

LeanData Attribution

Product Overview - 3.0



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Overview

The following guide contains a high level overview of definitions, standard reports, Attribution weighting, and the LeanData custom Marketing Touch (LeanData_Marketing_Touch__c) object in Salesforce.

Definitions

General definitions of various terms used in the LeanData Attribution product.

Accelerated

- Pipeline and marketing touches that occur AFTER Opportunity creation - this is also known as influenced pipeline.

Bookings

- Indicates Opportunity amount / pipeline associated with closed won Opportunities.

Generated

- Pipeline and marketing touches that occur BEFORE Opportunity creation - this is also known as sourced pipeline.

Marketing Touch

- This represents the relevant marketing touches as defined by campaign member response values represented in the LeanData Attribution wizard.

Sourced Attribution

- First relevant marketing touch that occurs on an Opportunity. One of the following first touch models can be selected, and sourced attribution fields will be populated appropriately.
 - **FT Generated:** Assigns 100% attribution to the first relevant marketing touch as long as the touch occurred prior to Opportunity creation
 - **FT pre-sales:** Assigns 100% attribution to the first relevant marketing touch prior to the first sales touch. If no relevant marketing touch occurs prior to a sales touch, no attribution value is assigned.
 - **MT pre-sales:** Distributes attribution to all relevant touches prior to the first sales touch. If no relevant marketing touch occurs prior to a sales touch, no attribution value is assigned.



LeanData Analytics Attribution Dashboard

This dashboard can be downloaded as part of the attribution unmanaged reports package [found here](#). Once downloaded, you can find the dashboard in the folder titled “LeanData Analytics Attribution Dashboard.”

Percentage Pipeline Influenced

What percentage of opportunity dollars have at least 1 marketing touch associated to their respective opportunities, in this or the previous fiscal year.

- Understand the percentage of your total pipeline dollars that have been touched by marketing at least once.
- **Source Report:** *MT/FT Attribution Pipeline Influenced*

Percentage Pipeline Generated

What percentage of opportunity dollars have at least 1 marketing touch prior to opportunity creation (within the opportunity lookback window), in this or the previous fiscal year.

- Understand the percentage of your total pipeline dollars that have been “sourced” by marketing.
- **Source Report:** *MT/FT Attribution Pipeline Influenced*

Percentage Revenue Influenced

What percentage of opportunity dollars have at least 1 marketing touch associated to their respective opportunities, in this or the previous fiscal year.

- Understand the percentage of your total revenue dollars that have been touched by marketing at least once.
- **Source Report:** *MT/FT Attribution Revenue Influenced*

Percentage Revenue Generated

What percentage of closed won opportunity dollars have at least 1 marketing touch prior to opportunity creation (within the opportunity lookback window), in this or the previous fiscal year.

- Understand the percentage of your total revenue dollars that have been “sourced” by marketing.
- **Source Report:** *MT/FT Attribution Revenue Influenced*

Marketing Generated Opps Trend

MT Generated Attribution Dollars by Campaign Type month over month for opportunity created date. For Opportunities created in a given month what were the biggest contributors to those opps' MT Generated Attribution dollars.

- Understand how you are sourcing pipeline over time.
- You can also swap out fields like FT Generated Attribution Amount or LT Generated Attribution Amount for MT Generated Attribution Amount for different pipeline “source” perspectives. You can also swap campaign member date for opportunity created date for when those sourcing touches occurred as opposed to when the opps were created.
- **Source Report:** *Generated Pipeline by Campaign Type*

Average Touches Per Opportunity

Average number of marketing touches per opportunity for opps created either this or previous fiscal year.

- Understand how many marketing touches you have on average per opportunity.
- **Source Report:** *Average Touches Per Opportunity*

Average Touches Per Win

Average number of marketing touches per closed won opportunity for opps created either this or previous fiscal year.

- Understand how many marketing touches you have on average per closed won opportunity to compare with average touches per opportunity.
- **Source Report:** *Average Touches Per Win*

Pre vs. Post Sales Marketing Touches

Number of marketing touches that occur prior to the first sales touch on their respective opportunities vs. after the first sales touch on their respective opportunities.

- Understand when your marketing touches are occurring in relation to the first sales touch on opportunities.
- Contributes to visibility around “marketing sourced” from a pre-sales perspective.
- **Source Report:** *Pre/Post-Sales Attr by Campaign Type*

Pre vs. Post Opp Creation Marketing Touches

Number of marketing touches that occur prior to opportunity creation on their respective opportunities vs. after opportunity creation on their respective opportunities.

- Understand when your marketing touches are occurring in relation to opportunity create date.
- Contributes to visibility around “marketing sourced” from a pre vs post opp perspective. Can be compared against Pre vs. Post Sales Marketing Touches for indication of when your pre opportunity marketing touches are occurring.
- **Source Report:** *Pre/Post-Opp Attr by Campaign Type*

Velocity to Revenue by Campaign Type

Average number of days from *Pre-Opportunity* marketing touch, to opportunity close date by campaign type for *closed won* opportunities.

