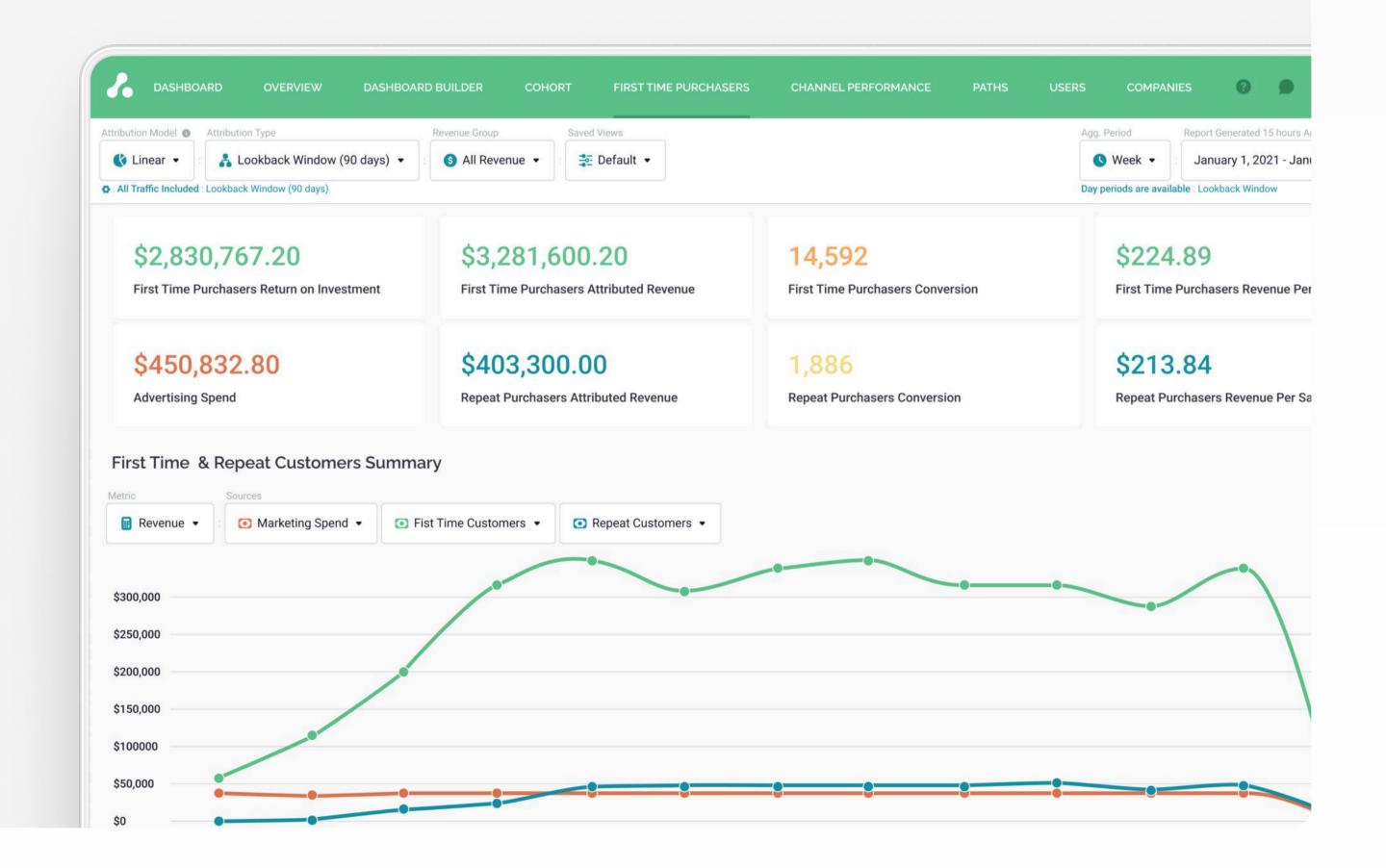# attribution

2025 Guide

Attribution that Actually Works

Unlocking Growth & Auditability that Your CFO Will Love

Introduction: Bridging the Gap Between Data and Growth

In the dynamic landscape of today's digital economy, understanding the direct impact of marketing efforts on revenue is paramount. During my tenure at Mammoth Growth, I had the privilege of working with some of the most innovative and fast-growing companies in the world, including Dropbox, DoorDash, Calendly, Nutrafol, CarGurus, and Tonal. These companies weren't just scaling—they were redefining their industries. But as their growth accelerated, one common challenge emerged: while data was abundant, actionable insights to connect marketing activities to tangible business outcomes were missing.

