

How to Use Marketing Attribution

What is Marketing Attribution?

Marketing attribution is a flexible form of data analytics that provides and combines insights into multi-channel marketing by charting each step of a customer's journey up to the point of sale. User-level data is displayed in a detailed report of all the factors that combined to create a successful conversion. With marketing attribution, professionals in sales and marketing benefit from being able to measure the acquisition of leads and conversions more accurately, ultimately leading to better ROI.

Previously, traditional data analysis tools could only provide a resulting figure of conversions following a campaign. An attribution report records details the complex way a customer can progress from initial interactions to conversion, acknowledging each of the many touchpoints that mark their journey. These may include Instagram, Facebook, YouTube, a product website, paid ads, and more.

Consumers are taking multiple steps and researching many more aspects of a product than ever before committing to a purchase. With the wealth of information available via reviews, comparison websites, social media, articles, blogs, and more, consumers feel more informed and empowered to decide to purchase after visiting different channels and platforms.

Even back in 2017, according to a [Harvard Business Review](#) 73% of retail consumers shopped via multiple channels. Marketing attribution responds to this trend of highly informed buying choices with an advanced capability in data analytics. It provides precise data on each of the individual marketing channels and pages that led to a purchase. This information on which of these are the most influential out of a series of interactions can be leveraged to customize more profitable customer journeys in the future.

The Importance of Marketing Attribution

A successful campaign draws on previous analysis of consumer engagement in previous campaigns and strategies, as well as the success of competitors. However, to ensure real success it needs to be built on person-level experience and insights.

In current times, using three or more channels produce a 250% higher purchase rate, as [Omnisend's research](#) shows. It is vital to utilize this wide variety of diverse channels to reach prospective leads. This results in having a wealth of channels to communicate with buyers through, which can lead to more lucrative messaging - providing most, if not all, are successful.

Applying the same level of attention and resources to a larger number of channels can make marketers' work much more challenging. Their attention is yet more divided, and additional unnecessary work can be created as some sources may yield a smaller number of leads. Giving credit to the correct interactions and exposures becomes more crucial than ever.

A large amount of data analytics is required to keep track of all of the available channels, and navigating all the statistics must not require too much of a marketer's time. Marketing attribution software enables any marketer to establish the value of different touchpoints to help them find the right balance of weight between interactions.

The marketing attribution report provides a clear picture of the proportions of success of each of the channels. This provides marketers with an overarching view of their different channels so they can understand the variables within a broader network of marketing methods. For a follow-up campaign, more priority may be given to email marketing, or social media may be boosted, for example.

This removes the need for guesswork when planning your next strategy, and your future campaigns can be enhanced. Creating and mapping each part of your marketing funnel is made easier with more comprehensive data analytics.

You can focus your attention on the parts of a website that impact a user's decision and contribute to a conversion. As you investigate content in your individual web pages and blog, you can analyze and easily see which types of content perform better in your attribution report. You gain an understanding of which web pages are visited the most and should therefore be further optimized and promoted.

Attribution trends can also be applied to the same categories that your business communication is filtered through, e.g., personas, groups, and stages of the customer lifecycle.

With a larger array of marketing sources to fund, it becomes even more important to allocate sufficient resources to those channels that create the most interaction. Marketing attribution determines how funds can be saved by reducing spending on less profitable channels. Investing in activity at the less competitive top of the funnel brings more customers that can be efficiently guided through effective touchpoints leading to more conversion. The more expensive channels in the lower part of the funnel can be used more judiciously. All of this combines to create higher conversion rates and greater ROI.

Here are a few ways that marketing attribution can provide a positive solution for a company:

- A business should consider marketing attribution when they look to add additional marketing streams and channels. Before choosing which avenues to invest in, they can acquire information on which are the most popular for consumers in their market.
- SEO practices and user trends constantly evolve, and a company will always need to stay on top of optimizing its website. Marketing attribution provides the answers to what to optimize on their website by displaying information on which pages its users are interacting most with.
- The budget for the marketing strategy at a company needs to be reviewed. The advertising channels they work with are taking the credit for the company's revenue and conversions, and the performance marketing team wants to be sure they are still worth their investment. The marketing team needs to better understand how to get better ROI. Marketing attribution instantly provides clear access to knowledge on which ad networks are advancing conversions. This enables the company to decide where to invest and direct its funds.