- Understand which Campaign Types drive the fastest cycles from Pre-Opp, to opp close for your closed won opps. Answers “how quickly on average can we get to revenue, by campaign type”?
- You can also swap that velocity field out for ‘Days To Opportunity Created’ which measures the number of days from pre-opportunity marketing touches to opportunity create date to answer “how quickly do we get to pipeline?”
- **Source Report:** *Velocity to Revenue by Campaign Type*

Top Campaigns by MT Attribution

Chart showing MT Generated Attribution Amount, MT Attribution Amount, and MT Accelerated Attribution Amount by Campaign (sorted by MT Attribution amount). See field definitions for the different MT attribution model definitions. Also shows number of marketing touches, number of opportunities touched, and win rate which is calculated as (total closed won dollars/total closed dollars).

- Visibility to which campaigns are contributing the most attribution from a volume, source, influence, and acceleration perspective.
- You can add other Attribution metric fields to this chart such as FT Generated Attribution, MT Pre-Sales Attribution, etc.
- **Source Report:** *Attribution by Campaign*

Campaign Underperformers by MT Attribution

This is the same chart as “Top Campaigns by MT Attribution” except sorted in ascending order showing which campaigns are considered “underperformers in terms of attribution”.

- Visibility to which campaigns are contributing the least attribution from a volume, source, influence, and acceleration perspective.
- You can add other Attribution metric fields to this chart such as FT Generated Attribution, MT Pre-Sales Attribution, etc.
- **Source Report:** *Campaign Underperformers by MT Attribution*

MT Attribution by Campaign Type

Chart showing MT Generated Attribution Amount, MT Attribution Amount, and MT Accelerated Attribution Amount by Campaign Type (sorted by MT Attribution amount). See field definitions for the different MT attribution model definitions. Also shows number of marketing touches, number of opportunities touched, and win rate which is calculated as (total closed won dollars/total closed dollars) for their respective campaign types.

- Visibility to which Campaign Types are contributing the most attribution from a volume, source, influence, and acceleration perspective.
- You can add other Attribution metric fields to this chart such as FT Generated Attribution, MT Pre-Sales Attribution, etc.
- **Source Report:** *Attribution by Campaign Type*

Marketing Touch Custom Report Creation

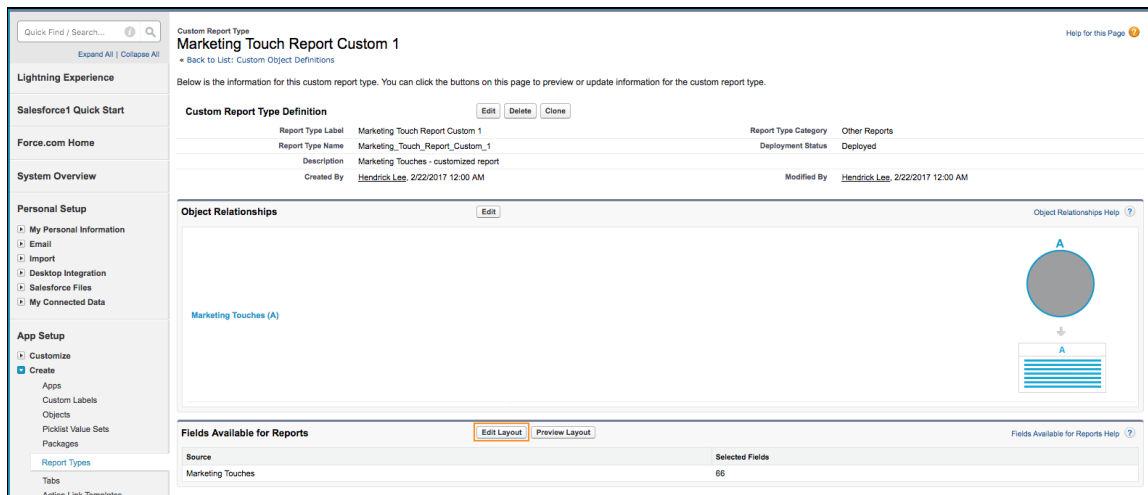
The LeanData Marketing Attribution Touch object can be used to create custom reports based off any fields in your Salesforce system. To do so, create a new custom report type based off the Marketing Attribution Touch Report type (which drives off LeanData’s Marketing Attribution Touch data object). This provides maximum flexibility when using LeanData’s Marketing Touch Attribution data object to be used in custom dashboards, reports, or even exported to external systems.

You can either create the custom report type on your own, or download our unmanaged reports package using the link below which contains the custom report type.

