Guide to
Attribution Models
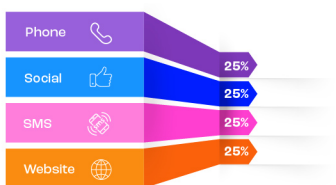
Last Interaction Attribution

The last interaction leading up to conversion, gains total credit for the sale.

Phone	
Social	
SMS	
100%	Website

First Interaction Attribution

The prospect's first interaction is awarded all credit when they convert.

|	
Phone	
Social	
SMS	100%
Website	

Last Non-Direct Click

The total conversion credit is attributed to the last channel, that wasn't direct to the website, that the customer interacted with before converting.

|	
Phone	
Social	
100%	SMS
	Website
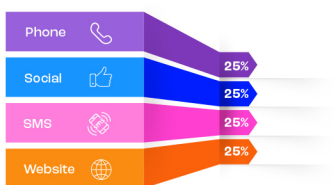
Linear Attribution

All interactions in the journey receive an equal share of the total credit for the conversion, which is why it is a linear, or sometimes called a uniform, attribution.

|	
Phone	25%
Social	25%
SMS	25%
Website	25%
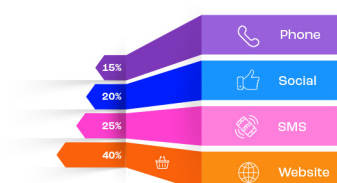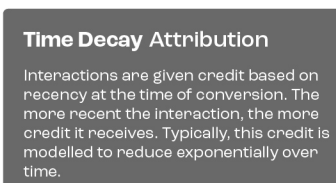
Time Decay Attribution

Interactions are given credit based on recency at the time of conversion. The more recent the interaction, the more credit it receives. Typically, this credit is modelled to reduce exponentially over time.

15%	Phone
20%	Social
25%	SMS
40%	Website
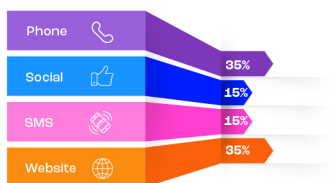
Position Based Attribution

Interactions are given credit based on their position in the customer journey, with first and last interactions upweighted. The most common split for this type of model is to give 30-40% to the first and last interaction each and spread the remaining 20-40% evenly across the other interactions in the middle.

Phone	35%
Social	15%
SMS	15%
Website	35%
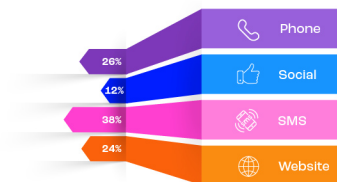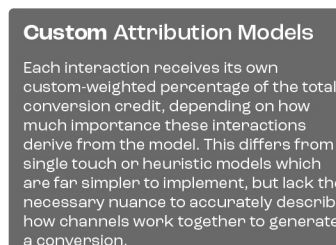
Custom Attribution Models

Each interaction receives its own custom-weighted percentage of the total conversion credit, depending on how much importance these interactions derive from the model. This differs from single touch or heuristic models which are far simpler to implement, but lack the necessary nuance to accurately describe how channels work together to generate a conversion.

26%	Phone
12%	Social
38%	SMS
24%	Website