

# 5-STEP CHECKLIST FOR ATTRIBUTION

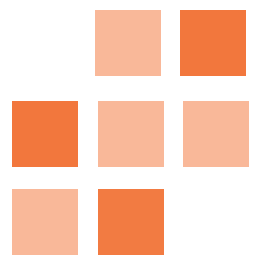
WHAT TO THINK ABOUT WHEN GETTING STARTED

## 1. ENSURE A GOOD TRACKING SETUP



The data you want to analyze, report and make decisions with needs to be trusted. Can you rely on how you track conversions and leads today? Do you use the standard tracking setup from your CRM or Ecommerce platform like a Salesforce, Hubspot or Shopify, or do you need to build your own?

## 2. COLLECT & STORE DATA IN A GOOD WAY

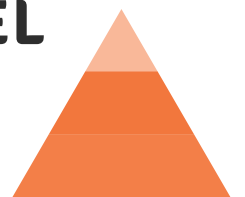


How you are storing the data is the next step and perhaps the most important one. Here are a couple of things to consider,

- How granular do you want the data to be? Is it on ad group, ad level, search query on Google Ads, or just campaign level? Knowing before you start this process is key, and one tip can be to start simpler and not build the perfect, most robust attribution model immediately.
- Do you store your data in a CRM or send it to your data warehouse? Both can work depending on internal factors like size, bandwidth, data hygiene etc.
- Is the data properly cleaned and mapped together?

We, of course, use Funnel to ensure we have all of our data in a clean structure, and in one central location.

## 3. SELECT YOUR ATTRIBUTION MODEL



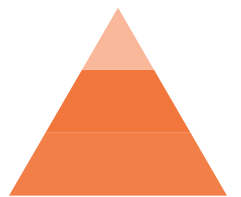
There are plenty of attribution models, and you can find a few of them below,

- First click attribution - gives 100% to the first click
- Last click attribution- gives 100% to the last click
- Time Decay - gives interactions that are closer to the conversion more credit. It'll depend on your attribution window and number of interactions, so there is no exact %.
- U-shaped - gives 40% credit to both the first click and first lead creating interactions. The remaining 20% is split equally among all other interactions between first click and lead creation.

# 5-STEP CHECKLIST FOR ATTRIBUTION

WHAT TO THINK ABOUT WHEN GETTING STARTED

## 3. SELECT YOUR ATTRIBUTION MODEL (CONT'D)



- Linear - splits credit equally across all interactions.
- W-shaped - gives 30% credit to the first click, lead creation, and deal creation interactions. The remaining 10% is split equally among all other interactions between first click and deal creation interactions.

## 4. PICK WHERE TO VISUALIZE YOUR DATA



For us at Funnel we use Looker, but it depends again on what tools your company is using and what fits you and your team best. Sometimes Google Sheets or Excel can cut it, other times Google Data Studio works great with the plus of it being free to use.

The most important thing here is to get as low as possible maintenance time from the end-user, but the flexibility to tweak and analyze the data. With Funnel you can easily do the tweaking to help you get the right data model.

## 5. TAKE ACTION ON YOUR ATTRIBUTION DATA



All the data that now sits idle in your dashboards needs to be analyzed and acted upon. Do you see campaigns and channels that uphold vanity metrics, but don't convert down the line? Cut them and focus that budget where it thrives and impacts your business in a good way. Seeing that Google ads are great to attract first clicks but not last click conversions? Keep it, because you need to value first clicks as well.

It is up to you to decide what you want to do with the data and how it can impact your business. Our recommendation is that you shouldn't be afraid of testing and shifting budgets depending on the data that you now can act upon.