
Client

Offer

Timeframe

Tracked Conversions

Attribution Model

CHANNEL	VIEW LOOKBACK	CLICK LOOKBACK
Google		
Facebook/Instagram		
Display Network		
Retargeting Network		
Native Network		
LinkedIn		
TikTok		
Other Social		
Other Social		
OTT/CTV Platform		
Radio Streaming Platform		
Email		

MODEL	FIRST TOUCH	MIDDLE TOUCH	LAST TOUCH
FIRST CLICK	100%		
LAST CLICK			100%
LINEAR	33%	33%	33%
TIME DECAY	15%	25%	60%
POSITION	40%	20%	40%