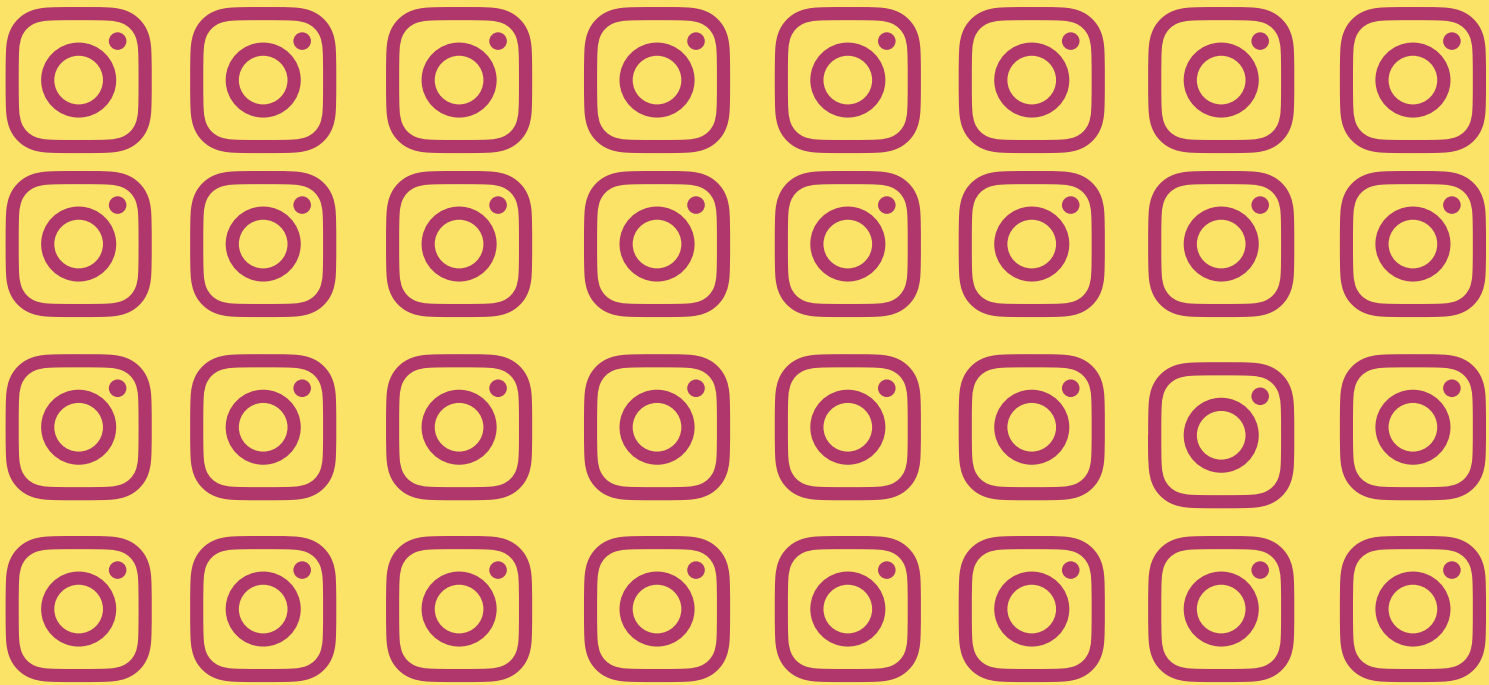


CONS:

- . Younger audience demographics. The largest Instagram user segments are 18-24, with a 75 percent penetration rate in the US and 25-30 with a penetration rate of 57 percent. This means that high cost business-based products might not reach the desired (older) audience on this platform.

- . Fashion and beauty focus. If you look at the top 20 most popular brands on Insta, they all fall within the fashion or beauty categories with the exception of Starbucks coming in at #20.

This means that B2B products have yet to achieve such brand prevalence and user preference as of yet.



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TWITTER MARKETING

Pros:

. You only pay for performance.

Unlike other platforms where you might not achieve your desired object and invest hundreds or thousands in the meantime, Twitter only bills based on achievement of your goal/action (ex. You pay for clicks or installs rather than engagements and impressions).

. Keyword targeting.

