



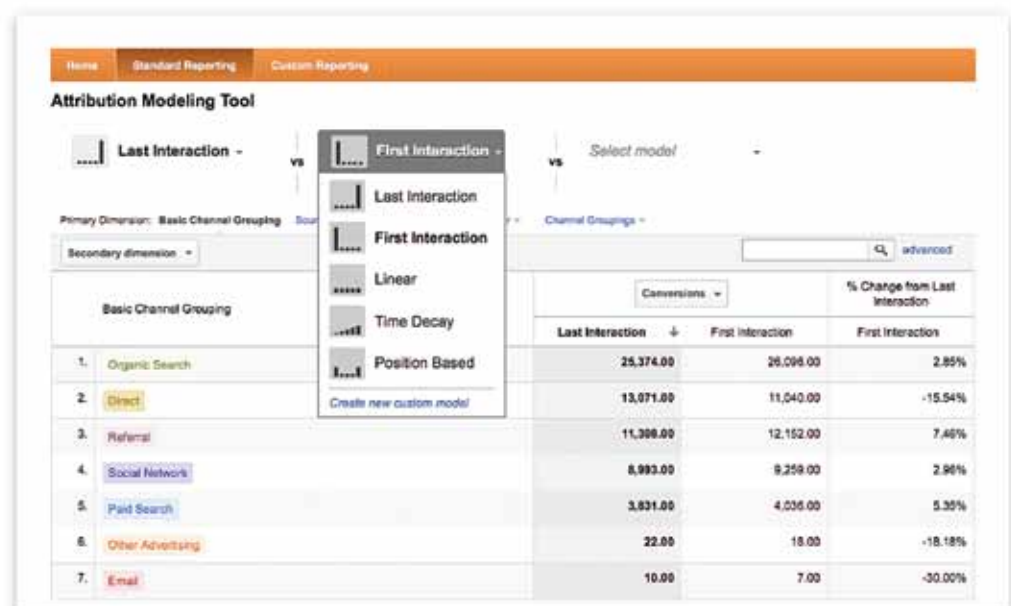
Make your marketing accountable with Attribution Modeling

At a glance

- Rapidly build & compare attribution models
- See upper & lower funnel marketing impact
- 5 standard models, plus customization
- Assign value to all interactions
- Improve marketing outcomes

Before your customers buy or convert, they may see many different parts of your online marketing campaign -- including paid and organic search, email, affiliate marketing, display ads, mobile placements, and more. Each of these elements has an impact on your results.

With Attribution Modeling in Google Analytics, you can assign value to all of the factors that contributed to a sale, so you can make better decisions about the future.



Assign value to each customer interaction leading to a sale or conversion

- Capture the true importance of upper and lower funnel marketing activities
- Easily customize models to more accurately represent your business
- Rapidly build attribution models using the data you're already tracking in Google Analytics
- Gauge the impact of your channels and referral sources in a clear comparison table
- Compare up to 3 different attribution models side-by-side so you can find the model that best fits your campaign objectives

Compare and customize models to best reflect your campaign goals

The Attribution Modeling tool offers 5 standard models, plus the opportunity to customize according to your needs. You can compare up to 3 models simultaneously and adjust credit weightings to reflect the true impact of your complete marketing campaign.

About Google Analytics

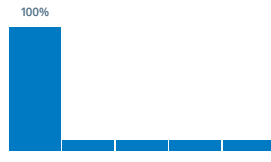
Google Analytics provides a powerful web analytics solution that's easy to use across your entire enterprise. Industry-leading tools designed with Google's signature simplicity give your decision-makers the insights they need to improve the performance and ROI of their marketing and online initiatives.

For more information visit: www.google.com/analytics

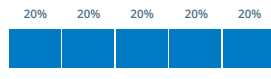
Select your attribution models:



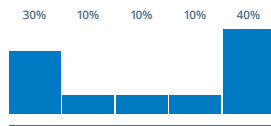
The **Last Interaction** model attributes 100% of the value to the last channel before a conversion or sale. It's a great baseline for comparison with other models.



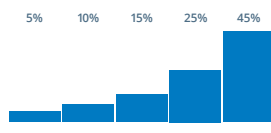
The **First Interaction** model can help you understand which campaigns create initial awareness for your brand or product.



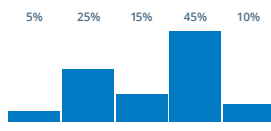
The **Linear** model might be used if your campaigns are designed to maintain contact and awareness with the customer throughout the entire sales cycle.



The **Position Based** model can be used to adjust credit for different parts of the customer journey, such as early interactions that create awareness and late interactions that close sales.



The **Time Decay** model assigns the most credit to touchpoints that occurred nearest to the time of conversion. It can be useful for campaigns with short sales cycles, such as promotions.



Google Analytics also makes it easy for you to **Customize** your models and create credit rules based on position, type of interaction, traffic source, campaign, specific keywords, and more.

Understand campaign and channel impact with easy-to-read reports

See the number of conversions and the conversion value for different channels, referral sources, and campaigns. Compare values easily across models with the percentage change metric. For example, you may find a certain keyword or display advertisement shows low revenue value under the last interaction model, but receives more credit under another model.

For more information visit: www.google.com/analytics