

WHY SHOULD YOU CARE?

You want to make sure that your marketing channels get the right credit for the work that they do.



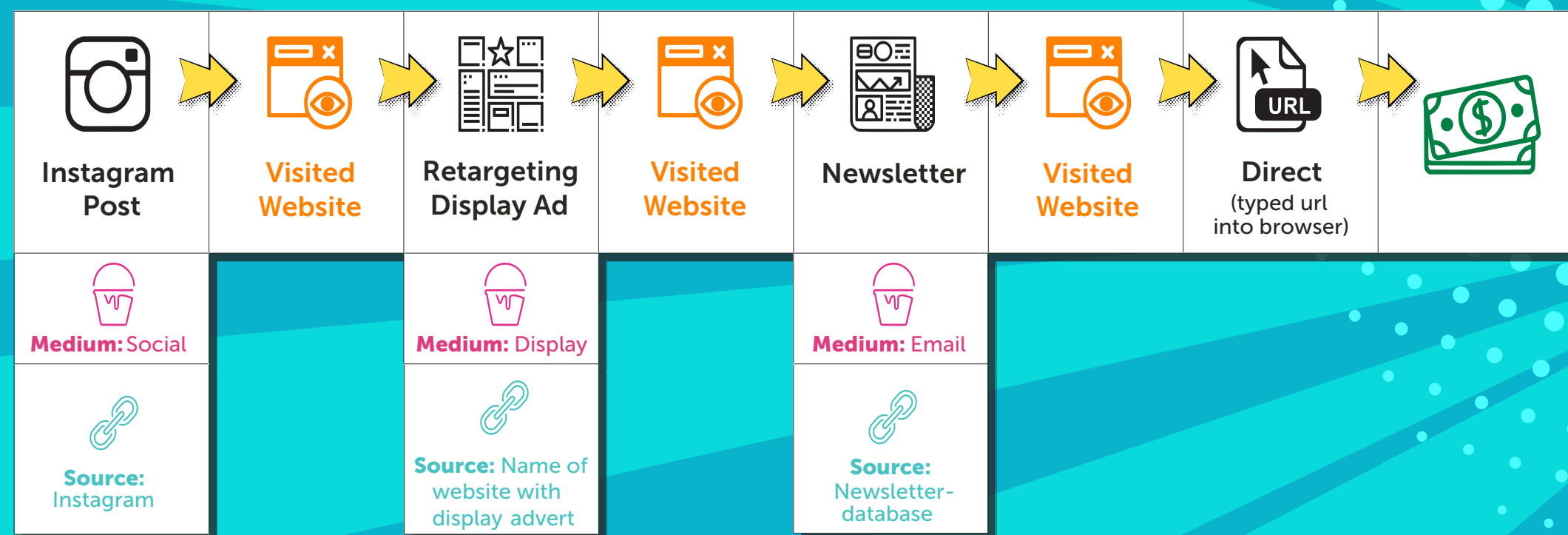
Question for you!

Who would get the credit for the sale?

Answer. Depends on your attribution model.

WALK WITH ME

A typical customer journey.



