

ATTRIBUTION MODEL CHEAT SHEET

Single-Touch

In this 2-page cheat sheet, Full Circle Insights summarizes the basics on attribution models, insights generated, and pros/cons of each. Learn more from our attribution resources and webinars at www.fullcircleinsights.com

| ATTRIBUTION MODEL | Methodology | Uncovers Campaigns that... | Pros & Cons |
|----------------------|--|---|---|
| FIRST TOUCH | 100% to first campaign (brought in the lead) | Generate new leads |  Simple to implement and understand  Does not credit later stages |
| LAST TOUCH | 100% to last campaign (converted lead to Opportunity) | Convert leads to sale opportunity |  Good for identifying purchase- influencing campaigns in long sales cycles  Last touch might not accurately capture an action that influenced purchase decision |
| TIPPING POINT | 100% to campaign that created sale engagement (pushed past the lead score threshold) | Qualify leads or enable a conversation with sales |  Considers later-stage campaigns that create MQL's, which makes sales teams happy  Misleading if lead was already very close to the threshold score |

For more on campaign attribution, **visit www.fullcircleinsights.com**

ATTRIBUTION MODEL CHEAT SHEET

Multi-Touch

| ATTRIBUTION MODEL | Methodology | Uncovers Campaigns that... | Pros & Cons |
|------------------------|---|---|---|
| EVEN SPREAD | Equal credit to all campaigns that touched the lead | Maximize the number of engagements |  Simple-to-implement multi-touch model  Overweights less important touches |
| U-SHAPED | Equal credit to first and last | Generate new leads or influenced conversion to Opportunity |  Aligns both goals of generating new leads and converting them  Straddles two opposite points in the funnel, blends the credit |
| W-SHAPED | Highest weighting to first, middle, and last | Generate new leads or influence a purchase in mid- or late-stages |  Includes activities throughout the funnel  Straddles multiple points, so the aggregate report might be hard to interpret |
| TIME DECAY | Increasing credit to later stages | Engage prospects most in the later stages |  Good for linear “escalating” sales cycles  De-prioritizes new lead creation |
| CUSTOM POSITION | Credit customized based on position | (custom based on the positions and number of touch points) |  Custom-fit for specific goals and funnel of your business  Potential for high complexity and difficulty in interpretation |
| CUSTOM FACTORS | Credit to variables beyond touch position | (custom based on factors used) |  Captures non-touch based factors correlated with performance and revenue impact  Complexities in choosing factors and testing their correlation with revenue impact |