# DIGITAL ATTRIBUTION
METHODOLOGIES

iab.

Attribution is the process of identifying a set of user actions ("events") across screens and touch points that contribute in some manner to a desired outcome, and then assigning value to each of these events. While there are many industry viewpoints about how best to measure and apply credit to digital advertising touch points, the following are some commonly used methodologies. Practitioners should work with their agency and ad technology partners to determine the best measurement approach for their brand/product and refine it over time. For more information about Digital Attribution and these methodologies, please refer to Digital Attribution Primer 2.0 at **iab.com/attribution**.

SINGLE EVENT

Credit is assigned to a single event along a path to conversion.

FIRST TOUCH

The event receives 100% of the credit if it is the first event recorded. No other events are assigned credit.
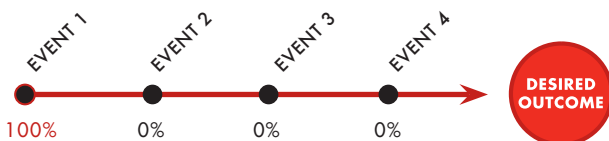
LAST TOUCH

The event receives 100% of the credit if it is the last event recorded. No other events are assigned credit.

Many thanks to all the members of the IAB Advanced Attribution Working Group of the IAB Performance Committee who contributed to the Digital Attribution Primer 2.0.

If you have any questions or feedback, please contact **ben@iab.com**.

MULTIPLE EVENT

Credit is assigned to multiple events along a path to conversion based on a predetermined set of rules.

FRACTIONAL – RULES BASED

These rules may be determined exclusively by hand, or may adapt automatically over time.

EVEN WEIGHTING

Credit is applied equally across all events and/or channels measured along a path to conversion.

TIME DECAY

Credit is applied to events at increasing or decreasing intervals along a path to conversion. Event values are usually altered based on specific time windows when the events occurs.
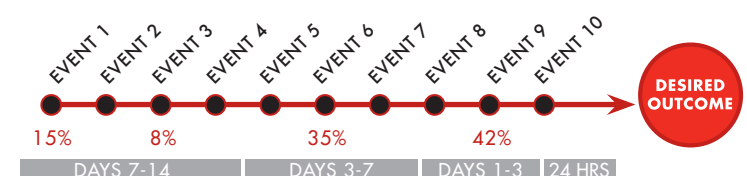

U-SHAPED

Credit is disproportionally applied to events at the beginning and end of a path to conversion.

FRACTIONAL – ALGORITHMIC

Credit is assigned to multiple events along a path to conversion given computer based, algorithmic analysis of the relationship of events relative to all other events along the path to conversion.

% DETERMINED VIA COMPUTER BASED LINEAR REGRESSION OR GAME THEORY CALCULATION