

Client

Conversion Attribution	
Attribution Model	First, Last, Decay, Linear, Position
Lookback Window	7, 30, 60
Trackable Site Conversions/Events	
Update Forms/Newsletter	Information Download
HCP Portal Registration	Contact Form
Event Registration	Coupons or Promos
Conversion Reporting	
View Conversions	First Click
Mid Click	Last Click
Weighted Conversions	
Each Conversion Type will Have a Value 1-10 based on the attribution model selected	
Reporting	
Total Weighted Conversions, Media Cost, Cost Per Conversion	
Segmentation	
By Audience	By Channel
By Device	By Campaign
By Ad Type	By Offer