For example, at Calendly, our work uncovered over $400,000 in annual savings by streamlining redundant analytics tools and simplifying data tracking processes. Similarly, Nutrafol's rapid ascent to being acquired by Unilever was bolstered by our efforts to align siloed data systems and establish a single source of truth, enabling a 60% jump in revenue. At CarGurus, we spearheaded the complete rebuild of their revenue and retention reporting systems, ensuring a seamless transition as they expanded their offerings.

These transformative experiences underscored a universal truth: businesses need more than data; they need clarity. This realization became the catalyst for the creation of Attribution—a platform meticulously designed to empower fast-growing brands with actionable, transparent, and flexible revenue attribution. Unlike generic attribution tools, Attribution was built to meet the nuanced needs of companies scaling from $1M to $100M in Annual Recurring Revenue (ARR).

From Data to Decision-Making: Insights that Drive Growth

One of the most striking aspects of working with these innovative brands was seeing the tangible impact of aligning data with actionable insights. At Nutrafol, for instance, we didn't just focus on aligning siloed systems; we helped their teams unlock the potential of predictive analytics. By implementing a data infrastructure reset, Nutrafol was able to identify customer segments at risk of churn and target them with tailored retention strategies. This wasn't just about increasing revenue—it was about fostering long-term customer loyalty.

Similarly, at Dropbox, we designed advanced multi-touch attribution models that allowed their teams to pinpoint which campaigns drove not just sign-ups, but active product usage—a key metric in SaaS. By attributing value to campaigns that led to high engagement rather than just vanity metrics, Dropbox achieved a more sustainable growth trajectory.

At DoorDash, the focus was on regional scalability. Using granular attribution models, we enabled their teams to identify top-performing acquisition channels in emerging markets. This approach helped DoorDash allocate budgets with precision, accelerating their path to market dominance in multiple cities.

Building Attribution: The Lessons Learned

The creation and growth of Attribution was a direct response to these experiences. At Mammoth Growth, we often saw businesses struggle with one-size-fits-all attribution tools that lacked the flexibility to adapt to unique customer journeys. Whether it was a SaaS company with a complex sales cycle or an e-commerce brand with omnichannel touchpoints, the need for customizable solutions was evident.

For example, while working with Tonal, we realized the importance of integrating both online and offline data. Tonal's marketing teams needed to understand how digital campaigns influenced in-store trials and vice versa. By building a tailored attribution framework, we provided them with insights that bridged the gap between digital and physical interactions, driving a 40% increase in trial-to-purchase conversions.

The Role of Innovation in Attribution

Innovation has always been at the core of my work. During my time at Mammoth Growth, we embraced cutting-edge tools and methodologies to push the boundaries of what attribution could achieve. For instance, at CarGurus, we integrated machine learning algorithms to predict customer lifetime value (LTV) based on early-stage behaviors. This allowed their teams to focus on acquiring high-value customers while reducing spend on low-conversion channels.

Attribution, as a platform, embodies this spirit of innovation. With features like real-time data syncing, customizable attribution models, and intuitive dashboards, it empowers teams to go beyond surface-level metrics. Whether you're a growth leader at a SaaS startup or an operator in e-commerce, Attribution equips you with the tools to turn insights into impact.

A Vision for the Future

As I reflect on the journey from Mammoth Growth to Attribution, one thing is clear: the future of marketing lies in clarity and adaptability. Businesses that can seamlessly integrate data, derive actionable insights, and adapt to changing market dynamics will thrive. Attribution is more than a platform—it's a philosophy rooted in empowering teams to make informed decisions with confidence.

If you're a founder, growth leader, or growth operator aiming to scale efficiently and effectively, this guide is tailored for you. With actionable insights, proven strategies, and real-world examples, you'll discover how to leverage Attribution to drive sustainable growth, just as these companies have.

