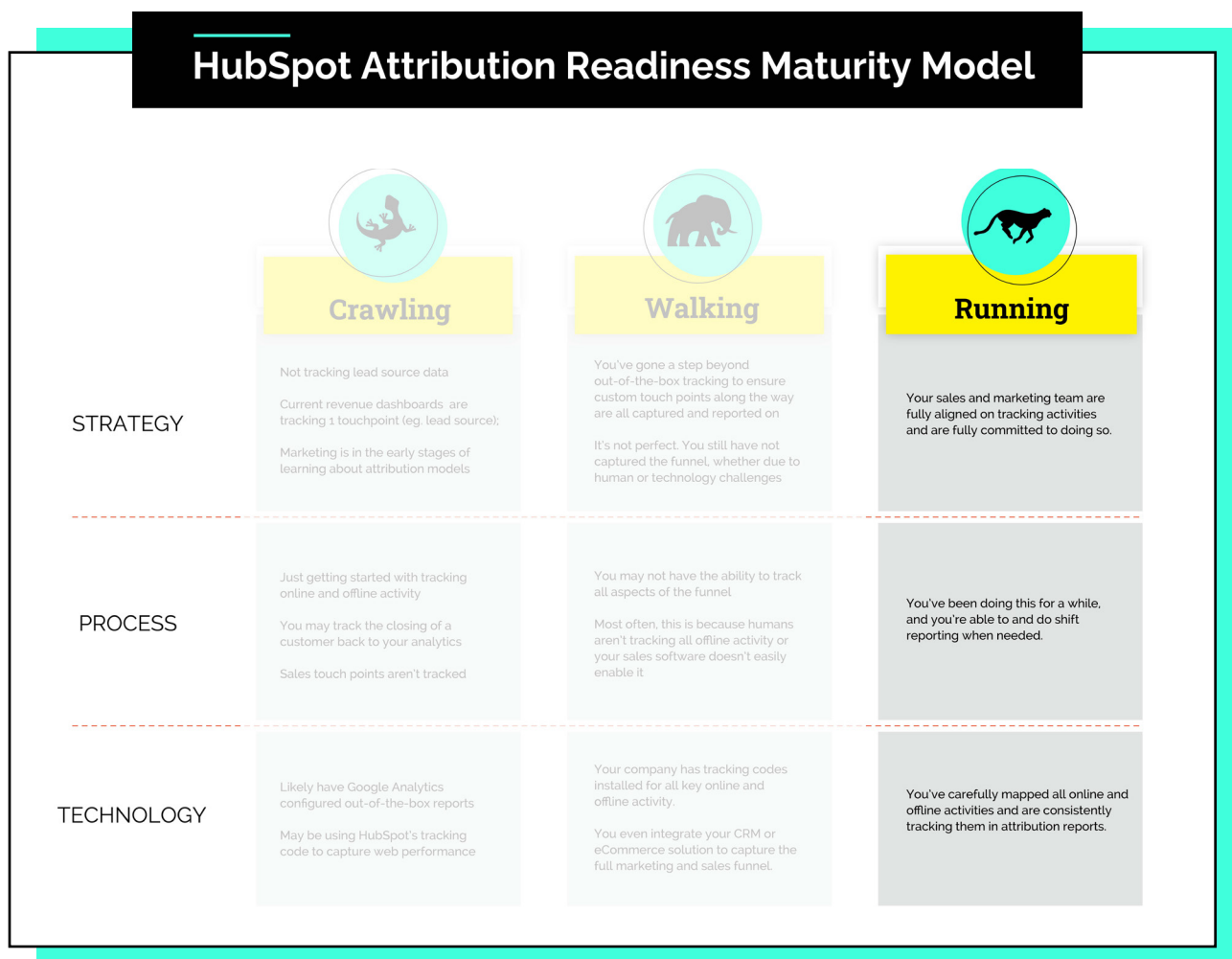




# You're **running**. You ranked **high** on our Attribution Readiness Model.

## Looks like you're ready to start with revenue attribution.

At this point in maturity, you've carefully mapped all online and offline activities and consistently track them in attribution reports. Your sales and marketing teams are fully aligned on tracking activities and are fully committed to doing so. You've been doing this for a while, and you're able to shift reporting when needed.





## Your Checklist for Attribution Reporting

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

1

### Make sure that all sales and marketing data are tracked by or integrated into HubSpot.

#### Recommended actions:

1. You should have at least six months of data tracked in your portal.
2. If you're using **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're using **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).

2

### Create goals that align to specific attribution models.

Here is a breakdown of revenue attribution models and key things you should be thinking about for each:

#### 1. First Interaction

All of the credit is assigned to the first interaction.

**Use case:** Understanding what pieces of content are influencing the most revenue in your funnel or how much total revenue your blog generated.

## 2. Last Interaction

All of the credit goes to the last interaction. This will identify the value of actions taken at the bottom of the sales funnel.

**Use case:** Understanding what activities leading up to closed-won deals are driving revenue, such as demos, trials, or bottom-of-funnel content.

## 3. Linear

Credit is split equally across all interactions. This can be a useful baseline report to have in your pocket, especially when getting started with attribution reporting, because it helps you see how contacts interact with assets before closing a deal.

**Use case:** Understanding what parts of your business are most valuable, as measured by the revenue generated by customers.

## 4. U-Shaped

Forty percent of credit is assigned to the first interaction, another 40 percent is assigned to the interaction that led to the lead creation, and the final 20 percent is split equally among all other interactions between the first interaction and lead creation. This model emphasizes the top half of the customer funnel, assigning 80 percent of the credit to the interactions where your contact first interacts with your business and when it becomes a lead in your CRM. The remaining credit goes to other interactions.

**Use case:** Understanding what pieces of content on your website are getting leads into your CRM that are going to close and earn revenue for your company.

## 5. W-Shaped

Thirty percent goes to the asset that led to the first interaction, 30 percent goes to the asset that led to lead creation, and 30 percent to deal creation, while the remaining 10 percent is split equally among all other interactions between the first interaction and deal creation. This model is still mostly focused on marketing efforts, although the inclusion of deal creation can give further insight into the handoff between marketing and sales at this point in the customer journey.

**Use case:** Understanding what marketing tools are valuable to you in trying to get customers to create a deal on your e-commerce site.

## 6. Full-Path

Twenty-two and a half percent of credit goes to the first interaction, 22.5 percent to lead creation, 22.5 percent to deal creation, 22.5 percent to last interaction, and the remaining 10 percent is split equally among the other interactions. This model is able to take into account the important stage between deal creation and deal closing, which would be ideal for representing business models where deal negotiation is more lengthy.

**Use case:** Understanding what is driving contacts to your site, as well as what is getting visitors to fill out forms and sign deals.



### 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.**