ADOPTING A CROSS-CHANNEL ATTRIBUTION MODEL

The desire to master a cross-channel (or multi-touch) attribution model continues to rise. This enables teams to better understand their ROI by dividing revenue gained between all channels that influenced the buyer journey. Though adopting this process is known to be challenging, use these steps to seamlessly welcome a cross-channel attribution model into your department.

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1 **CHOOSE AN EVENLY DISTRIBUTED OR WEIGHTED APPROACH**

Know whether you want to evenly distribute revenue between all influencing channels, or weight the approach based on channel engagement or specific conversion.

2 **ASSIGN AN ATTRIBUTION LEADER**

As this approach will affect many team members, assign a leader to take charge and responsibility for the adoption and running of this model.

3 **UNDERSTAND SHARED KPI'S**

Though every channel is different there will be some commonly measured KPI's you can use to help bond channel results for improved cross-channel analysis.

4 **EDUCATE YOUR TEAM**

Ensure your team understand why you want to adopt a cross-channel model, and how it will work alongside their daily processes.

5 **PREPARE YOUR DATA PROCESSES**

The way your team currently gather data may need to adapt to welcome this model; understand your daily data motions and make changes where necessary.

READ ON TO LEARN MORE ABOUT A CROSS-CHANNEL ATTRIBUTION MODEL →

6 START SMALL

Embrace this model channel by channel, ensuring you can understand when a lead has interacted with a specific campaign.

8 CREATE A SHARED REPORT

Improve attribution understanding by creating a group report using those shared KPIs, better informing your team how their results affect department-wide success.

7 SCALE CHANNEL BUDGETS

When using cross-channel attribution results to plan budgets, be sympathetic to specific channel needs, understanding investments required to drive desired results.

9 DON'T RUSH

It's natural for your team to experience teething problems when adopting a cross-channel attribution model. Take it slow, and welcome any hindrances, learning from mistakes for improved success.
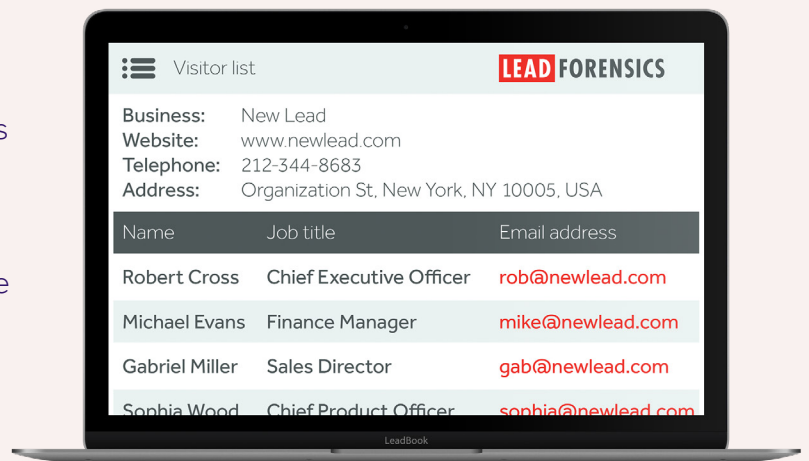
10 USE MULTI-TALENTED TOOLS

Finding solutions that benefit your marketing and streamline cross-channel attribution processes increase ROI success and help your team adopt this beneficial approach.

Lead Forensics identifies the businesses visiting your website to provide new business opportunities, whilst offering insight into how each lead discovered your website, helping you easily attribute interest to the necessary channels.

Visitor list

LEAD FORENSICS

Business:	New Lead
Website:	www.newlead.com
Telephone:	212-344-8683
Address:	Organization St, New York, NY 10005, USA

Name	Job title	Email address
Robert Cross	Chief Executive Officer	rob@newlead.com
Michael Evans	Finance Manager	mike@newlead.com
Gabriel Miller	Sales Director	gab@newlead.com
Sophia Wood	Chief Product Officer	sophia@newlead.com

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