With marketing attribution insights, you have a more secure base from which you can make improvements to your products, based on greater knowledge of your customers' journeys and what and how they search for knowledge about your product. You are better equipped to carve out more successful and powerful marketing campaigns for the future.

Outline of Attribution Models

There are several types of marketing attribution models that track different combinations of channels and resources. These can be chosen and combined according to the different marketing channels you are operating. Considering the type of sales cycle you use and its duration will enable you to make the right choice.

Different models focus on different parts of the sales funnel, so adapting a sales funnel to a new attribution model is a necessary consideration. You will also need to factor in whether your current goal for building your brand is based on leads or revenue when deciding on a model.

Attribution models fall under two categories: single-touch, and the more recent models known as multi-touch which incorporate more data about the user journey.

Single-touch models

These more simplistic models only display a single point of interaction and are considered outdated nowadays. They leave a gap in understanding how many and which different activities may have led to a customer's decision. For these reasons, marketers do not rely solely on these models.

First touch

This model only presents information on the first aspect of marketing that a customer experiences. It discounts the effectiveness of any interactions that followed which may have helped the customer complete their journey toward understanding and engagement with a product.

100%	0%	0%	0%
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Youtube Facebook Google Email

Last touch

The final piece of advertising before a conversion that a user engaged with is given the full weight of analysis in this model. It assumes that this was the most influential interaction and therefore the most responsible for a successful conversion.

It misses out on other key interactions in a customer's journey over time that may have contributed to a customer's confidence and willingness to complete a purchase.

0%	0%	0%	100%
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Youtube Facebook Google Email

Multi-touch models

These models all take into consideration the complete set of channels a user has engaged with on their journey. Interactions from two upwards are included in a marketing attribution analysis.

There are several multi-touch attribution models that take advantage of different combinations of steps in a customer's journey that can be grouped in an analysis. Various mathematical ratios then guide how much credit each touchpoint is given towards achieving a conversion.

Linear

The linear attribution model gives equal weight to every stage and platform of the user's journey. Each touchpoint is analyzed, and a fair distribution of channel data is provided.

25%	25%	25%	25%
Youtube	Facebook	Google	Email

Time Decay

Progress along the journey to a successful conversion is charted with individualized and increasingly larger measurements for each touchpoint. More credit is given to each interaction as the user nears the final conversion moment.

This is based on the assumption that one channel leads to the next and that each channel is more effective than the previous one.

5%	15%	25%	55%
Youtube	Facebook	Google	Email

Position-based

Regardless of the chosen channels, this model picks out both the first and last touchpoints and gives them equal weighting. The channels in between these two positions are seen as less influential in the user's journey and are not given credit.

50%	0%	0%	50%
Youtube	Facebook	Google	Email

Last non-direct click

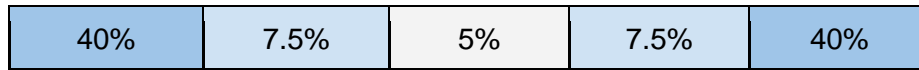
Here the last non-direct interaction before a customer's conversion is given all the credit. This provides an insight into what led to direct traffic on your website.

0%	100%	0%	0%
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Youtube Facebook Google Email

U-Shaped

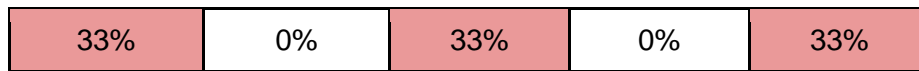
This is a more advanced version of the position-based model, where the remaining interactions between the first and last are also given differing amounts of credit. It is based on the idea that a customer's first and last interactions are the most valuable, and that after initial interest there is increasingly less engagement until engagement levels gradually rise again.



Youtube Facebook Google Email TikTok

W-Shaped

Here every second milestone is credited with an equal weight of one-third in a linear fashion. No attribution is given to the touchpoints in between.



Youtube Facebook Google Email TikTok

Conclusion

Leading the way in marketing profitability, top-level data analysis with advanced metrics on customer analysis enables greater ROI for marketers and companies. Default analytics only display a small part of the response to your marketing efforts and leave a myriad of questions unanswered. As rival competition in multi-channel marketing increases, default analytics alone no longer deliver successful returns in this field.

These advanced models of marketing attribution provide an array of different options so that the right choice of model can enable your company to excel. Engaging with this superior multi-functional tool can help any company increase its sales through insights into exactly where conversions can be attributed. It provides the groundwork and mechanisms for revitalizing strategic campaigns, resolving issues of guesswork, and creating more opportunities.