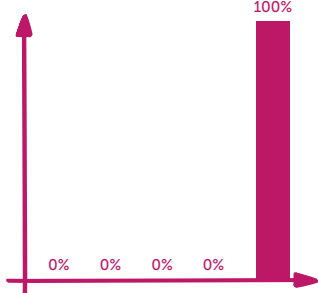
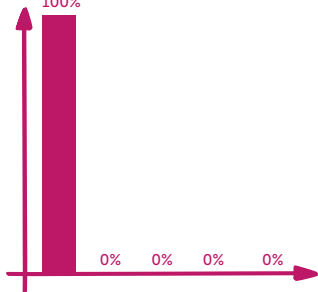
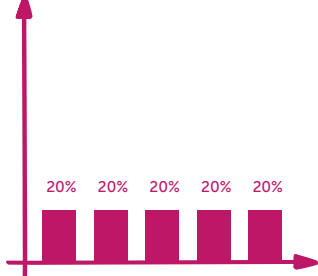
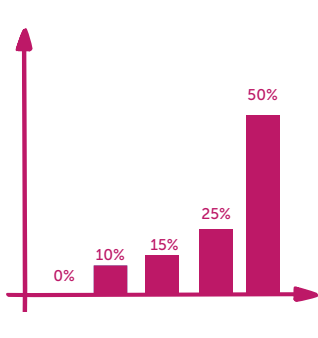
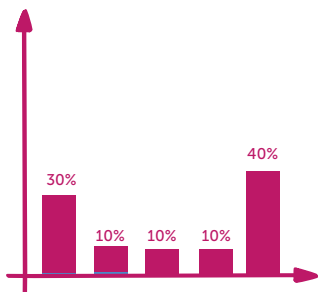
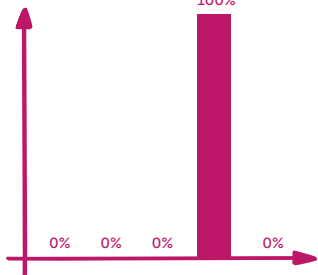

WHAT DO YOU MEAN...? DEPENDS ON YOUR ATTRIBUTION MODEL?

Well, there are seven attribution models pre-set in Google Analytics and Google uses one of those seven in the Acquisition reports that you use for all your marketing decisions. The one they use is called - Last Non Direct Channel. What this means is that, by the default settings of your GA account, Google Analytics will look back over the last 6 months to see if it can find a source or medium to give credit for the conversion. So in our example above, 100% of the credit would go to the Newsletter campaign. Knowing that your customer touched on Instagram, clicked on a display ad, and by the way - in the report they would be seen as poor performing. As a result, you're in danger of making bad choices on your marketing channels.

TOP TIP

You need to have Goals set up on your account if you want to do anything with attribution!

TYPES OF ATTRIBUTION MODELS - WHAT THEY ARE, AND HOW THEY WORK (BASED ON THE EXAMPLE ON PAGE ONE)

	<p>LAST INTERACTION</p>	<p>In the Last Interaction attribution model, the last touchpoint—in this case, the Direct channel—would receive 100% of the credit for the sale. So when some types in your web address, credit goes to this.</p>
	<p>FIRST INTERACTION</p>	<p>In the First Interaction attribution model, the first touchpoint—in this case, the Paid Search channel—would receive 100% of the credit for the sale. So the first Adwords advert I see as a consumer, gets the credit. Nothing else matters.</p>
	<p>LINEAR</p>	<p>In the Linear attribution model, each touchpoint in the conversion path—in this case the Paid Search, Social Network, Email, and Direct channels—would share equal credit (25% each) for the conversion. Not a bad default to start with.</p>
	<p>TIME DECAY</p>	<p>In the Time Decay attribution model, the touchpoints closest in time to the sale or conversion get most of the credit. In this particular sale, the Direct and Email channels would receive the most credit because the customer interacted with them within a few hours of conversion. The Social Network channel would receive less credit than either the Direct or Email channels. Since the Paid Search interaction occurred one week earlier, this channel would receive significantly less credit. Bottom line, the closest channel to the point of conversion, gets the biggest prize.</p>
	<p>POSITION BASED</p>	<p>In the Position Based attribution model, 40% credit is assigned to each the first and last interaction, and the remaining 20% credit is distributed evenly to the middle interactions. In this example, the Paid Search and Direct channels would each receive 40% credit, while the Social Network and Email channels would each receive 10% credit. So the awareness channel, and the conversion channel get the credit.</p>
	<p>LAST NON DIRECT CLICK</p>	<p>In the Last Non-Direct Click attribution model, all direct traffic is ignored, and 100% of the credit for the conversion goes to the last channel that the customer clicked through from before converting—in this case, the Email channel.</p>
	<p>LAST ADWORDS CLICK</p>	<p>In the Last AdWords Click attribution model, the last AdWords click—in this case, the first and only click to the Paid Search channel —would receive 100% of the credit for the sale.</p>

THE ROAD TO ATTRIBUTION

You want to create an accurate story about how your users are behaving through your marketing channels, and the role the channels have in getting your Goals to happen.



