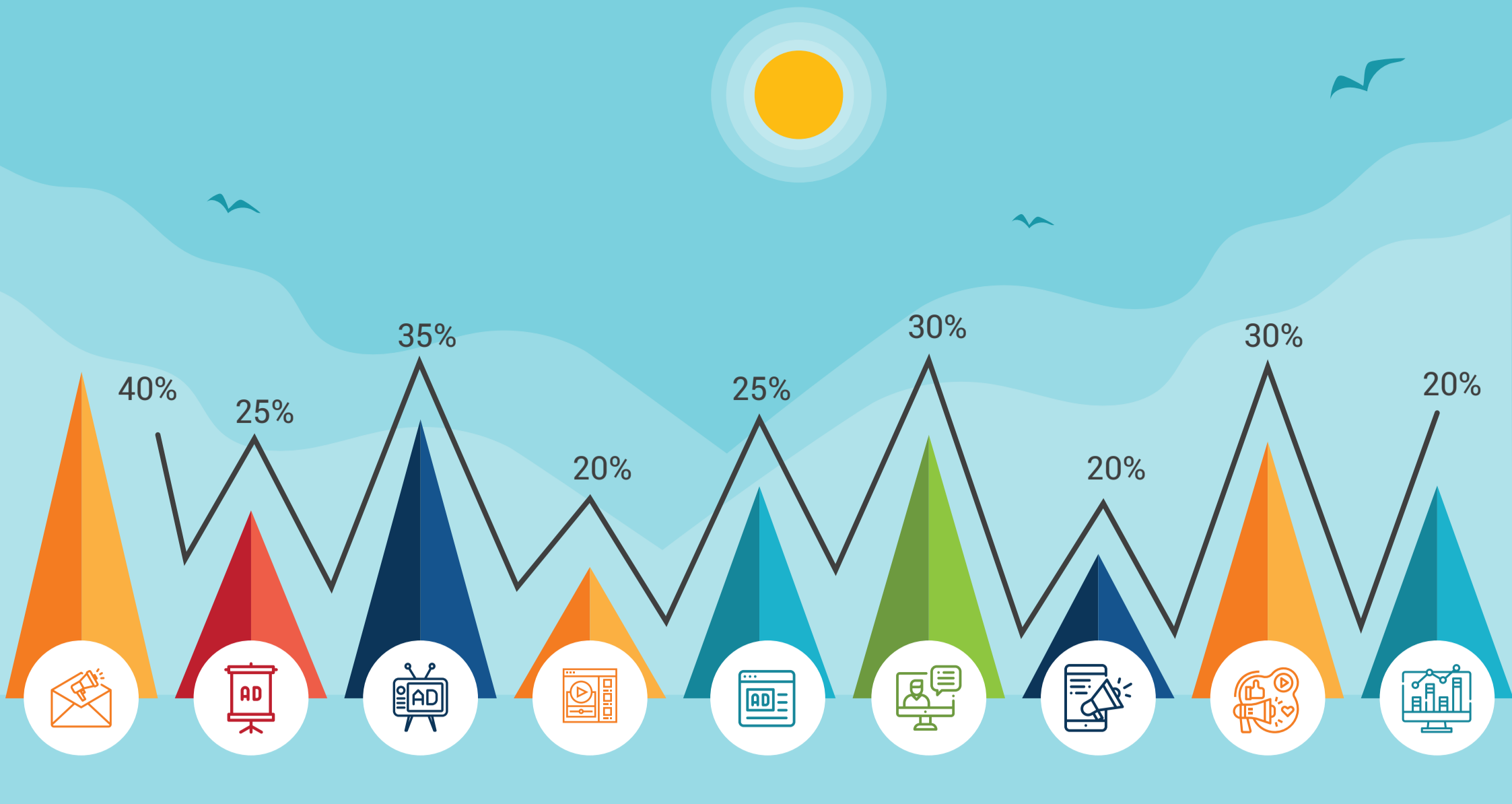


Multi-Touch Marketing Attribution

Why Does it Matter?



Marketers constantly struggle to show the direct ROI on their marketing and media spend. Let us ease that trouble a little by telling you how you could make this struggle diminish. Bring a little multi-touch attribution sunshine in your marketing life!