Let's explore how Attribution can be your key to unlocking unparalleled clarity and growth.

Ryan Koonce ✅
Founder & CEO, Attribution

What Is Marketing Attribution and Why Does It Matter?

At its core, marketing attribution is about understanding what drives results by tracking and assigning credit to the various channels and touchpoints that contribute to a conversion or desired action. It allows businesses to analyze customer interactions across their entire journey and identify which efforts are truly impactful.

For industries like SaaS, e-commerce, marketplaces, and B2B, this clarity is not just helpful—it's essential for several reasons:

Accurately Measuring ROI:

Effective attribution links ad spend to outcomes, allowing businesses to reallocate resources to high-performing channels and optimize return on investment. Without factoring in costs, decisions are based on incomplete insights.

Making Data-Driven Decisions:

Attribution eliminates guesswork by providing actionable insights, helping businesses validate strategies and align marketing efforts with evidence-based results.

Scaling Methodically:

Multi-touch models capture the nonlinear customer journey, enabling systematic growth by focusing on strategies that deliver results without misallocating budgets.

Without effective attribution, businesses risk relying on misleading or incomplete data. Many companies still depend on manual spreadsheets or basic session-based tools like Google Analytics, which leave significant gaps in understanding the customer journey and ROI.

Marketing Attribution Models

Attribution models provide frameworks for assigning credit to marketing touchpoints. They range from single-touch models like first-touch and last-touch attribution to more advanced multi-touch models such as linear, U-shaped, and time decay models. Each model serves specific purposes, but their effectiveness depends on the business context and marketing goals.

Common Attribution Models:

⚖️ First-Touch Attribution

This model assigns 100% of the credit to the first touchpoint in the customer journey. It's particularly useful for understanding the impact of awareness campaigns.

⚖️ Last-Touch Attribution

In contrast, this model assigns all credit to the final touchpoint before conversion. While it highlights closing efforts, it overlooks the nurturing stages of the journey.

⚖️ Linear Attribution

Distributes credit equally across all touchpoints. This model provides a balanced view but may dilute the importance of high-impact interactions.

🕐 Time Decay Attribution

Weighs touchpoints closer to the conversion higher than those earlier in the journey. This is ideal for campaigns targeting immediate results.

🖊️ Custom Attribution

These allow businesses to tailor credit distribution based on specific goals or customer behaviors, offering the most flexibility and accuracy.

Benefits of Multi-Channel Attribution:

Evaluate the Entire Buyer's Journey

Accurate multi-channel attribution accounts for all the touches that build to a sale—helping unify your strategy instead of chasing isolated conversion events.

Optimize Budget Allocation

Instead of flying blind, you'll know which channels deliver the biggest bang for your buck. This means more of your spend goes to the places that help you win deals.

Prove Marketing Impact to Leadership and Investors

By applying proportional attribution credit to specific campaigns or initiatives that drove a conversion, you can confidently demonstrate how your marketing activities translate into actual revenue.