1: Acquisition > Channels

Google Analytics will look back 6 months on your behalf (based on your default property settings) to find a source or medium to credit the conversion. It will give 100% of the credit to the Last Non Direct Channel.

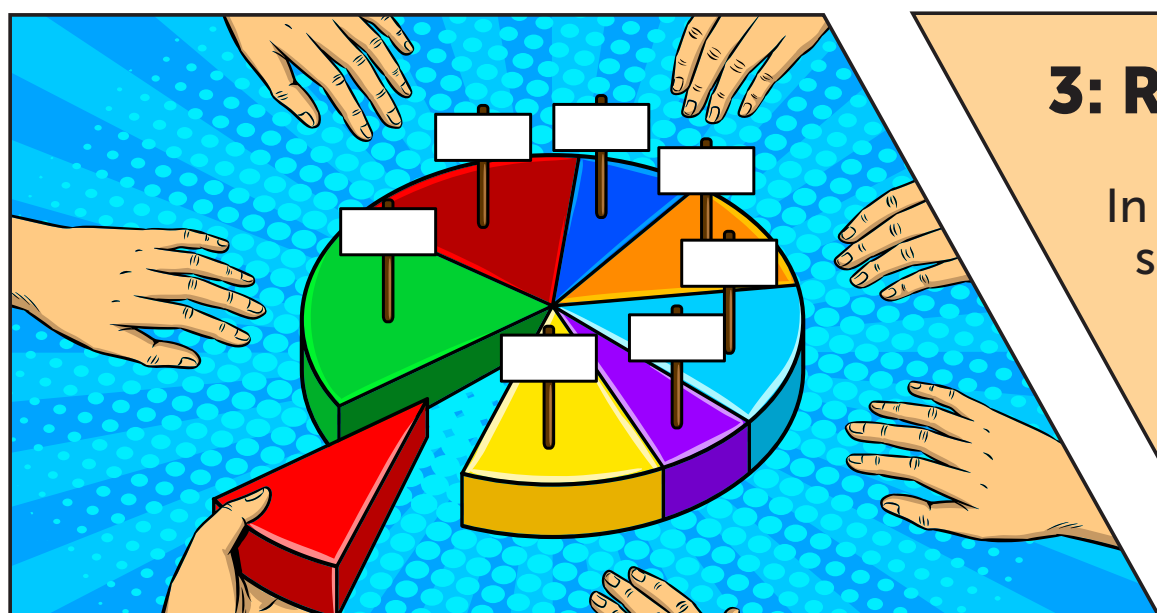
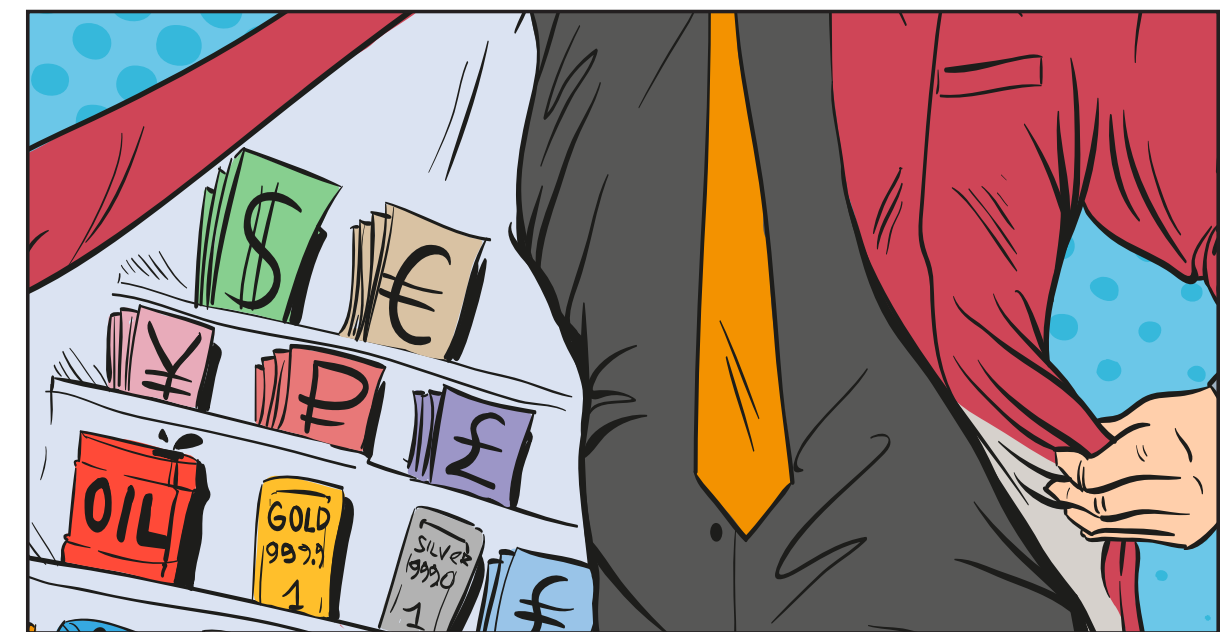
You'll then report on how well your marketing channels are doing, by each Goal, and make reference in your reporting that this is based on the Last Non Direct Channel Attribution Model. Using the example we walked through on page one, the Medium: Email would get all the credit.