This is a unique Twitter ads feature whereby you can target specific tags that your desired audience might be engaging with (ex. You could use #ppchat if you're a marketing agency and want to engage with the ppc community on Twitter).

. Limited competition.

As compared to the other social platforms that are home to millions of advertisers, Twitter is only home to 130,000 business advertisers.

. Low CPC.

In Q3 of 2017, Twitter reported that cost per engagement declined 54 percent year-over-year while ad engagements increased 99 percent in that same period. The result? Clicks can actually cost cents on Twitter.

. Link embedding.

For years, link embedding was never an option on Twitter, but that has recently changed, allowing advertisers to hyperlink blog posts or feature previews instead of just a shortened URL like the olden days.

Cons:

. Limited analytics.

The breadth and precision of Twitter analytics is not comparable to that of Facebook or Google, so don't expect any advanced features to accompany your campaigns on this platform.

. Twitter is cluttered.

This is a user experience bit, and unlike Instagram where it's almost impossible to miss an ad, Twitter users might just stumble right past your content.

. Limited audience.

As of 2019, Twitter was reporting 330 million monthly active users, which is still more than LinkedIn, but much less than Facebook and Instagram. LinkedIn is also a more focused B2B platform as compared to Twitter.



INFLUENCER MARKETING

Pros:

Earned newsfeed space.

Unlike traditional paid ads that are sometimes seen as pollution in the newsfeed, influencer recommendations appear organically and promote better goodwill for your brand.

Personal brand loyalties.

Consumers tend to develop stronger relationships with personal brands than with business brands. A byproduct of this is an increased likelihood of consumers to consider product or brand recommendations stemming from a person, rather than a brand or a branded ad.

Reach otherwise difficult customers and markets

Some markets are particularly resistant to conventional advertising tactics, or might be difficult to reach through conventional means, but influencer strategies offer a more organic approach to acquiring that reach through blog, social, or otherwise.

High cost/benefit ratio.

According to a study by Tomoson, businesses are earning \$6.50 for every dollar spent on influencer marketing, and the top 13 percent are making over \$20.

Influencer marketing + Instagram = seriously high impact. There's a reason that both of the influencer marketing examples I drew upon were sourced from Instagram. Firstly, 59 percent of influencers prefer Insta. Secondly, engagement rates on Insta average 7.2 percent as compared to 1.4 percent on the likes of Twitter. And lastly, because Instagram users actually don't mind sponsored content.

Cons:

Delayed ROI.

Ideas take root much slower in the B2B space. Although influencer efforts may be reaching the right audience and conveying the right message, it will undoubtedly take time and message repetition to convince the right people to take the next step.

Attribution. As suggested above, B2B purchases are much more intricate and involved than most B2C purchases, and directly attributing lead generation to influencer efforts can often prove difficult.

Identifying the right influencers.

If you are having a hard time reaching your audience in the first place, then it's unlikely that you are aware of influencers that they are engaging with. Fortunately, there are software solutions that can assist on this front. Platforms like CreatorIQ, Popular Pays, and Mavrick are a few of the industry leaders.

Twitter original

Pros:

- . Hashtag reach. Unless you're a zoomer, you're probably old enough to know that Twitter was the original hashtag platform. But, not only is it the original, it's also one of the most effective platforms to generate hashtag traffic on (next to Instagram). Just don't use more than three per post or else engagement rates will start to fall.
- . Twitter attracts non-users. In fact, 500 million people view Twitter pages and posts each month without logging into an account. Most of this traffic stems from organic search traffic that is being directed to Twitter.
- . Twitter lists. Twitter has a feature that allows any user to create a list of accounts. This list can then be selected and only activity from the accounts on that list will be shown. This is a great way to research prospects for account-based marketing strategies.
- . Twitter users are older, more educated, and earn more. If you have a sophisticated product or service, then it's likely that your target audience is on Twitter.
 - a. The median age of twitter users is 40
 - b. 42 percent of US Twitter users have college degrees
 - c. 41 percent earn over \$75,000 a year

Cons:

1. Chronological news feed options. Unlike other top social platforms that deliver each user curated content based on their algorithm, Twitter gives users the option to filter based on chronological order. This means that post timing is more important on Twitter than other platforms.
2. Crowded feeds. Similar to the issue that faces Twitter advertisers, Twitter feeds tend to be more crowded than other platforms, which can make it easy for your followers to miss your posts.
3. Limited audience. As mentioned earlier, there are only 330 million monthly active users on Twitter as of the end of 2019.