Overcoming Challenges

Despite its advantages, multi-channel attribution requires overcoming common hurdles:
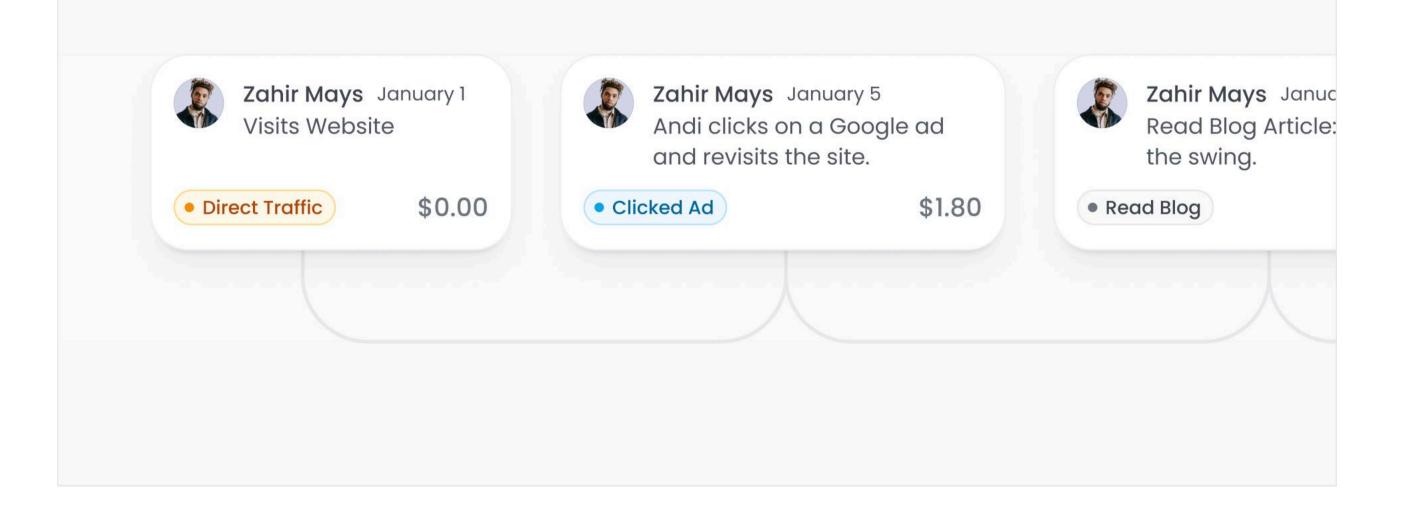
Data Silos

Integrating data from tools like CRM and CDP ensures a unified customer view.

Complexity of Journeys

Tailored attribution models can account for intricate buyer behaviors in industries like B2B.

Cross-Channel Transparency

Platforms like Attribution address gaps left by single-channel tools, offering granular insights that drive smarter decisions.

Zahir Mays January 1
Visits Website

● Direct Traffic $0.00

Zahir Mays January 5
Andi clicks on a Google ad and revisits the site.

● Clicked Ad $1.80

Zahir Mays Januc
Read Blog Article:
the swing.

● Read Blog

Debunking Attribution from Real, Growing Companies

Case Study: ClickUp's Attribution Success Story

ClickUp's rapid growth from $4M to $150M ARR exemplifies the transformative power of effective attribution. By implementing Attribution, the team gained unparalleled visibility into their marketing efforts, enabling them to:

- Optimize ad spend across multiple channels.
- Track the effectiveness of organic campaigns.
- Reduce customer acquisition costs (CAC) while maintaining efficient growth.

Key Achievements:

- Grew monthly ad spend from $0 to $4M in just 14 months.
- Achieved a 9-month payback period on ad investments, outperforming the industry standard of 12 months.
- Saved over $500,000 compared to building an in-house, scalable multi-touch attribution system.

The ClickUp team used multi-touch attribution to identify high-performing channels and refine their content strategy. For example, they discovered that combining paid ads with high-quality educational content led to significantly higher conversion rates. These insights enabled ClickUp to scale ad spend faster while maintaining efficiency.

Why Customization Matters in Attribution

Generic attribution tools often fail to meet the unique needs of fast-growing businesses. Customization is critical for accurately measuring marketing performance and aligning with specific objectives.

Examples of Customization:

⊘ Excluding Direct Traffic

SaaS companies, for instance, often exclude direct traffic after a certain event to prevent skewing performance metrics. This ensures that recurring visits from existing customers don't distort acquisition data.

𖦥 Including Offline Interactions

For e-commerce brands with affiliate marketing programs, integrating offline touchpoints (like in-person events or partnerships) with digital data provides a holistic view.

⊡ Dynamic Weighting

Custom models allow businesses to assign different weights to touchpoints based on their contribution to specific goals, such as lead generation or retention.

By leveraging these capabilities, businesses can gain actionable insights and drive growth with confidence. Customization empowers teams to adapt to changing market dynamics, ensuring long-term scalability.

The Role of Attribution in Decision-Making

Attribution is not just a tool—it's a strategy for driving smarter decisions. By connecting marketing activities to revenue outcomes, businesses can:

Optimize Resource Allocation

Identify underperforming campaigns and reallocate budgets to high-ROI channels (paid and organic).