Editing Your Custom Report Type

The custom report type that we use for attribution comes from [this Unmanaged Reports package](#) and is titled **Marketing Attribution Touch report (Custom)**

In the Salesforce Setup, search “report types” and then locate the report type titled **Marketing Attribution Touch report (Custom)**. Click the [Edit Layout] button to customize the fields you would like included in this Report Type.



To add new fields of related objects (e.g Account, Lead, Contact, and Campaign fields)

- Click [Add fields related via lookup >>](#)
- In the subsequent screen, select the desired object and fields under those objects
- Once you have added your desired fields, remember to [Save] your changes so they appear with the next report you created off this type

Edit Custom Report Type
Marketing Touch Report Custom 1 Help for this Page

Set how fields display on the Select Columns page in the report wizard via this report type by selecting fields from the right-hand box and dragging them to a section on the left. Arrange fields on sections as they should appear to users in the report wizard. Fields not dragged onto a section will be unavailable to users when they generate reports from this report type.

- You can select and move multiple fields together by using Ctrl+click to select fields individually or Shift+click to select a group of fields.
- To rearrange the sections, select the section header and drag it to the desired location.

Field Layout Properties Save Cancel Preview Layout

Total Fields in Layout: 66

Edit Properties Create New Section

Marketing Touches				Edit Delete
Account	Attribution V...	Campaign	Campaign Member	
Campaign Memb...	Campaign Memb...	Campaign Memb...	Campaign Type	
Campaign Type...	Contact	Contact Role	Cost Per Touch	
Created By	Created Date	Days To Oppor...	Days To Oppor...	
Last Modified...	Weighted FT A...	MT Attributio...	Last Modified...	
FT Bookings A...	Weighted MT A...	Lead	Weighted LT A...	
Marketing Tou...	Target Account	LT Attributio...	LT Generated ...	
MT Generated ...	MT Accelerate...	Weighted LT G...	✓ Marketing_T...	
Opportunity	Weighted MT A...	Weighted MT G...	Weighted MT A...	
Weighted FT B...	LT Attributio...	LT Generated ...	MT Generated ...	
MT Accelerate...	Opportunity C...	Opportunity S...	FT Attributio...	
Campaign Memb...	Opportunity S...	Opportunity T...	FT Attributio...	
Opportunity T...	Responded	MT Attributio...	Touch Order	
Touch Pre-Sales	Touch Pre-Opp...	Weighted FT A...	Weighted LT A...	
Weighted LT G...	Weighted MT G...	Weighted MT A...	Q Closed	
Q Amount	Q Stage	Q Won	Q Created Date	

Legend

- Not in Page Layout
- Used in Page Layout
- Selected
- Checked by Default
- Added via Lookup

View: Marketing Touches Fields
 Add fields related via lookup »

Marketing Touches Fields (Page 1/1)

Next Page 1

Account	Attribution V...
Campaign	Campaign Member
Campaign Memb...	Campaign Memb...
Campaign Memb...	Campaign Memb...
Campaign Type	Campaign Type...
Contact	Contact Role
Cost Per Touch	Created By
Created Date	Days To Oppor...

Next Page 1

Add Fields via Lookup X

Add Fields Related to Marketing Touches Via Lookup

Newly added fields will appear inside layout section labeled "Marketing Touches".

Select to add fields, or click a link to more fields:

Path: Marketing Touches

- [Account »](#)
- [Campaign »](#)
- [Contact »](#)
- [Created By »](#)
- [Last Modified By »](#)
- [Lead »](#)
- [Opportunity »](#)

Select All | Clear All

OK Cancel

Marketing Touch Weighting

Not all touches are created equally! You may come across instances where you have relevant marketing touches, but you would like them to have differing impacts on marketing attribution value. For example, an in-person dinner product deep dive touch is probably a little more meaningful than attending a webinar.

LeanData Attribution allows weighting of campaign type and campaign member statuses (by campaign type) across a 1 - 10 scale. By default, weighting is disabled and attribution is distributed equally across all relevant marketing touches.

Weighting is a value that is relative to other weighting values. In other words, if all campaign types are weighted 1, it would have the same effectiveness as if all campaign types are weighted 10.

Example:

The following illustrates a simple example of weighting in action:

- Opportunity A
 - Amount: \$1,000
- Campaigns
 - Campaign X
 - Type: Webinar
 - 1 relevant marketing touch on Opportunity A
 - Campaign Member Status: attended
 - Campaign Y:
 - Type: Dinner Demo
 - 1 relevant marketing touch on Opportunity A
 - Campaign Member Status: attended

How much credit is applied under the weighted and non-weighted models?

- Non-Weighted Attribution
 - Campaign X campaign member: \$500 ($\$1,000 / 2$)
 - Campaign Y campaign member: \$500 ($\$1,000 / 2$)
- Weighted Attribution
 - Weights
 - Webinar: 2
 - Dinner Demo: 6
 - Attribution
 - Campaign X campaign member: \$250 [$\$1,000 / (2 / (2 + 6))$]
 - Campaign Y campaign member: \$750 [$\$1,000 / (6 / (2 + 6))$]

Marketing Touch Object Field Definition

The following describes the fields that are available on the custom LeanData Marketing Touch object (LDAN__Marketing_Attribution_Touch__c).