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Influencer Marketing

People trust people. This has always been true in sales and marketing, and it's increasingly so in the modern B2B marketing space. However, when most people think of influencer marketing, they imagine that local celeb that's doing not-so-subtle promotion for a local clothing store on his or her Instagram page. This is classic B2C, but influencer marketing is actually more effective in the B2B space.

According to Biz Journals, 91 percent of B2B purchases in the United States are influenced by word of mouth.

A consumer might take a chance on that \$30 tee, but that \$3,000 software subscription for their business is a different story. That's why the B2B referral isn't going anywhere and influencer marketing is one of the fastest ways to create that engagement.

PROS:

1. Earned newsfeed space. Unlike traditional paid ads that are sometimes seen as pollution in the newsfeed, influencer recommendations appear organically and promote better goodwill for your brand.

2. Personal brand loyalties. Consumers tend to develop stronger relationships with personal brands than with business brands.

A byproduct of this is an increased likelihood of consumers to consider product or brand recommendations stemming from a person, rather than a brand or a branded ad.

3. Reach otherwise difficult customers and markets. Some markets are particularly resistant to conventional advertising tactics, or might be difficult to reach through conventional means, but influencer strategies offer a more organic approach to acquiring that reach through blog, social, or otherwise.

4. High cost/benefit ratio. According to a study by Tomoson, businesses are earning \$6.50 for every dollar spent on influencer marketing, and the top 13 percent are making over \$20.

5. Influencer marketing + Instagram = seriously high impact. There's a reason that both of the influencer marketing examples I drew upon were sourced from Instagram. Firstly, 59 percent of influencers prefer Insta. Secondly, engagement rates on Insta average 7.2 percent as compared to 1.4 percent on the likes of Twitter. And lastly, because Instagram users actually don't mind sponsored content.

CONS:

1. Delayed ROI. Ideas take root much slower in the B2B space. Although influencer efforts may be reaching the right audience and conveying the right message, it will undoubtedly take time and message repetition to convince the right people to take the next step.

2. Attribution. As suggested above, B2B purchases are much more intricate and involved than most B2C purchases, and directly attributing lead generation to influencer efforts can often prove difficult.

3. Identifying the right influencers. If you are having a hard time reaching your audience in the first place, then it's unlikely that you are aware of influencers that they are engaging with. Fortunately, there are software solutions that can assist on this front. Platforms like CreatorIQ, Popular Pays, and Mavrick are a few of the industry leaders.

4. Identifying the right platform. Determining whether you should be pursuing a blog partnership, a social partnership, or otherwise can also be a difficult feat. However, some of the above listed platforms can also assist on that front.

5. Cost. Depending on whether you are using micro influencers, mega influencers, and the frequency with which you are launching sponsored content—costs can become rather high.

How to launch an influencer marketing campaign

. Identify objective

The first step is always identifying what your goal for the influencer campaign will be.

Some possible B2B influencer campaign objectives include:

- Build or strengthen brand awareness
- Drive social engagement/interactions
- Improve TOFU conversions (newsletters, free trials, etc.)
- Collect customer insight/data (surveys, analytics, etc.)

. Look for existing advocates

Once you've identified what you want out of your campaign, then you can begin working to identify the "who" of the equation. And quite often, the best place to start for this step is within your company's existing social circles

The "who" must be:

- Someone with a sizeable social following on your desired platform (minimum 5,000)
- Someone who influences your customers.

If you sell software to local business clientele, then you're going to want to target someone that has strong relationships with local businesses within a target community.

Now, the larger your company, the easier it will be for you to find advocates within your existing social circles.

. Contract negotiations

B2B influencer contracts should be negotiated for much longer terms than their B2C counterparts.

According to Convince & Convert, you shouldn't expect attributable results from an influencer marketing campaign for up to six months.

As a result, they recommend that you should negotiate influencer relationships that last one year at a time.

