

# LeanData Attribution

Attribution Value Visualization



## Overview

This Visualization outlines how Attribution Value is distributed in each of LeanData's default (unweighted) attribution models.

## Visualization

**Opportunity:** Disney Corp

**Opportunity Amount:** \$100,000

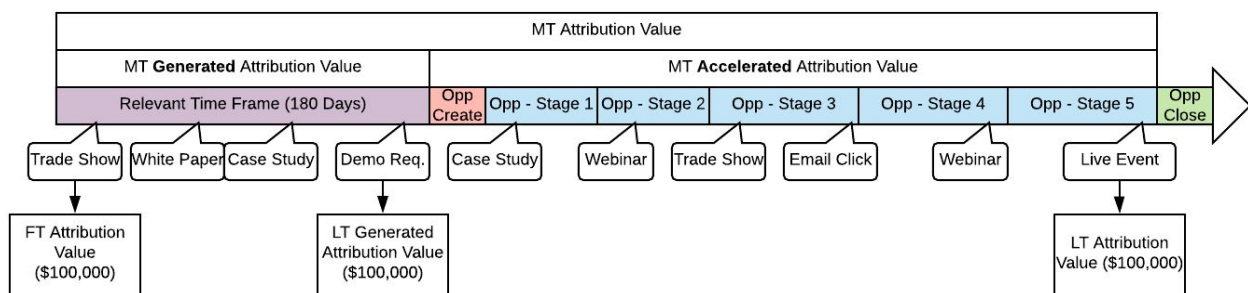
**Total # of Marketing Touches:** 10

- # of **Generated** (Pre-Opp Creation) Touches: 4

- # of **Accelerated** (Post-Opp Creation) Touches: 6

**Opp Create Date:** 8/8/15

**Opp Close Date:** 1/30/16



### MT Attribution Value

- Opportunity Amount / **Total #** of Marketing Touches
- $\$100,000 / 10 = \$10,000$  per touch

### MT Generated Attribution Value

- Opportunity Amount / # of **Generated** (Pre-Opp Creation) Touches
- $\$100,000 / 4 = \$25,000$  per touch

### MT Accelerated Attribution Value

- Opportunity Amount / # of **Accelerated** (Post-Opp Creation)
- $\$100,000 / 6 = \sim\$16,666$  per touch

### FT Attribution Value

- First Touch in Relevant Time Frame AND before Opp Creation
- Total Opp Amount

### **LT Generated Attribution Value**

- Last Touch before Opp Creation
- Total Opp Amount

### **LT Attribution Value**

- Last Touch before Opp Close (or current stage)
- Total Opp Amount