NuSpark Media Group

CONVERSION TRACKING CHEAT SHEET

Touch Segment	Definition	Importance
First Touch	The first interaction a user has with your media (e.g., ad click, website visit).	High - Identifies the initial source of interest and potential attribution challenges (importance)
Mid-Touch	Subsequent interactions a user has with your media after the first touch (e.g., visiting different landing pages, interacting with social media posts).	Moderate - Provides insights into user engagement and journey towards conversion.
Last Touch	The final interaction a user has with your media before converting (e.g., clicking a buy button after submitting a form).	High for simple journeys, Moderate for complex ones - Indicates the immediate trigger for conversion, but may not capture the full journey.
View-Through Conversion (VTC)	Conversion that occurs after a user sees your ad but doesn't interact with it (e.g., searching for your brand name later).	Moderate - Difficult to track and attribute accurately, but may be significant for branding campaigns.
Multi-Touch (Assisted)	Conversion influenced by multiple media touchpoints, with no single touch receiving all the credit (e.g., ad click, email, website visit).	High for complex journeys - Provides a holistic understanding of user engagement and attribution.

- **Conversions Tracked:** (e.g., Website purchases, app downloads, lead generation, etc.)
- **Tracking Method:** (e.g., UTM parameters, conversion pixels, etc.)
- **Conversion Rate:** (e.g., Percentage of users converting for each touchpoint.)
- **Cost per Conversion:** (e.g., Cost of acquiring a conversion for each touchpoint.)