Enhance Customer Understanding

Map customer journeys to uncover key drivers of engagement and conversion, starting with channel.

Forecast Future Performance:

Use historical data to predict the impact of future campaigns.

Case in Point: Predictive Analytics at ClickUp

Using Attribution, ClickUp integrated predictive analytics into their marketing strategy. By analyzing past data, they forecasted which campaigns would drive the highest ROI in future quarters. This proactive approach allowed them to stay ahead of competitors and maintain their growth trajectory.

> Attribution's platform ended up being the foundational technology for our entire marketing program.
>
> **Aaron Cort** ✔
> First Head of Marketing @ClickUp
>
> **ClickUp**

Best Practices for Leveraging Multi-Touch Attribution

🔁 Define Clear Goals

Begin by identifying what you want to achieve—whether it's reducing CAC, increasing LTV, or improving pipeline velocity. Your attribution model should align with these objectives.

🔗 Integrate Data Sources

Ensure all conversion touchpoints are accounted for by integrating tools like Salesforce, HubSpot, or Shopify with Attribution. This can also include other sources for ad touchpoints, such as Google, X, Meta, and others. Main point: A unified data view is crucial for accuracy.

🔍 Regularly Review Models

As customer behaviors and market conditions evolve, periodically revisit your attribution models to ensure they remain relevant.

👥 Involve Cross-Functional Teams

Collaboration between marketing, sales, and analytics teams ensures that attribution insights are actionable and aligned with broader business goals.

The Future of Attribution

As technology advances, attribution models are becoming increasingly sophisticated. Machine learning and AI are playing a growing role in refining models, enabling businesses to:

- Predict future trends with greater accuracy.
- Automate the weighting of touchpoints based on real-time data.
- Uncover hidden patterns in customer behavior.

For companies like ClickUp, leveraging these advancements has been key to staying ahead in a competitive landscape. By continuously innovating their attribution strategy, they've turned data into a powerful growth engine.

Marketing attribution is not just about tracking—it's about transforming insights into actions that drive meaningful outcomes. Whether you're in SaaS, e-commerce, or any other industry, the right attribution strategy can be the difference between stagnation and scalable success.

Multi-Touch Attribution Challenges by Industry

SaaS Multi-Touch Attribution

Software as a Service (SaaS) companies operate within a unique framework characterized by longer sales cycles, subscription-based revenue models, and a focus on customer retention. These factors introduce specific challenges in marketing attribution:

Complex Customer Journeys:

SaaS products often require multiple touchpoints before a conversion occurs. Prospective customers might engage with webinars, download whitepapers, participate in product demos, and consult with sales representatives before making a decision. Tracking and attributing value to each of these interactions is crucial.

Subscription Models:

The recurring revenue nature of SaaS means that the initial conversion is just the beginning. Understanding which marketing efforts contribute not only to customer acquisition but also to long-term retention and upselling is vital.

Multiple Stakeholders:

In B2B SaaS, purchasing decisions often involve multiple stakeholders, each influenced by different touchpoints. Capturing and attributing these interactions across roles adds another layer of complexity.

Explo's story highlights these challenges and the solutions Attribution can provide. Explo, a Series A SaaS company, saved 240 hours annually on manual reporting by implementing Attribution. With improved visibility into their marketing data, they achieved a **9.5x ROI** on their marketing investments. By analyzing channel performance, Explo identified high-performing platforms like Reddit and Google Ads, reallocating spend to maximize conversions and reduce CAC. These insights allowed Explo to optimize their ROAS and streamline their reporting processes.