The other marketing (your Instagram post, and display, would have a big fat ZERO).

2: Multi Channel Funnels > Assisted Conversions

Expand on how your marketing is working to achieve your conversions by layering how your marketing channels worked to assist in the conversion process. This works by assigning credit to the channels that may not have been the last or last non direct touch.

So again, for our example on page one, you would report on how your marketing channels assisted in conversions. Hypothetically, let's say that in your Acquisition reports, Email = 50 conversions (based on last non direct model) and in the Multi-Channel Funnel reports, it assisted in 10. So the channel is more valuable than you thought! Hurrah!



3: Ratio (in Multi Channel Funnels > Assisted Conversions)

In the same report, highlight the ratio metric (e.g. 0.87) that Google Analytics provides to show which channels work as exposers (awareness), supporters (consideration) or closers (conversion).

Google defines this as - "a value close to zero indicates that the channel functions primarily as the final conversion interaction. A value close to 1 indicates that this channel functions equally as an assist role and as the final conversion interaction. The more this value exceeds 1, the more this channel functions in an assist role."

4: Multi-Channel Funnels > Time Lag

Now, how long does it take for people to convert. For each of your Goals in your view, drill down up to 90 days to see how long it takes your visitors to complete the Goals.

Use this as a baseline to work on strategies to get people to convert faster. Or to inform your marketing planning going forward.



5: Multi-Channel Funnels > Top Conversion Paths

Once you have a baseline of reporting from Acquisition, layering on the assisted conversion and understanding how long it's taking people to convert, there's another report that's super interesting - which is the Top Conversion Path report. This is really useful, but only if you are tagging your marketing channels correctly.

This report shows every unique conversion path as well as the number of conversions from each path, and the value of those conversions (if using e-commerce tracking).



6: Attribution > Model Comparison Tool

Now we have a good understanding of how our channels are assisting, and how long it takes people to convert, we can start to look at the attribution models available within Google Analytics. In the main, to determine if we are using one that reflects the reality of our consumer or our business most accurately.