Each entry in the Marketing Touch object represents a relevant marketing campaign member touch as defined through your LeanData product settings. With LeanData match technology, campaign members includes both contacts AND leads that have had a relevant marketing touch on your accounts and Opportunities.

Accelerated Touch Order

- **API name:** LDAN__Accelerated_Touch_Order__c
- **Type:** Picklist
- **Description:** The order of touches during the acceleration period of the Opportunity (post-Opportunity generation)

Account

- **API name:** LDAN__Account__c
- **Type:** Lookup(Account)
- **Description:** Reference field to the matched account associated with the campaign member

Opportunity Amount

- **API name:** LDAN__Opportunity_Amount__c
- **Type:** Currency(15, 3)
- **Description:** The total value of the associated Opportunity. This is either the standard Opportunity amount field or the custom mapped Opportunity field as specified in LeanData settings.

Related Campaign

- **API name:** LDAN__Related_Campaign__c
- **Type:** Master-Detail(Campaign)
- **Description:** Reference to the associated campaign

Campaign Member Id

- **API name:** LDAN__Campaign_Member_Id__c
- **Type:** Text(255)
- **Description:** Campaign Member ID of the campaign member with the relevant marketing touch

Campaign Member Date

- **API name:** LDAN__Campaign_Member_Date__c
- **Type:** Date/Time
- **Description:** Campaign member creation date

Campaign Member Object Type

- **API name:** LDAN__Campaign_Member_Object_Type__c
- **Type:** Text(255) (External ID)
- **Description:** Type of object associated with the campaign member
 - **Value:** lead, contact, contact with role

Campaign Member Status

- **API name:** LDAN__Campaign_Member_Status__c
- **Type:** Text(255) (External ID)
- **Description:** Campaign member status value of the campaign member touch

Campaign Member Status Weight

- **API name:** LDAN__Campaign_Member_Status_Weight__c
- **Type:** Number
- **Description:** This is only applicable if LeanData Attribution campaign member status weighting is in use. This reflects the campaign member status weighting value as set up in LeanData settings
 - **Value:** 1 - 10

Campaign Type

- **API name:** LDAN__Campaign_Type__c
- **Type:** Text(255) (External ID)
- **Description:** Campaign type of the campaign member's associated campaign

Campaign Type Weight

- **API name:** LDAN__Campaign_Type_Weight__c
- **Type:** Number
- **Description:** This is only applicable if LeanData Attribution campaign type weighting is in use. This reflects the campaign type weighting value as set up in LeanData settings
 - **Value:** 1 - 10

Closed Won

- **API name:** LDAN__Closed_Won__c
- **Type:** Checkbox
- **Description:** Binary flag to indicate whether the associated Opportunity was close won or not

Contact

- **API name:** LDAN__Contact__c
- **Type:** Lookup(Contact)
- **Description:** Reference ID of the associated contact if the campaign member is a contact. Value is blank if the campaign member is a contact.

Contact Role

- **API name:** LDAN__Contact_Role__c
- **Type:** Text(255)
- **Description:** Contact role value if the campaign member is associated with a contact

Cost Per Touch

- **API name:** LDAN__Cost_Per_Touch__c

- **Type:** Formula (Currency)
- **Description:** Cost per relevant marketing touch. If no campaign cost is specified, LeanData will attempt to pull fallback cost if there is a specified value
 - **Value:** (Campaign Cost) / (# Campaign Members w/ Relevant Touch)

Opportunity Stage at Touch

- **API name:** LDAN__Opportunity_Stage_At_Touch__c
- **Type:** Text(255) (External ID)
- **Description:** The Opportunity stage when marketing touch occurred

Current Opportunity Touch Stage (Date)

- **API name:** LDAN__Current_Opportunity_Touch_Stage_Date__c
- **Type:** Date/Time
- **Description:** The date when marketing touch occurred

Days To Opportunity Close

- **API name:** LDAN__Days_To_Opportunity_Close__c
- **Type:** Formula (Number)
- **Description:** Number of days between Campaign Member Created Date and the Opportunity close date

Days To Opportunity Created

- **API name:** LDAN__Days_To_Opportunity_Created__c
- **Type:** Formula (Number)
- **Description:** Number of days between the first relevant campaign member touch on the account and the Opportunity creation date.

FT Generated Attr Amount

- **API name:** LDAN__FT_Generated_Attr_Amount__c
- **Type:** Currency
- **Description:** Dollar value of the marketing attribution value split under first touch (FT) attribution as defined by the LeanData Attribution settings. This currently represents the same value as Sourced Attribution Amount (LeanData_Sourced_Attribution_Amount__c) but will eventually only reflect true first touch pre-Opportunity (FT pre-Opportunity) attribution only.

