

## Setting Your Team Up for Multi-touch Attribution Success

Do you know the path that your customers take to reach you? For many marketers and advertisers alike, the answer is no. In fact, according to an [April 2017 article in eMarketer](#), marketers want to create a customer experience that includes “deeper connections between channels,” and “tying the customer journey together across digital and traditional media.” In other words, brands need a way to evaluate the customer journey, from beginning to end. This is the power of [multi-touch attribution](#).

### Why does Multi-touch attribution matter?

Ultimately, multi-touch attribution helps marketers gain valuable insight into how they can better optimize the customer journey and maximize their return on ad spend (ROAS). To ensure you're ready to make multi-touch attribution a part of your marketing strategy, we have compiled a checklist that lists all of the necessary pieces to set you up for success.

### Checklist: Multi-touch Attribution

#### Set goals for your digital campaigns per channel

What is it that you're looking to track and what action is it that you want your prospects to take? Take the time to list each of your channels and create a goal for each. Begin by deciding on the main reason for running the campaign; is it to generate awareness, encourage conversions, or perhaps a repeat purchase? Each campaign should have one primary purpose, and each channel within that campaign should have different metric goals.

#### Determine what metrics are most important

Revenue, subscribers, churn rate, conversion rates, cart abandonment, online sales—these are just a few of the metrics you may want to report on. Find out which metrics matter most to your marketing team.

#### Choose the attribution model that is right for you

Advertisers can use a mix of different value metrics and models, depending on their goal. There are several attribution models you can choose from. Not all campaigns should be evaluated on the same model as they have different goals and metrics. For example, an awareness campaign would not be measured on a last-touch model. To learn more about the attribution models that are right for your goals, [download the Multi-touch Attribution Whitepaper](#).

**Last-touch attribution** – This model focuses solely on the end of the customer journey, giving no credit to any other touchpoints long the way.

**First-touch attribution** – This model rewards the first interaction that subsequently kicks off the path toward a sale or conversion.

**Linear attribution** – All touchpoints will receive the same amount of credit or weight, no matter which position they fell in.

**Time decay attribution** – This model applies a sliding scale of weight or credit to all touchpoints with the greatest amount going to the last touch.

**U-shaped attribution** – The U-Shaped attribution model emphasizes the first and last touchpoints in the customer journey.

**Data-driven attribution** – Leverages scientific algorithms in conjunction with engagement factors to apply weight or importance to touchpoints within the customer journey.

**NOTE:** It's crucial to remember that attribution models must be evaluated regularly and compared against each other as ongoing optimization is essential to continued success.

## **Utilize a reporting dashboard that brings all digital channels into a single view**

Very few advertisers have a comprehensive picture of the customer journey. Bringing all digital channels into a single view improves multi-touch attribution visibility and allows advertisers to easily identify top performing channels and campaigns. Click here to learn how [Journey by CAKE](#) can do this for you.

## **A/B Test and optimize campaigns**

Data from A/B tests are important to include in multi-touch attribution reports to identify which tests generated the most optimal results. For example, a company may want to improve their online sales from campaign landing pages. To achieve that goal, the team could use A/B testing changes to the headline, imagery, call to action and overall layout of the page.

## **Engage the right tools**

With so much data and so many approaches to multi-touch attribution, it is important to find the right technology to help. Many tools only address specific pieces of the puzzle. Succeeding with multi-touch attribution demands a comprehensive solution that provides a deep, holistic and accurate view of the entire customer journey.

Multi-touch attribution is a key technique that helps today's marketers fully understand the customer journey. Rarely a single engagement, or touchpoint, leads to a purchase, but rather a combination of touchpoints that collectively drive the unknown consumer to a known customer.

While advertisers can never capture 100 percent of the factors that lead to a conversion, evaluating as many touchpoints as possible with multi-touch attribution can go a long way toward improving campaign performance and ROAS.

## **ABOUT *Journey by CAKE***

CAKE provides proprietary cloud-based solutions to collect, attribute and optimize the performance of digital marketing return on investment, in real-time. Bringing clarity to cross-channel marketing campaigns, we empower advertisers, agencies, publishers and networks from more than 50 countries worldwide with the insight to make intelligent marketing decisions. For more information, visit [Journey by CAKE](#).

## **Learn more**

Contact us for a complimentary demo to find out how *Journey by CAKE* can help you with your multi-touch attribution and customer journey challenges.

[www.getCAKE.com](http://www.getCAKE.com)