

5 Ways to Level Up Your

Attribution and Reporting:

Attribution and reporting are some of the most important tasks on every marketer's to-do list — how else would you know what's working and what's not? Without this insight, you're operating via gut instinct — and trust us when we say that's not a good look.

But how should you go about ascribing value to your marketing channels, touchpoints, and interactions? This worksheet features five tips for leveling up your attribution and reporting efforts, complete with next steps to get started.

1. Move Away From a Last-Click Attribution Model

Last-click attribution may be the easiest model to wrap your head around, but in today's omnichannel, topsy-turvy world, it's an oversimplified way of approaching your performance.

Your task: Review [this list](#) of different attribution models. Which one makes the most sense for your business goals?

Answer:

2. Consider All Your Marketing Efforts

If you're missing a touchpoint or two in your attribution model, you're probably missing out on critical data.

Your task: Use [this checklist](#) to make sure you're covering all your bases.

3. Make Sure You're Deduplicating Conversions

Without a holistic performance dashboard, it can be easy to fall into the trap of incorrectly crediting multiple touchpoints for the same conversion.

Your task: [Check out how the AdRoll Cross-Channel Performance Dashboard](#) deduplicates conversions to ensure accuracy.

4. Use Your Attribution Insight to Optimize Budgets

What's the use of such powerful insights if you don't adjust your strategies and budgets accordingly? If certain touchpoints aren't driving conversions, don't be afraid to cut them.

Your task: Determine your most and least profitable touchpoints.

Most Profitable:

Least Profitable:

5. Refresh Your Urchin Tracking Modules (UTMs)

If you're suffering from messy UTMs and inconsistent parameters, it's time for a refresh — after all, this is the key to gathering the necessary data for your A+ attribution and reporting efforts.

Your task: Check out [this guide](#) on key UTM dos and don'ts.