Attribution

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Attribution determines which marketing channel or touchpoint should be credited for a conversion, such as a sale or lead. In digital marketing, this involves analysing whether the success of a conversion is attributed to the first interaction, the last interaction, or is distributed across multiple touchpoints throughout the customer journey. Various attribution models offer different approaches, including first-click, last-click, linear, time decay, and position-based models. Each model provides unique insights and carries its advantages and limitations. Understanding and selecting the most appropriate attribution model is crucial for accurately reflecting the performance of each channel and optimising marketing efforts.

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