E-commerce Multi-Touch Attribution

E-commerce brands operate in a fiercely competitive environment where understanding customer behavior is critical. Attribution challenges in this sector include:
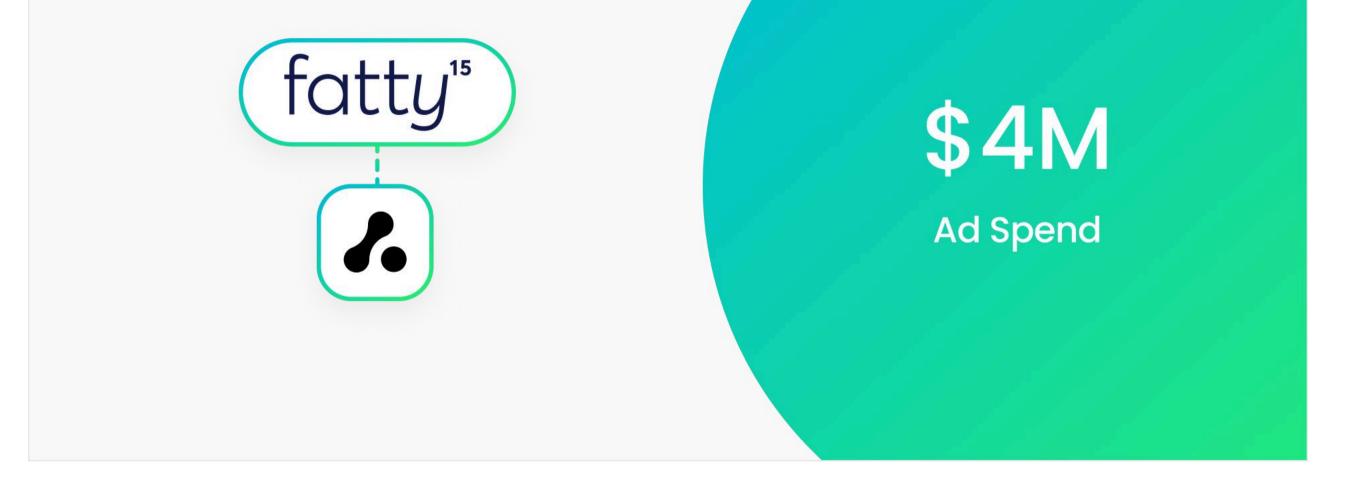
($) **Immediate vs. Long-Term Value:**

While immediate conversions drive revenue, understanding the lifetime value of customers (LTV) ensures sustainable growth. Attribution helps balance these priorities by identifying which channels drive high-LTV customers.

Omnichannel Interactions:

Shoppers interact with brands across multiple platforms—social media, email, search engines, and even in-store experiences. Accurately attributing value to these touchpoints requires a comprehensive view.

Fatty15's experience highlights the value of attribution. Using Attribution, they uncovered a **1,648% ROAS** on affiliate-driven sales, allowing them to scale their marketing efforts with confidence. By identifying top-performing channels, Fatty15 optimized its ad spend and achieved remarkable growth within weeks. Fatty15's focus on affiliate marketing revealed the impact of partnerships on recurring purchases, allowing them to invest more into influencers and networks driving repeat business. This strategic allocation drove significant improvements in both revenue and customer loyalty metrics.

Marketplace Multi-Touch Attribution

Marketplaces face dual attribution challenges:
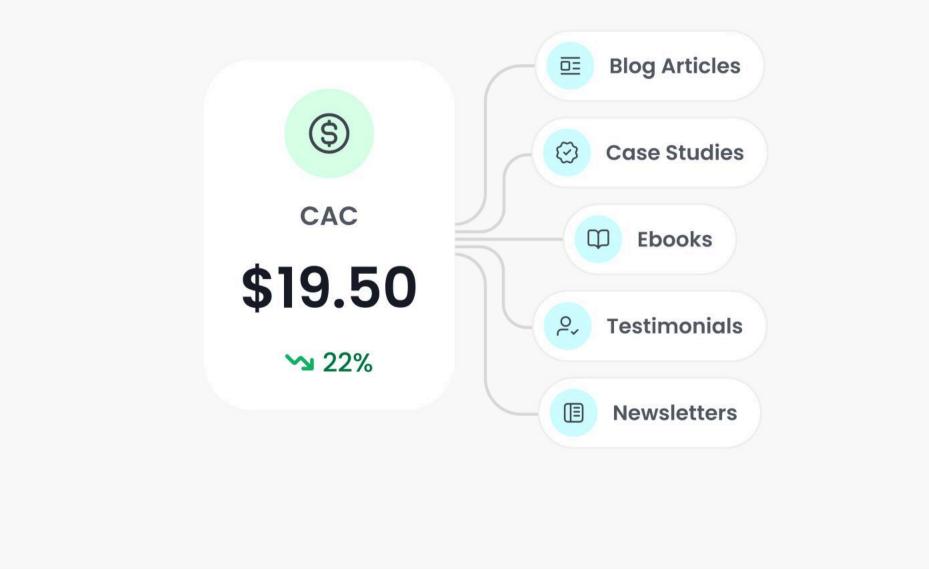

💸 Buyer and Seller Acquisition:

Success depends on growing both sides of the marketplace. Attribution must capture the impact of marketing efforts on both buyer and seller activity.

