

# Engage smarter with Adobe Analytics Attribution IQ.

## 6 tips and tricks that make understanding the modern customer journey easier.

Attribution IQ is a feature within Adobe Analytics that was built to help marketers understand the customer journey in a non-linear world. With it, you can understand the impact of your organization's marketing at every touchpoint and develop strategies that will drive the most revenue for your budget.



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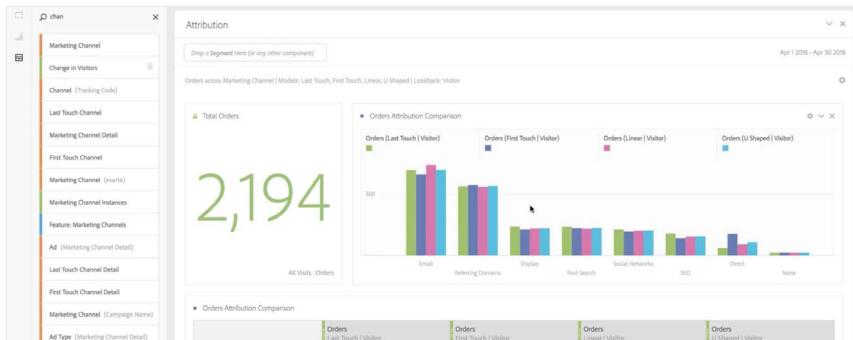
*Trevor Paulsen is a manager on the Adobe Analytics product management team, primarily focused on customer intelligence. In this role, he leads customers through analytics projects to help them better understand and engage their audiences. Prior to his career in digital marketing, Trevor studied estimation theory and data mining in the aerospace engineering and robotics fields.*

*With the benefit of his real-world insight, we've curated the following tips and tricks to help make it easy to get up and running with attribution models.*

## Tip 1: Build visualizations to easily see how your marketing is performing.

With easy-to-understand, interactive visualizations, the Attribution Panel is a good jumping off point for those new to marketing attribution. Simply navigate to the "Panel" list in Workspace Analysis and drag and drop "Attribution" into a blank workspace. Then add any success metric and dimension you'd like to analyze. From the "Included Models" dropdown menu, select an attribution model to apply, or select more than one to create a comparison. Finally, choose a "Lookback Window" and click "Build." Visualizations including Venn diagrams, histograms, and bar charts will immediately show you how your marketing is performing.

 [View demonstration](#)



## Tip 2: Compare attribution models side-by-side to gauge marketing channel performance by touchpoint.

Your marketing may generate millions in revenue across channels. But in order to optimize your campaigns, it's important to know which touchpoints within those channels perform best. Attribution IQ makes it easy. To start, drag and drop your marketing channels dimension into a Freeform Table in Analysis Workspace. Then drag any success metric, like "Revenue" or "Orders," from the "Metrics" list to the top of the table. Right click on the column header and select "Compare Attribution Model." Next, open the dropdown menu under "Model," select an attribution model to compare, and click "Apply." You'll see how your selected attribution models credit each touchpoint with conversion. You'll also see the percentage difference between each attribution model to help you quantify dissimilarities.

Only Adobe Analytics lets you compare an unlimited number of attribution models in one analysis. Simply continue to add new columns and assign attribution models as desired.

 [View demonstration](#)

### **Tip 3: Get a breakdown of marketing and product performance by channel.**

Go deeper into your analysis to discover which marketing efforts or featured products drove the most conversion within a campaign. Simply drag and drop your marketing channels dimension into a Freeform Table and drag any success metric from the "Metrics" list to the top of the table. Then click the gear icon in the column header, check the box labeled "Use non-default attribution model," open the dropdown menu under "Model," select an attribution model, and click "Apply." Next, search for campaign details for a specific channel, and drag and drop them on top of the corresponding marketing channel you placed in the table. This gives you a breakdown showing the performance of individual campaigns within a channel.

To analyze the performance of your featured products, find the products dimension in the left rail, click ">" to expand the list of products, then drag a product into the column header of your Freeform Table. To compare several products at once, you can easily multi-select individual products and drag them onto a Freeform Table column.

### **Tip 4: Compare attribution models across unlimited customer segments.**

See which channels and touchpoints are most effective for different customers, so you can focus your marketing spend on the audience where it will get the best return. First, drag and drop your marketing channels dimension into a Freeform Table and drag any success metric from the "Metrics" list to the top of the table. Click the gear icon in the column header, check the box labeled "Use non-default attribution model," open the dropdown menu under "Model," select an attribution model, and click "Apply." Hold the Ctrl key (on PC) or Command key (on Mac) and drag the column header to the right to make a copy. Then drag segments you'd like to compare to the top of each column. For example, you can compare tablet visitors versus desktop visitors, new acquisitions versus brand loyalists, California customers to New York customers, and more.

Only Adobe Analytics lets you compare an unlimited number of segments in one analysis. Simply continue to copy columns and drag and drop segments as desired.

