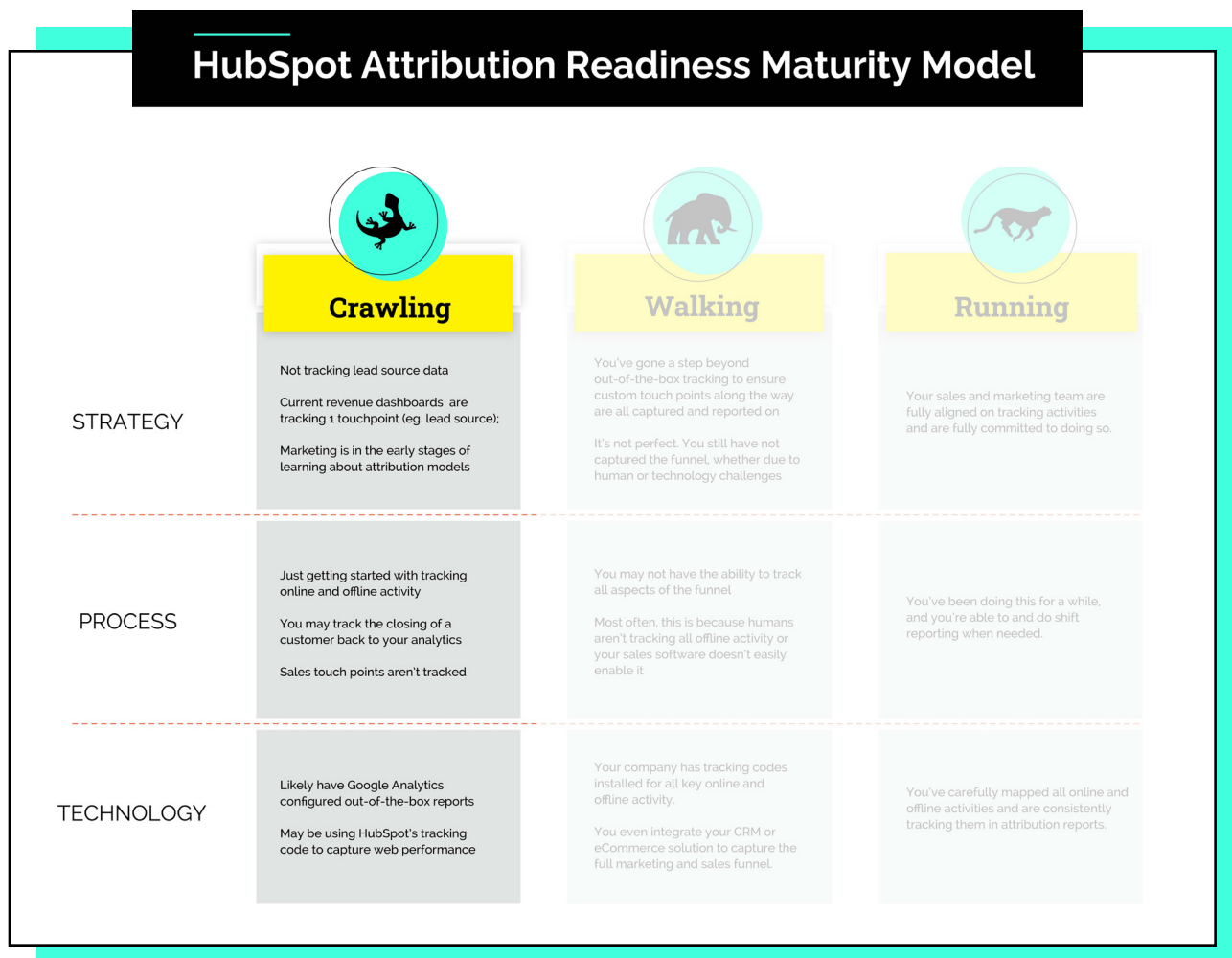




You're **crawling**. You ranked **low** on our Attribution Readiness Model.

You've got some work to do, but don't worry we're here to help.

At this stage of the maturity model, it's common for marketers to just be getting started with tracking online and offline marketing and sales activity. You likely have Google Analytics configured with out-of-the-box reports or maybe you are using HubSpot's tracking code to capture web performance. You may track the closing of a customer back to your analytics, but any sales touchpoints between there aren't tracked or consistently tracked.





Your Checklist for Attribution Reporting

Based on your score here's what you should do next:

1

Copy your HubSpot Tracking Code.

Recommended actions:

1. In your HubSpot account, click the settings icon in the main navigation bar.
2. Navigate to your Reports and Analytics Tracking settings.
3. In Marketing Starter accounts and free CRM accounts, navigate to Tracking Code in the left sidebar menu. For all other subscriptions, navigate to Tracking & Analytics > Tracking code in the left sidebar menu.
4. In the Embed code section, click "Copy" or click "Email to my web developer" to send the tracking code to the team member who will be installing it on your site.

2

Install the HubSpot tracking code on your website and ensure it is only installed once.

Recommended actions:

1. Paste the code before the closing `</body>` tag in the HTML code for each page of your site.
2. Verify the [installation and troubleshoot](#) the code.
3. Start tracking data. Although it will vary by the volume of data you see, this typically means you should have at least six months of data tracked.

3

Upgrade to HubSpot Marketing Professional or Enterprise.

Recommended actions:

1. You should have access to HubSpot Marketing Professional or HubSpot Marketing Enterprise.
2. If you choose HubSpot Marketing Professional, you'll be limited to Contact Attribution with access to the All Interactions attribution model and two attribution objects (Referrer and URL).
3. If you choose HubSpot Marketing Enterprise, you'll be limited to Contact and Revenue Attribution with access to six attribution models (All Interactions, First Touch, Last Touch, First and Last Touch, Last Interaction, Simple Decay) and three attribution objects (Referrer, URL, and Source).



Other resources to get you started with attribution reporting:

[Understanding HubSpot's Multi-Touch Attribution Reporting](#)

[What You Can Learn from Marketing Attribution Reports](#)

[How SaaS Marketers Can Prove ROI with Revenue Attribution](#)

Attribution is not always easy, but we promise it is worth it. Nothing is more important (or rewarding) than being able to tie your hard work back to revenue and see how your efforts are driving growth for your organization. Remember, we're all at various stages of our attribution maturity, and it takes practice and refinement to get it right.

If you'd like to discuss your results in more detail, we are always here to chat.

Let's Talk

SmartBug.