. Content creation

Influencer marketing content takes a bit of a different form than that of many other paid and organic campaigns.

Unlike your Facebook ads, the content is likely to be created by the influencer and then approved by you.

In order to facilitate this, you will have to provide the influencer with whatever materials they need to promote your offering.

Some key materials include:

- Custom URLs/promo codes
- Swag or other promotional materials
- Additional production materials if negotiated

. Track performance & conversions

. Map over time

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Linked In Algorithm

4 posts per week - no more or less and not multiple times in one day (this includes sharing other people's content - it doesn't all have to be original content).

Use a variety in types of media you post (video, presentations, polls, multiple pictures, etc), but the key is to pick a format that people can engage with (click play, click to next slide, vote, etc). - I think we need to create more useful helpful assets, especially like paid ad videos as they are increasing in feed presence (less so the organic video sadly) or slide decks +250% reach and pop some interesting polls in to create engagement and drive interest. Polls on average have 450% more reach

Using four hashtags is the optimal amount for each post to keep a good level of reach. Believe it or not adding more COULD reduce reach by as much as 35%. - We also need to create a personal hashtag for you.

Personal hashtag followers drive engagement: so 400-800 followers +7%, 800-1500 followers +12% and >2000 followers +15% engagement

The odd thing is that posts that have external links (even to your own website) get 50% less reach. There are some POSSIBLE workarounds below:

Sharing: (actually we need to always Comment please)

When you share other people's posts, you must tag people or companies and they need to COMMENT for it to improve reach by 10 - 15% (tagging alone is not enough).

You need to respond to comments too (ideally within the first hour of the comment being published). Add your own copy when sharing, building on the post itself (150 words is recommended) and add 3 unique hashtags not included in the original post.

So we need to comment, not share.

Need to ensure we are referring to industry content - 10 comments a week will grow our engagement 15% for company page

Companies with varied content will get +20% more views

Polls & Events on company pages get less views than on personal profile

Whereas Articles and blogs get better reach from Company page +20%

Commenting:

Employees commenting on your company page posts are 8 times more effective than if they were to share the post.

Comment on other people's posts that are relevant (as the company page, not you as an individual) and add your own thoughts. No short comments, only those that add further insight or debate. Aim for 10 comments a week to improve your company page reach.

External Link Workarounds

External links workarounds:

Method #1 Including link with original post.

We strongly advise you to include the external link directly in the original post. You will get less reach (in the beginning) but if you follow all the other Algorithm rules you'll still reach more engagement/traffic.

Method #2 Edit post and add link after post goes live.

We could use the "Edit-Method" but we have to be careful because Posts that are edited within the 1st hour see an additional drop of 25% in reach (!) - unless we remember to add this after the 1 hour mark

Method #3 Posting the link in the comments

Being the first to comment on your own post reduces the reach by additional 15%

Getting multiple comments on your post will move the comment. It will no longer be the first and will result in 60% less clicks than method 1.

Above all else, don't publish external links that direct your audience to PAID content (websites with subscriptions). This is an absolute no no.

Best times to post:

Mornings 08:00 - 10:00h (local time)

On Saturday about 60% of all members check LinkedIn, while only 20% publish content.

Linked In test your content with 5-10% of your audience first within 2 hours first and only if your sample audience engages do they share it with your wider community. This is why we will sometimes not see content from people or companies, even if we follow them! There is also a pro rata distribution depending on how many hundreds or thousands follow you. - I have over 2K followers so be great to look at how many followers you have as this links to your Social Selling Index (SSI)

A post will receive 50K views if +150 engagements

A post will receive 25-50K views if 80-100 engagements

10-25K views it receives 50-70 engagements

Compared to 2020 you now need +40% more engagement to reach the same amount of views

Engagement after 24 hours does not substantially count

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.



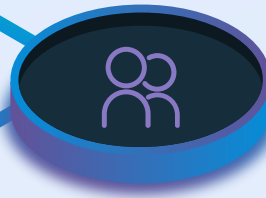
Last-click attribution

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.

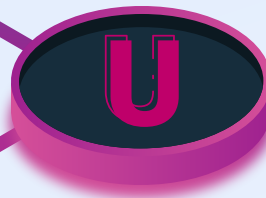


Time decay attribution

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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