### **Tip 5: Compare product sales with different consideration cycles.**

When a customer purchases a pair of boots, there's a good chance they'll be in the market for a pair of socks, too. But the boots certainly have a much longer purchase consideration cycle, whereas the socks are more of an impulse purchase. With Attribution IQ, you can compare sales of related products using attribution models that match each product's consideration cycle. So you can see whether your marketing for one item influenced the sale of another. For instance, if a push notification for boots resulted in increased sock sales.

To begin, drag and drop your marketing channels dimension into a Freeform Table and drag any success metric from the "Metrics" list to the top of the table. Hold the Ctrl key (on PC) or Command key (on Mac) and drag the column header to the right to make a copy. Find two products with different purchase consideration cycles and drag them to the top of each column. Click the gear icon in the column header, check the box labeled "Use non-default attribution model," and open the dropdown menu under "Model." Select the "Linear" model for the product with the long consideration cycle, which spreads conversion credit evenly to all of the touchpoints a customer saw before making a purchase. Select a "Last Touch," "J-Shaped," or "Time Decay" model to the product with the shorter consideration cycle, which gives more credit to the last touchpoints a customer saw before making a purchase. Then click "Apply."

### **Tip 6: Mix, match, or compare attribution models in your analysis.**

Using Calculated Metrics, you can easily calculate the difference in credit between attribution models. So you can see how one touchpoint influenced a customer compared to another. For example, you can subtract Last Touch from First Touch attribution, to see the percentage of influence the first interaction had on conversion versus the last in each of your marketing channels. First, drag and drop your marketing channels dimension into a Freeform Table. Then click the plus sign next to the "Metrics" list to open the Calculated Metric Builder. Drag and drop a metric, like "Orders," into the box under "Definition." Click the gear icon, check the box labeled "Use non-default attribution model," and choose an attribution model to start with such as "First Touch." Drag and drop the same metric into the builder and choose a second attribution model, such as "Last Touch," using the same steps above. Next, select the subtract sign from the dropdown menu. Give the Calculated Metric a title, like "First Touch-Last Touch," click "Save," and drag and drop it into the top of the Freeform Table.

You can also see what percentage of the time a channel was the first one a customer saw before making a purchase using "Acquisition Rate" as the metric and "First Touch" and "Participation" as your comparison models. Or, see the percentage of the time a channel was the last interaction before purchase using the "Closure Rate" metric and "Last Touch" and "Participation" models. You can even see which channels are better for acquiring new prospects versus closing customers. Simply use the "Acquisition Rate" and "Closure Rate" metrics and select the "Participation" attribution model for both.

 [View demonstration](#)

## Know your models. And when to use them.

Adobe Analytics Attribution IQ offers ten models you can use to capture the many different ways your customers are influenced in your marketing channels.

[Learn more >](#)

### SAME TOUCH

With Same Touch attribution, the touchpoint where the conversion occurred is weighted with 100 percent of the credit. Product and design teams use this model to measure the effectiveness of a page where conversion occurs.

### TIME DECAY

With Time Decay attribution, credit for each touchpoint depends on the time that passes between the interaction and the conversion. It's best used for promotions that run across a predetermined number of days. Teams that schedule marketing around sporting events use this model to give more credit to all touches that happen closest to conversion.

### LINEAR

Linear attribution gives equal credit to each touchpoint leading up to conversion. It's best used for campaigns with long consideration cycles or customer experiences that require frequent or consistent engagement. Mobile app teams use this model to measure notification effectiveness.

### PARTICIPATION

Participation attribution gives equal credit to every unique touchpoint in a consideration cycle. Media teams use this model to calculate content velocity, while retail organizations use it to understand which part of their apps or websites are critical on the path to conversion.

### U-SHAPED

With U-Shaped attribution, the first and last touchpoints each receive 40 percent of the credit for conversion. Any additional touchpoints share the remaining 20 percent. This model is used by teams that want to give more credit to the opening and closing touchpoints.

### CUSTOM

The Custom attribution model allows you to specify the weight of credit to give to first, last, and middle touchpoints.

### J-SHAPED

The J-Shaped attribution model distributes 20 percent of the credit to the first touchpoint, 60 percent to the last, and spreads the remaining 20 percent evenly across any additional touches. This model is used by teams that want to give more credit to touchpoints that closed a conversion.

### LAST TOUCH

Last Touch attribution gives 100 percent of the credit to the last touchpoint before conversion. It's best used with conversions that have a short consideration cycle. Teams that manage search marketing or analyze search keywords often use this model.

### INVERSE J

Inverse J attribution gives 60 percent of the credit to the first touchpoint and 20 percent to the last. Additional touchpoints share the remaining 20 percent. This model is used by teams that want to give more credit to touchpoints that initiated a conversion.

### FIRST TOUCH

With the First Touch attribution model, the first touchpoint that begins a conversion journey receives 100 percent of the credit. It's best used with conversions that have a short consideration cycle. Display and social marketing teams use this model to analyze the effectiveness of their brand awareness and customer acquisition efforts.

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