

LeanData Attribution

Standard Attribution Models



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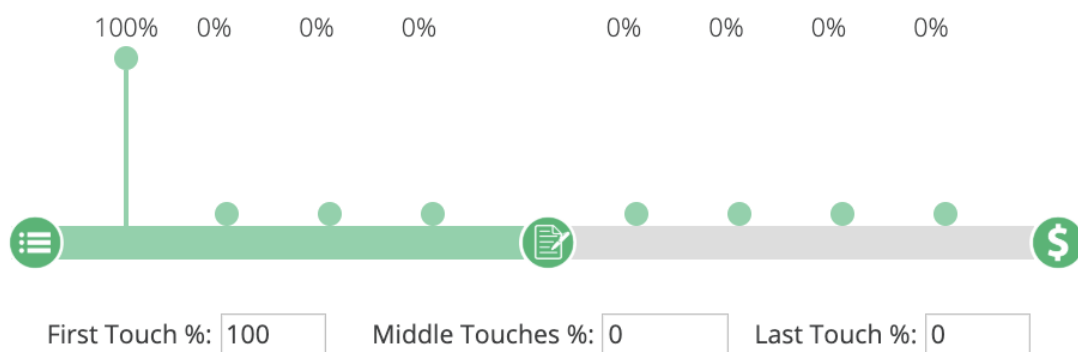
Overview

LeanData offers six out-of-the-box models for measuring attribution. This guide will overview these models, walking you through how each one is set up and how each model may be used with regards to your KPIs.

Standard LeanData Attribution Models

Each attribution model works independently from the others and offers a unique perspective into your data. You can pull in multiple models in a single report and compare the results of the different models side-by-side. Configuring or modifying one model has no effect on the others.

First Touch (FT)



First Touch Attribution assigns 100% of the attribution value to the very first relevant marketing interaction.

This model emphasizes top-of-funnel marketing efforts and is used to understand which marketing campaigns are generating initial interest/awareness in your offering.

Unlike other attribution models, you must define First Touch attribution. This is configured in the LeanData tab, under Attribution General Settings.

1. **FT before Opp Creation:** LeanData will look at all the Marketing Touches before the Opportunity was created and will assign 100% FT attribution to the very first interaction.
2. **FT Pre-Sales:** LeanData will attribute 100% FT attribution to the First Marketing Touch before a recorded Sales Touch. A Marketing Touch that occurs after the first relevant Sales Touch cannot receive First Touch attribution using this option.
3. **MT Pre-Sales:** Similar to FT Pre-Sales, LeanData will look at all the marketing touches before a recorded Sales Touch, and will assign FT attribution value evenly across all those touches.

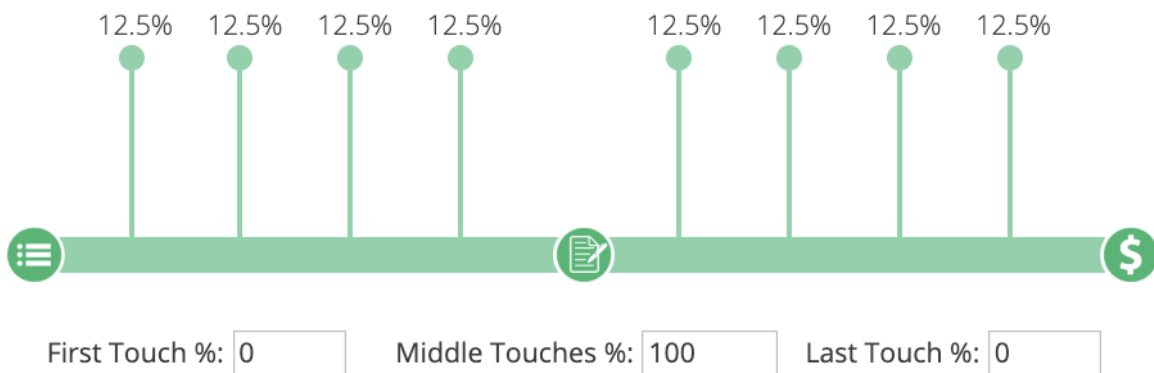
Campaigns & Campaign Touches

First Touch Attribution

- FT before Opp Creation
- FT Pre-sales
- MT Pre-sales

No matter which option you choose for defining First Touch Attribution, it will not impact the remaining 5 standard models.

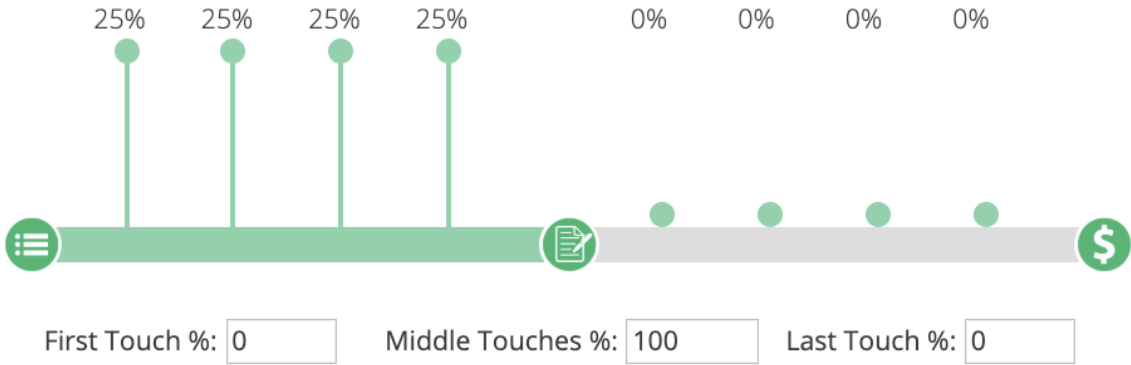
Multi Touch (MT)



Multi Touch Attribution distributes attribution value evenly across all marketing touches, ensuring each marketing interaction is evenly weighted.

