

The Multi-Touch Attribution Setup Guide

How to move off last-click attribution and start crediting every channel that actually contributed to a sale.

Why last-click attribution lies to you

Last-click gives 100% of the credit to whatever channel closed the deal — usually branded search or direct — and 0% to the channels that built awareness and consideration along the way. This systematically overvalues bottom-funnel channels and starves top-funnel ones of budget.

The attribution models, ranked by sophistication

Model	How it works	Best for
Last-click	100% credit to final touch	Simple reporting only — not decision-making
First-click	100% credit to first touch	Understanding what drives initial awareness
Linear	Equal credit across all touches	A reasonable default when you can't model further
Time-decay	More credit to touches closer to conversion	Longer sales cycles where recency still matters
Data-driven/ algorithmic	Machine-learned credit based on actual impact	High-volume accounts with enough data to train a model

Setup steps

1. Confirm every channel is properly tagged with consistent UTM parameters
2. Implement server-side/Conversion API tracking alongside browser pixels (browser-only tracking undercounts due to privacy blockers)
3. Choose your model — start with linear or time-decay if you don't have volume for algorithmic
4. Build a cross-channel report that shows the SAME conversion under different models, side by side
5. Re-allocate budget gradually based on the new view — don't flip overnight on one report

What multi-touch reveals that last-click hides

- Top-funnel channels (display, social awareness) that "assist" far more conversions than last-click shows
- Which content pieces actually move people through the funnel, not just which page they left from
- Whether branded search is really "working" or just capturing demand created elsewhere

Common mistakes

- Switching models and immediately reallocating all budget — validate with a test budget shift first
- Ignoring offline/phone conversions in the model, which skews B2B data heavily
- Using different attribution windows across platforms and comparing them directly

Want this set up and connected to your real accounts?

The **Attribution & Tech Stack Strategy Session (\$497)** builds your multi-touch model and cross-channel reporting from your actual data.

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