



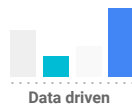
Moving away from last click attribution



Today, many advertisers are using the predefined “last click attribution” model. It gives all credit for the conversion to the last-clicked ad and corresponding keyword. This means, when you are viewing conversions in AdWords, you are only seeing data from the last AdWords interaction, even though the path to the conversion could contain clicks from other channels.

Alternative attribution models

DATA DRIVEN ATTRIBUTION (preferred)

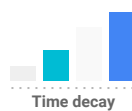


For accounts with enough conversions (~600 conversions and 15 000 clicks/month) the option to use a Data-driven attribution model will appear under Conversion actions. When available the Data-driven model is the recommended option as it uses machine learning to distribute conversions in accordance to the actual value of each click. In comparison to Last Click, Data-driven attribution delivers on average 5% more conversions at similar CPA.

STATIC ATTRIBUTIONS



For startups with an aggressive growth strategy we recommend the **Position-based** attribution model that distributes 40% of the conversion to the first click, 40% to the last click and spreads the remaining 20% evenly across the clicks in between. The Position-based model focuses on **driving new customers into the sales funnel**.



For companies with a conservative growth strategy where focus lies on **driving sales/conversions** rather than finding new customers, the **Time Decay model** is recommended. This model will attribute increasing value with each click so that the closer the click was to the actual conversion, the more value it will get. This means that the last click will continuously be attributed most value and the first click the least.

Next steps



1. Adjust your bids

Your new attribution model will likely show that you have been undervaluing **mobile devices** and **non-branded keywords**. Adjust your bids accordingly and consider [Smart Bidding](#) for maximal impact.



2. Expand your keywords

Now that you can properly see the value of your keywords, consider trying generic terms that you have previously thought too expensive. Remember that generic keywords are good to combine with [RLSA](#).



3. Evaluate your budgets

Since campaign performance are likely to have shifted, re-examine budgets and allocate funds to the best performing ones. Ensure that key campaigns are not limited by budget.