FT Pre-Sales Attr Amount

- **API name:** LDAN__FT_PreSales_Attr_Amount__c
- **Type:** Currency
- **Description:** Distributes attribution to all relevant touches prior to the first sales touch (must be prior to Opportunity creation). If no relevant marketing touch occurs prior to a sales touch, no attribution value is assigned.

MT Pre-Sales Attr Amount

- **API name:** LDAN__MT_PreSales_Attr_Amount__c
- **Type:** Currency



- **Description:** Distributes attribution to all relevant touches prior to the first sales touch (must be prior to Opportunity creation). If no relevant marketing touch occurs prior to a sales touch, no attribution value is assigned.

FT Generated Attr Percentage

- **API name:** LDAN__FT_Generated_Attr_Percentage__c
- **Type:** Percent(15, 3)
- **Description:** Percentage marketing attribution value split under first touch (FT) attribution as defined by the LeanData Attribution settings.

FT Pre-Sales Attr Percentage

- **API name:** LDAN__FT_Generated_Attr_Percentage__c
- **Type:** Percent(15, 3)
- **Description:** Percentage marketing attribution value split under first touch (FT) attribution as defined by the LeanData Attribution settings.

MT Pre-Sales Attr Percentage

- **API name:** LDAN__MT_PreSales_Attr_Percentage__c
- **Type:** Percent(15, 3)
- **Description:** Percentage marketing attribution value split under first touch (FT) attribution as defined by the LeanData Attribution settings.

Generated Touch Order

- **API name:** LDAN__Generated_Touch_Order__c
- **Type:** Picklist
- **Description:** The touch order during the Opportunity generation period

Lead

- **API name:** LDAN__Lead__c
- **Type:** Lookup(Lead)
- **Description:** Reference ID of the associated lead if the campaign member is a lead. Value is blank if the campaign member is a contact.

LT Attr Amount

- **API name:** LDAN__LT_Attr_Amount__c
- **Type:** Formula (Currency)
- **Description:** Dollar value of the marketing attribution attributed to the campaign with the last relevant campaign member touch prior to Opportunity close.

LT Attr Percentage

- **API name:** LDAN__LT_Attr_Percentage__c
- **Type:** Percent(15, 3)
- **Description:** Percentage marketing attribution value when attributed to the campaign with the last campaign member touch before the Opportunity was closed. When Last Touch model is selected, 100% of the attribution value is attributed to the campaign with the last relevant campaign member touch prior to Opportunity close.

LT Generated Attr Amount

- **API name:** LDAN__LT_Generated_Attr_Amount__c

- **Type:** Formula (Currency)
- **Description:** Dollar value of the marketing attribution value attributed to the campaign with the last relevant campaign member touch prior to Opportunity creation.

LT Generated Attr Percentage

- **API name:** LDAN__LT_Generated_Attr_Percentage__c
- **Type:** Percent(15, 3)
- **Description:** Percentage marketing attribution value attributed to the campaign with the last relevant campaign member touch prior to Opportunity creation.

MT Accelerated Attr Amount

- **API name:** LDAN__MT_Accelerated_Attr_Amount__c
- **Type:** Formula (Currency)
- **Description:** Dollar value of the marketing attribution evenly distributed across all campaign member touches on an Opportunity where marketing touches occur AFTER Opportunity creation.
 - Example: If 10 campaign members have marketing touches on an Opportunity (after it has been created) worth \$20,000, each campaign member touch will have an attribution value of \$2,000 (10% of the Opportunity amount).

MT Accelerated Attr Percentage

- **API name:** LDAN__MT_Accelerated_Attr_Percentage__c
- **Type:** Percent(15, 3)
- **Description:** Percentage marketing attribution evenly distributed across all campaign member touches on an Opportunity where marketing touches occur AFTER Opportunity creation.
 - Example: If 10 campaign members have marketing touches on an Opportunity after it has been created, each will have 10% MT Accelerated attribution.

MT Attribution Amount

- **API name:** LDAN__MT_Attr_Amount__c
- **Type:** Formula (Currency)
- **Description:** Dollar value of the marketing attribution evenly distributed across all campaign member touches on an Opportunity.
 - Example: If 20 campaign members have marketing touches on an Opportunity (after it has been created) worth \$20,000, each campaign member touch will have an attribution value of \$1,000 (5% of the Opportunity amount).

MT Attr Percentage

- **API name:** LDAN__MT_Attr_Percentage__c
- **Type:** Percent(15, 3)
- **Description:** Percentage marketing attribution evenly distributed across all campaign member touches on an Opportunity.
 - Example: If 20 campaign members have marketing touches on an Opportunity after it has been created, each will have 5% MT Accelerated attribution.

