

LeanData Attribution

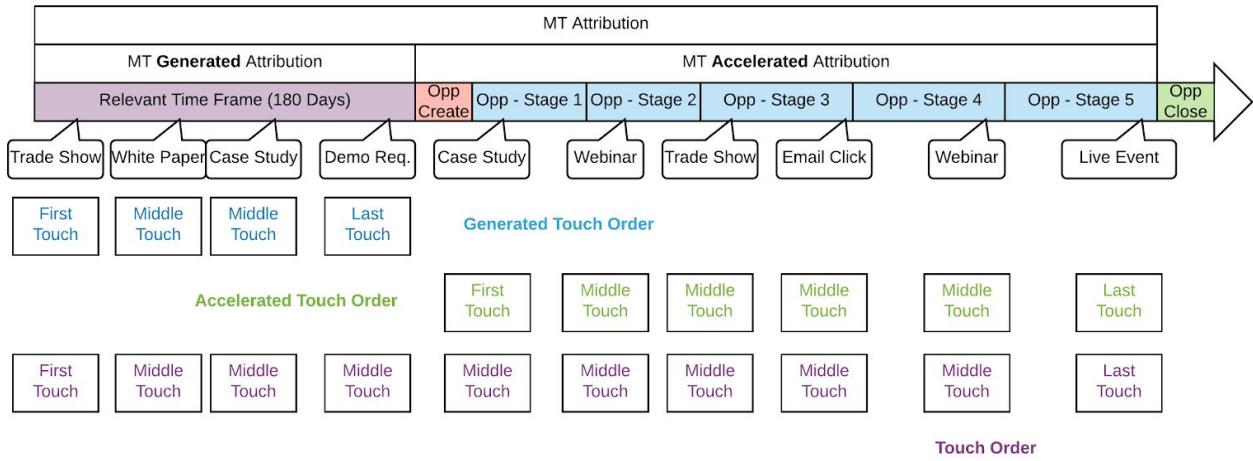
Touch Order Visualization



Overview

This Visualization outlines how the Generated Touch Order, Accelerated Touch Order, and Touch Order Fields are populated in the LeanData Marketing Touch Object

Visualization



Generated Touch Order

- The touch order during the Opportunity generation period (pre-opportunity creation)
- In this opportunity, there were 4 Generated Touches

Accelerated Touch Order

- The order of touches during the acceleration period of the opportunity (post-opportunity creation)
- In this opportunity, there were 6 Accelerated Touches

Touch Order

- The order in which a campaign touch occurred. Touch order looks across the ENTIRE opportunity and is not affected by opportunity creation date.
- In this opportunity, there were 10 Marketing Touches

Please note: The value 'First & Last Touch' is used when there is only a single marketing touch