

10 TACTICS FOR BUILDING AN EFFECTIVE ATTRIBUTION MANAGEMENT PROGRAM

MANAGE EXPECTATIONS
AND EDUCATE STAKEHOLDERS

AVOID PITFALLS DURING
TECHNICAL IMPLEMENTATION

ENSURE THAT RESULTS
LEAD TO ACTION

COMMIT TO ON-GOING
MAINTENANCE OF THE PROGRAM



1. What's your goal?
Gain alignment
on what success
looks like



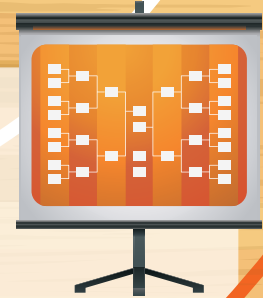
**2. How do you
measure to
that goal?**
Gain alignment
on primary
attribution metrics



**3. Is it understood
that results may be
different than what
you're used to seeing
(and why)?**
Ensure the methodology
is well understood



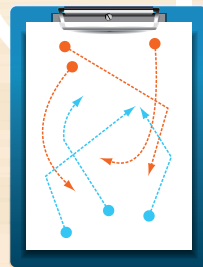
**4. What's a
realistic outcome?
What isn't?**
Ensure an
understanding
of the realities of
data capture



**5. Do you have the
right tools for
collecting data?**
Bring in IT well before
the contract is signed



**6. Are you
flexible and
prepared to
make changes
on the fly?**
Expect to modify
your existing
data sets



**7. Are you keeping
everyone engaged
and on the
same page?**
Engage channel
owners early
and often



**8. Who's responsible
for taking action and
owning the program?**
Establish a process
for taking action



**9. Do you have a plan
to keep your data
clean and timely?**
Establish a data
governance plan for
the program



**10. Continue
Monitoring
Success!**
Establish regular
results readouts



adometry