MT Generated Attr Amount

- **API name:** LDAN__MT_Generated_Attr_Amount__c
- **Type:** Formula (Currency)
- **Description:** Dollar value of the marketing attribution evenly distributed across all campaign member touches on an Opportunity where marketing touches occur PRIOR Opportunity creation.
 - Example: If 10 campaign members have marketing touches on an Opportunity (before it was created) worth \$20,000, each campaign member touch will have an attribution value of \$2,000 (10% of the Opportunity amount).

MT Generated Attr Percentage

- **API name:** LDAN__MT_Generated_Attr_Percentage__c
- **Type:** Percent(15, 3)
- **Description:** Percentage marketing attribution evenly distributed across all campaign member touches on an Opportunity where marketing touches occur PRIOR Opportunity creation.
 - Example: If 10 campaign members have marketing touches on an Opportunity before it has been created, each will have 10% MT Accelerated attribution.

Opportunity Stage After Touch

- **API name:** LDAN__Opportunity_Stage_After_Touch__c
- **Type:** Text(255)
- **Description:** The next Opportunity touch stage as recorded in the history object. Value is null if the current stage is the last stage (e.g. Closed Won).

Opportunity Stage After Touch (Date)

- **API name:** LDAN__Opportunity_Stage_After_Touch_Date__c
- **Type:** Date/Time
- **Description:** The date of the next Opportunity touch stage. This is used to understand velocity from the Marketing Touch (e.g. number of days from the particular Marketing Touch to the next Opportunity stage).

Related Opportunity

- **API name:** LDAN__Related_Opportunity__c
- **Type:** Master-Detail(Opportunity)
- **Description:** Reference ID of the Opportunity associated with the relevant marketing touch.

Opportunity Close Date

- **API name:** LDAN__Opportunity_Close_Date__c
- **Type:** Date
- **Description:** Date an Opportunity was closed (if it is closed)

Opportunity Created Date

- **API name:** LDAN__Opportunity_Created_Date__c
- **Type:** Date
- **Description:** Date an Opportunity was created

Opportunity Stage

- **API name:** LDAN__Opportunity_Stage__c
- **Type:** Text(255) (External ID)
- **Description:** Current Opportunity stage.

Opportunity Stage Index

- **API name:** LDAN__Opportunity_Stage_Index__c
- **Type:** Number(18, 0)
- **Description:** The order of stages in an Opportunity history (starting with 1). Any stage change increments the stage index value. If a stage goes backwards, the stage index will still increment. A repeated stage would have different stage index counts. Any touch prior to Opportunity creation is 0.

Campaign Member Responded

- **API name:** LDAN__Campaign_Member_Responded__c
- **Type:** Checkbox
- **Description:** Reflects value of the CampaignMember.HasReponded field.

FT Generated Attr Amount

- **API name:** LDAN__FT_Generated_Attr_Amount__c
- **Type:** Formula (Currency)
- **Description:** Dollar value of the marketing attribution value split under first touch (FT) attribution as defined by the LeanData Attribution settings.

FT Pre-Sales Attr Amount

- **API name:** LDAN__FT_PreSales_Attr_Amount__c
- **Type:** Formula (Currency)
- **Description:** Dollar value of the marketing attribution value split under first touch (FT) attribution as defined by the LeanData Attribution settings.

MT Pre-Sales Attr Amount

- **API name:** LDAN__MT_PreSales_Attr_Amount__c
- **Type:** Formula (Currency)
- **Description:** Dollar value of the marketing attribution value split under middle touch (MT) attribution as defined by the LeanData Attribution settings.

FT Generated Attr Percentage

- **API name:** LDAN__FT_Generated_Attr_Percentage__c
- **Type:** Percent(15, 3)
- **Description:** Percentage marketing attribution value split under first touch (FT) attribution as defined by the LeanData Attribution settings. This currently represents the same value as the FT Attribution Percentage field (LeanData_FT_Attribution_Percentage__c). There are four types of first touch attribution available: FT pre-Opportunity, FT pre-sales, MT pre-sales.

FT Pre-Sales Attr Percentage

- **API name:** LDAN__FT_PreSales_Attr_Percentage__c
- **Type:** Percent(15, 3)

- **Description:** Percentage marketing attribution value split under first touch (FT) attribution as defined by the LeanData Attribution settings. This currently represents the same value as the FT Attribution Percentage field (LeanData_FT_Attribution_Percentage__c). There are four types of first touch attribution available: FT pre-Opportunity, FT pre-sales, MT pre-sales.

MT Pre-Sales Attr Percentage

- **API name:** LDAN__MT_PreSales_Attr_Percentage__c
- **Type:** Percent(15, 3)
- **Description:** Percentage marketing attribution value split under middle touch (MT) attribution as defined by the LeanData Attribution settings.

