

TYPES OF ATTRIBUTION MODELS

● **Last-click Attribution**

This model awards credit for a marketing interaction to the final point of contact a user has with a campaign

● **Time decay Attribution**

This attribution model assigns the credit for conversion to the closest touchpoint

● **Multi Touch Attribution**

This model assigns varying weights to different traffic sources for a specific marketing interaction

● **Unified Attribution**

This attribution model credits sales conversions to the initial touchpoint prior conversion

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