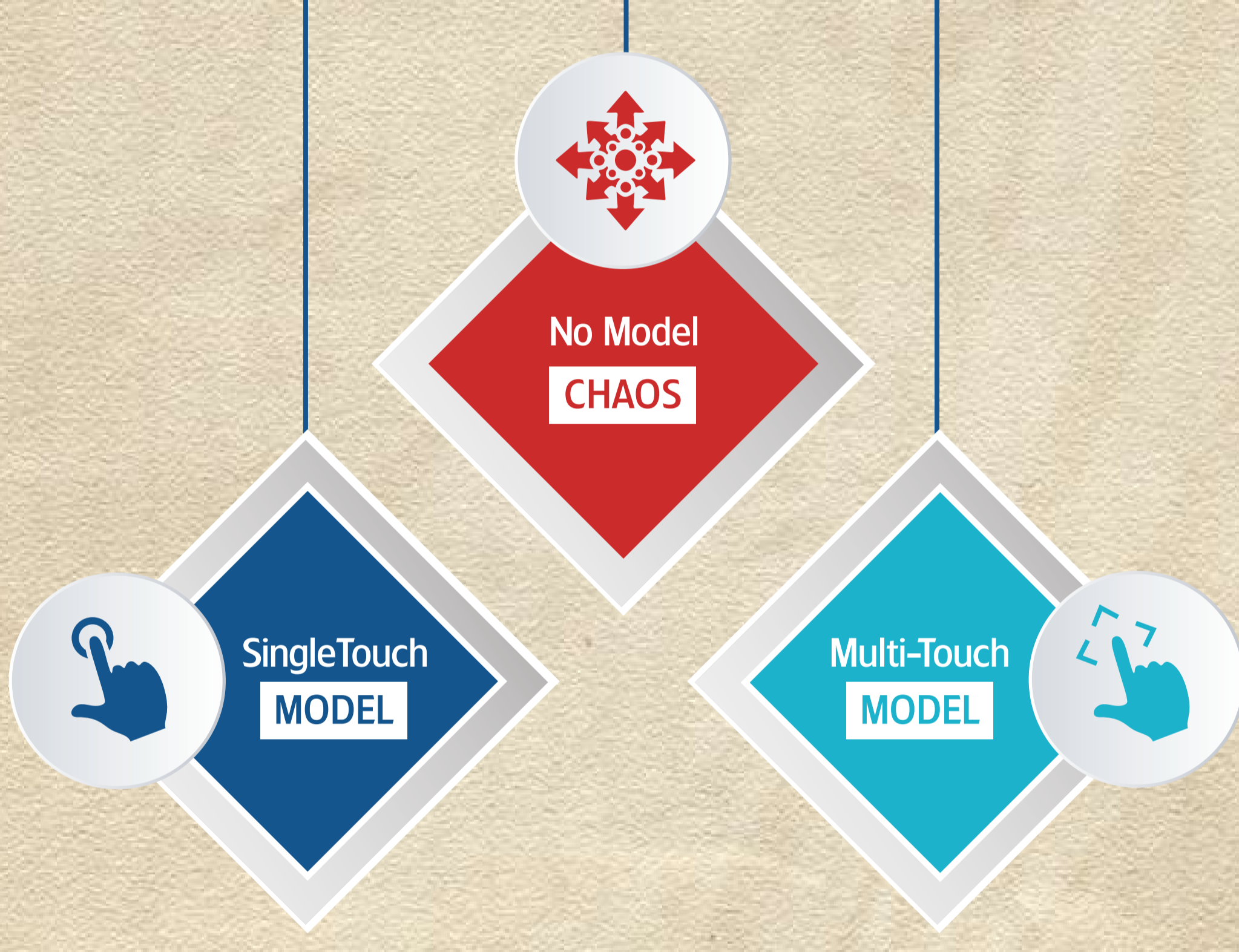
What is Marketing Attribution?

Measuring the impact that campaigns, conferences/events, or channels have on revenue by assigning credit to all the successful marketing touches from lead acquisition to closure. Credit is attributed to different touch points along the customer's journey, depending on the attribution model the organization uses.

Stages of Customer Journey



What Kind of Attribution Models are There?



Single-Touch Model

Attributing 100% credit to one, stand alone marketing touch point.

It's of 2 kinds:



First-Touch Attribution

Assigning 100% credit to the first interaction

Last-Touch Attribution

Assigning 100% credit to the last interaction



The Downside

It gives credit to only one chunk of the customer journey overlooking the other stages of the customer journey, regardless of their impact.

Multi-Touch Model

Assigning credit to each touch point in the sales cycle.

It's of 2 main kinds:

Linear Attribution

It attributes the same/equal weight or credit to each touch point, be it first, middle, or the final interactions.



The Downside

It may undervalue high-impact touch points or overvalue low-impact touch points.

Positional Attribution

It focuses on specific touches in the cycle, mainly the first and last. It gives 40% credit each to the first and last touch points, and the leftover 20% credit is distributed across the middle touches.



The Downside

It only credits the first and last touches, namely lead generation and conversion, leaving the middle touch points with little to no credit.

Each touch point has a unique purpose and needs to be credited individually. You won't have the bottom of the funnel without the top or middle of the funnel. Attribution helps you determine the true worth of your team and impact on the organization pipeline. Even though, great things happen when you don't care who gets the credit, but if you give credit where credit is due, you're sure to hit a home run!

Which attribution model are you using to evaluate your campaign performance?

Confused about which attribution model best suits your needs? Leave your worries to our experts at Grazitti Interactive. Feel free to drop us a line at info@grazitti.com and we'll go from there!