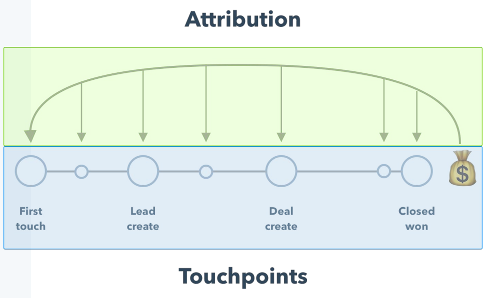
Revenue Attribution Reporting

What is multi-touch revenue attribution?



Multi-touch revenue attribution gives credit to marketers for the work they do as revenue drivers at their companies. The tool gives credit in the form of closed-won deal revenue to all the interactions someone had with your brand on the way to becoming a customer. Because we're looking at more than one interaction, we call this multi-touch revenue attribution reporting. Revenue is applied to various interactions by applying attribution models.

How to create an attribution report in HubSpot

You create an attribution report by heading over to the custom report builder. From there, there are six aspects of the report that you need to consider.

1. **Chart type**
   What do you want your report to look like?
2. **Deal close date**
   What is the timeframe that you want to analyze? You must have closed won deals in HubSpot with contacts attached to them in order to use attribution reporting.
3. **Deal pipeline**
   Select whether you want to look at all your deal pipelines, or one specific deal pipeline.
4. **Deal type**
   Select whether you want to look at all your deal types, or one specific deal type. For example, analyze only your deals with the type 'New business.'
5. **Dimension**
   What assets, sources, or interactions do you want to report on? You can compare two dimensions against each other.
6. **Attribution model**
   Select a model to determine how revenue is applied to the dimensions you've selected. There are six attribution models in HubSpot, and multiple models can be selected at once.

Attribution models

First interaction

Use to understand the original source or first interaction of paying customers.

100% of credit goes to first interaction.

Last interaction

Use to understand the last interaction paying customers have before going closed won.

100% of credit goes to last interaction.

Full-path

Use to understand the full customer journey, and align marketing with sales.

90% of credit is evenly split between the first, lead creation, deal creation, and deal close interactions. All other interactions split 10% of the credit.

Linear

Use to understand the full customer journey.

Credit is split evenly across all interactions your customers have with your brand.

U-model

Use to understand the effectiveness of your lead generation, and other top of funnel efforts.

40% of credit to the first interaction, 40% to the lead creation interaction, and the remaining 20% is split evenly across all other interactions.

W-model

Use to understand how effective your marketing team is at passing leads off to sales.

30% of credit goes to the first interaction, 30% to the lead creation interaction, and 30% to the deal creation interaction. The remaining 10% is split evenly across all other interactions.

FAQs

Link to knowledge base article on revenue attribution

Q: *Where in HubSpot will I find attribution reports?*
A: You can go to the custom report builder to create a custom report. All of these reports can be drilled down into, exported, and added onto any dashboard. You'll also see attribution reports on closed-won deal records, on marketing email performance, landing page performance, website page performance, and blog post performance pages.

Q: *What's different between this attribution report, and the attribution reports HubSpot has always had?*
A: Our previous attribution reports were contact attribution reports. These reports showed you which interactions were generating contacts for your business. Multi-touch revenue attribution reporting will tie every marketing interaction with *revenue*, not just contact creation.