Target Account (Deprecated)

- **API name:** LeanData__Target_Account__c
- **Type:** Formula (Checkbox)
- **Description:** Indicates if a marketing touch is associated with an Opportunity that belongs to a target account as defined in the LeanData Attribution settings

Total Accelerated Opportunity Touches

- **API name:** LDAN__Total_Accelerated_Opportunity_Touches__c
- **Type:** Formula
- **Description:** The total number of touches after Opportunity creation

Total Generated Opportunity Touches

- **API name:** LDAN__Total_Generated_Opportunity_Touches__c
- **Type:** Formula
- **Description:** The total number of touches before Opportunity creation

Total Opportunity Touches

- **API name:** LDAN__Total_Opportunity_Touches__c
- **Type:** Formula
- **Description:** The total number of touches across the entire Opportunity timeline

Touch Order

- **API name:** LDAN__Touch_Order__c
- **Type:** Picklist
- **Description:** The order in which a campaign touch occurred. Touch order looks across the ENTIRE Opportunity and is not affected by Opportunity creation date.
 - **Value:** first touch, middle touch, last touch, first & last touch
 - The value 'first & last touch' is used when there is only a single marketing touch

Generated Touch

- **API name:** LDAN__Generated_Touch__c
- **Type:** Picklist
- **Description:** Indicates whether a marketing touch occurred before or after the Opportunity was created as defined by LeanData Attribution settings.
 - **Value:** Pre-Opportunity, Post-Opportunity

Pre-Sales Touch

- **API name:** LDAN__Pre_Sales_Touch__c
- **Type:** Picklist
- **Description:** Indicates whether a marketing touch occurred before or after a sales touch as defined by LeanData Attribution settings.
 - **Value:** Pre-Sales, Post-Sales

Weighted FT Attribution Amount

- **Description:** Weighted version of the FT Attribution Amount field that uses campaign type and campaign weight values. If no weighting is used, value is equal to FT Attribution Amount (equal distribution).

Weighted FT Generated Attr Amount

- **API name:** LDAN__Weighted_FT_Generated_Attr_Amount__c
- **Type:** Formula (Currency)
- **Description:** Weighted version of the FT Attribution Amount field that uses campaign type and campaign weight values. If no weighting is used, value is equal to FT Attribution Amount (equal distribution).

Weighted FT Pre-Sales Attr Amount

- **API name:** LDAN__Weighted_FT_PreSales_Attr_Amount__c
- **Type:** Formula (Currency)
- **Description:** Weighted version of the FT Attribution Amount field that uses campaign type and campaign weight values. If no weighting is used, value is equal to FT Attribution Amount (equal distribution).

Weighted MT Pre-Sales Attr Amount

- **API name:** LDAN__Weighted_MT_PreSales_Attr_Amount__c
- **Type:** Formula (Currency)
- **Description:** Weighted version of the MT Attribution Amount field that uses campaign type and campaign weight values. If no weighting is used, value is equal to MT Attribution Amount (equal distribution).

Weighted FT Generated Attr Percentage

- **API name:** LDAN__Weighted_FT_Generated_Attr_Percentage__c
- **Type:** Percent(15, 3)
- **Description:** Weighted version of the FT Attribution Percentage field that uses campaign type and campaign weight values. If no weighting is used, value is equal to FT Attribution Percentage (equal distribution).

Weighted FT Pre-Sales Attr Percentage

- **API name:** LDAN__Weighted_FT_PreSales_Attr_Percentage__c
- **Type:** Percent(15, 3)
- **Description:** Weighted version of the FT Attribution Percentage field that uses campaign type and campaign weight values. If no weighting is used, value is equal to FT Attribution Percentage (equal distribution).

Weighted MT Pre-Sales Attr Amount

- **API name:** LDAN__Weighted_MT_PreSales_Attr_Percentage__c

- **Type:** Percent(15, 3)
- **Description:** Weighted version of the FT Attribution Percentage field that uses campaign type and campaign weight values. If no weighting is used, value is equal to MT Attribution Percentage (equal distribution).

Weighted LT Attr Amount

- **API name:** LDAN__Weighted_LT_Attr_Amount__c
- **Type:** Formula (Currency)
- **Description:** Weighted version of the LT Attribution Amount field that uses campaign type and campaign weight values. If no weighting is used, value is equal to LT Attribution Amount (equal distribution).

Weighted LT Attr Percentage

- **API name:** LDAN__Weighted_LT_Attr_Percentage__c
- **Type:** Percent(15, 3)
- **Description:** Weighted version of the LT Attribution Percentage field that uses campaign type and campaign weight values. If no weighting is used, value is equal to LT Attribution Percentage (equal distribution).

Weighted LT Generated Attr Amount

- **API name:** LDAN__Weighted_LT_Generated_Attr_Amount__c
- **Type:** Formula (Currency)
- **Description:** Weighted version of the LT Generated Attr Amount field that uses campaign type and campaign weight values. If no weighting is used, value is equal to LT Generated Attr Amount (equal distribution).

