

# LeanData Attribution

First Touch Visualization



## Overview

This Visualization outlines how the different First Touch Attribution Options in LeanData will affect how First Touch Attribution will be distributed in the LeanData Marketing Touch Object.

## Visualization

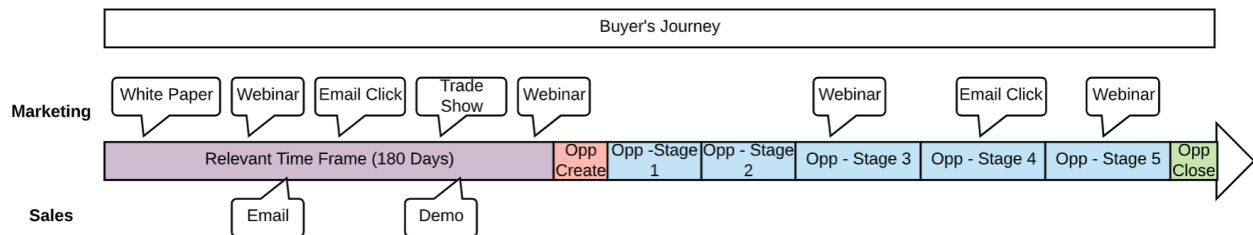
**Opportunity:** Disney Corp

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

**Total # of Marketing Touches:** 8

- # of **Generated** (Pre-Opp Creation) Touches: 5

- # of **Accelerated** (Post-Opp Creation) Touches: 3



### FT Pre-Opportunity

- Assigns 100% Attribution to the first relevant Marketing Touch as long as the touch occurred prior to opportunity creation
- FT Attribution Amount: \$100,000 for the White Paper

### 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 First Touch Attribution value is assigned.
- **Note:** first Sales Touch May include Opportunity Creation if the option to count Opportunity Creation as a Sales Touch has been selected
- FT Attribution Amount: \$100,000 for the White Paper

### MT Pre-Sales

- Distributes Attribution values 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 First Touch Attribution value is assigned.
- **Note:** first Sales Touch May include Opportunity Creation if the option to count Opportunity Creation as a Sales Touch has been selected
- FT Attribution Amount: \$50,000 for the White Paper and \$50,000 for the Webinar