The MT model offers the most visibility into the entire buyer's journey, allowing you to see every relevant marketing interaction that took place from start to finish.

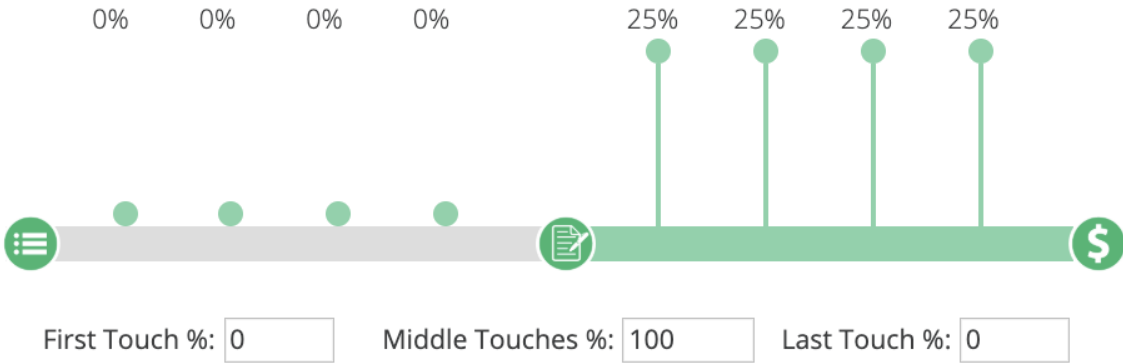
Multi Touch Generated (MT Generated)



The MT Generated model distributes attribution value evenly across all marketing touches occurring **pre-opportunity**, (i.e., before the opportunity is created)

The MT Generated model is helpful in analyzing interactions that lead to opportunity creation. A high MT Generated value may suggest that a certain campaign is effective at top-of-funnel activities and generating pipeline.

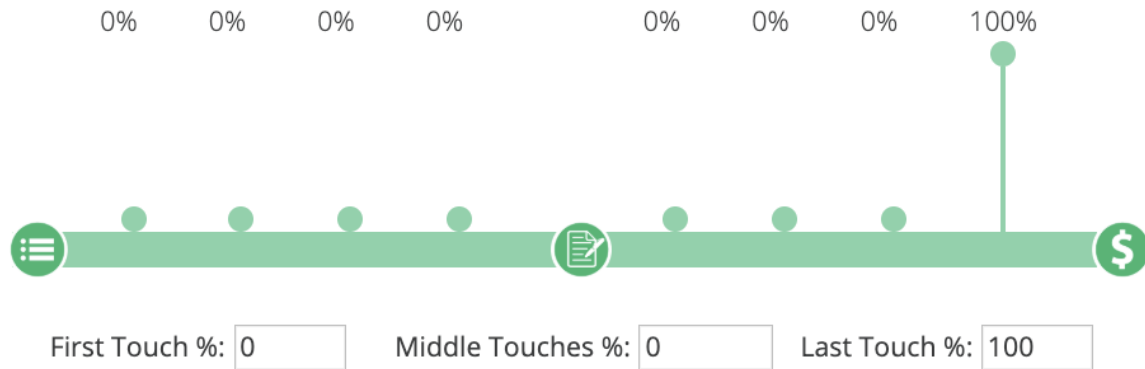
Multi Touch Accelerated (MT Accelerated)



The MT Accelerated model distributes the attribution value across all marketing touches occurring **post-opportunity** (i.e., after the opportunity is created)

The MT Accelerated model is helpful in analyzing interactions that lead to closed stages. A high MT Accelerated value may suggest that a campaign is effective at bottom-of-funnel activities and closing deals.

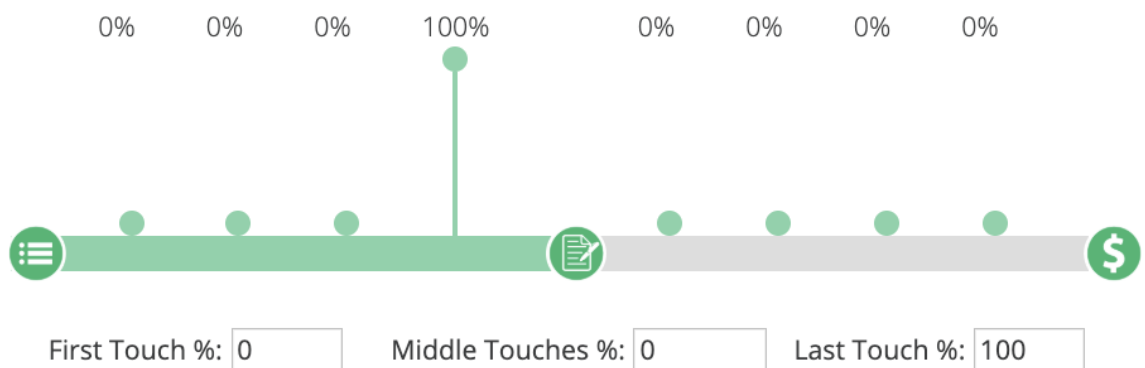
Last Touch (LT)



The Last Touch Model assigns 100% of the attribution value to the very last relevant marketing interaction.

This model emphasizes bottom-of-funnel marketing efforts and is used to understand which marketing campaigns lead to opportunities getting converted into a closed won/lost stage.

Last Touch Generated (LT Generated)



The LT Generated Model assigns 100% of the attribution value to the very last marketing interaction before an opportunity gets created.

The LT Generated model is used to analyze conversion points along a buyer's journey, to see which marketing efforts lead to campaign members (leads or contacts) getting converted into opportunities.