Weighted LT Generated Attr Percentage

- **API name:** LDAN__Weighted_LT_Generated_Attr_Percentage__c
- **Type:** Percent(15, 3)
- **Description:** Weighted version of the LT Generated Attr Percentage field that uses campaign type and campaign weight values. If no weighting is used, value is equal to LT Generated Attr Percentage (equal distribution).

Weighted MT Accelerated Attr Amount

- **API name:** LDAN__Weighted_MT_Accelerated_Attr_Amount__c
- **Type:** Formula (Currency)
- **Description:** Weighted version of the MT Accelerated Attr Amount field that uses campaign type and campaign weight values. If no weighting is used, value is equal to MT Accelerated Attr Amount (equal distribution).

Weighted MT Accelerated Attr Percentage

- **API name:** LDAN__Weighted_MT_Accelerated_Attr_Percentage__c
- **Type:** Percent(15, 3)
- **Description:** Weighted version of the MT Accelerated Attr Percentage field that uses campaign type and campaign weight values. If no weighting is used, value is equal to MT Accelerated Attr Percentage (equal distribution).

Weighted MT Attr Amount

- **API name:** LDAN__Weighted_MT_Attr_Amount__c
- **Type:** Formula (Currency)
- **Description:** Weighted version of the MT Attribution Amount field that uses campaign type and campaign weight values. If no weighting is used, value is equal to MT Attribution Amount (equal distribution).

Weighted MT Attr Percentage

- **API name:** LDAN__Weighted_MT_Attr_Percentage__c
- **Type:** Percent(15, 3)
- **Description:** Weighted version of the MT Attribution Percentage field that uses campaign type and campaign weight values. If no weighting is used, value is equal to MT Attribution Percentage (equal distribution).

Weighted MT Generated Attr Amount

- **API name:** LDAN__Weighted_MT_Generated_Attr_Amount__c
- **Type:** Formula (Currency)
- **Description:** Weighted version of the MT Generated Attr Amount field that uses campaign type and campaign weight values. If no weighting is used, value is equal to MT Generated Attr Amount (equal distribution).

Weighted MT Generated Attr Percentage

- **API name:** LDAN__Weighted_MT_Generated_Attr_Percentage__c
- **Type:** Percent(15, 3)
- **Description:** Weighted version of the MT Generated Attr Percentage field that uses campaign type and campaign weight values. If no weighting is used, value is equal to MT Generated Attr Percentage (equal distribution).

Weighted Sourced Attribution Amount

- Weighted version of the Sourced Attribution Amount field that uses campaign type and campaign weight values. If no weighting is used, value is equal to Sourced Attribution Amount (equal distribution).

Weighted FT Generated Attr Amount

- **API name:** LDAN__Weighted_FT_Generated_Attr_Amount__c
- **Type:** Formula (Currency)
- **Description:** Weighted version of the Sourced Attribution Amount field that uses campaign type and campaign weight values. If no weighting is used, value is equal to Sourced Attribution Amount (equal distribution).

Weighted FT Pre-Sales Attr Amount

- **API name:** LDAN__Weighted_FT_PreSales_Attr_Amount__c
- **Type:** Formula (Currency)
- **Description:**

Weighted MT Pre-Sales Attr Amount

- **API name:** LDAN__Weighted_MT_PreSales_Attr_Amount__c
- **Type:** Formula (Currency)

- **Description:** Weighted version of the Sourced Attribution Amount field that uses campaign type and campaign weight values. If no weighting is used, value is equal to Sourced Attribution Amount (equal distribution).

Weighted FT Generated Attr Percentage

- **API name:** LDAN__Weighted_FT_Generated_Attr_Percentage__c
- **Type:** Percent(15, 3)
- **Description:** Weighted version of the Sourced Attribution Percentage field that uses campaign type and campaign weight values.

Weighted FT Pre-Sales Attr Percentage

- **API name:** LDAN__Weighted_FT_PreSales_Attr_Percentage__c
- **Type:** Percent(15, 3)
- **Description:** Weighted version of the Sourced Attribution Percentage field that uses campaign type and campaign weight values.

Weighted MT Pre-Sales Attr Percentage

- **API name:** LDAN__Weighted_MT_PreSales_Attr_Percentage__c
- **Type:** Percent(15, 3)
- **Description:** Weighted version of the Sourced Attribution Percentage field that uses campaign type and campaign weight values.

Opportunity Batches

This section includes a detailed description of the Batches that run as part of Attribution One Batch.

Opportunity Batch

- Fetches relevant data from Opportunities, Campaign Members, Tasks, and Events

Processing Batch

- Convert serialized data from Analytics_Setting__c to Marketing_Attribution_Touch__c
- Calculate Campaign aggregate data for Marketing Attribution Touch fields
- Delete Analytics_Setting__c relating to Marketing Attribution Touches
- Delete outdated Marketing_Attribution_Touch__c records