🌐 Network Effects:

Measuring the indirect impact of network growth, where the value of the platform increases as more users join, adds complexity to attribution.

Vendr, a marketplace for SaaS purchases, leveraged Attribution to gain clarity on their acquisition channels. By integrating Attribution into their Salesforce workflows, Vendr **unlocked insights into CAC** and pipeline ROI, enabling them to scale effectively and save significant time on manual data wrangling. By analyzing how targeted seller campaigns drove buyer engagement, Vendr uncovered that certain events in their sales cycle led to disproportionate gains in closed deals, allowing them to double down on their highest-performing initiatives.

Challenges Across Industries and Their Solutions

While SaaS, e-commerce, and marketplaces face distinct challenges, there are shared complexities across industries:

Tracking Multi-Touch Interactions

The modern buyer's journey involves multiple touchpoints. For SaaS companies like Explo, this might mean tracking the influence of content downloads, ad clicks, and email follow-ups. For e-commerce brands like Fatty15, omnichannel interactions—including social media ads and email offers—play a role. Marketplaces like Vendr need to capture not only buyer touchpoints but also seller interactions. The solution lies in advanced multi-touch attribution models. Tools like Attribution enable businesses to:

- Assign weighted credit to interactions based on their importance in the journey.
- Visualize how specific campaigns contribute to different stages of the funnel.
- Audit conversions down to the person, or account level, for complete clarity.

Balancing Offline and Online Interactions

For brands that operate both offline and online, integrating these datasets is critical. Fatty15, for instance, needed to link offline affiliate partnerships with digital sales performance. Similarly, Vendr had to track how offline seller acquisition efforts impacted online buyer engagement. By integrating offline and online data, Attribution ensures no touchpoint is left unmeasured.

Adapting to Rapid Market Changes

Industries like SaaS and e-commerce evolve rapidly. Whether it's shifts in consumer behavior or new competitors entering the market, businesses must adapt their attribution strategies to stay ahead. Attribution's customizable models allow companies to pivot quickly by reweighting interactions or introducing new metrics without disrupting existing workflows.

Eliminating Data Silos

Data silos often hinder attribution efforts. SaaS companies like Explo benefit from Attribution's integrations with tools like Salesforce and HubSpot, ensuring data flows seamlessly across platforms. Similarly, Fatty15's ability to merge affiliate data with e-commerce analytics created a unified view of performance, enabling better decision-making.

The ROI of Multi-Touch Attribution

Across industries, effective attribution drives measurable results:

SAAS Example (Explo)

- Reduced manual reporting by **240 hours** annually.
- Improved paid ad ROI by **2x**.
- **Increased pipeline** velocity by optimizing lead nurturing campaigns.

"Attribution aggregates our data in one palace so we don't have to manually monitor individual platforms. Not only does it save time, it also ensures each one of our ad spend dollars has maximum impact."

Joseph Long ✅
Head of Engineering @Superfiliate

EXPLO

Read the whole story about Explo here

Ecommerce Example (Fatty15)

- Achieved **1,648% ROAS** on affiliate campaigns.
- Leveraged **multi-touch attribution insights** to optimize budget allocation.
- Improved **conversion tracking and marketing efficiency**, enabling **2x ad spend in 2025** while maintaining positive cash flow.

Attribution enables us to understand what role each channel plays in the funnel. A higher CPA might be acceptable because we can see clearly that channel is bringing more people into the funnel.

John Gareau ✅
CRO @Seraphina Therapeutics

fatty¹⁵

Read the whole story about Fatty15 here

Marketplace Example (Vendr)

- **Saved 2-3 days per month** in manual data analysis by centralizing marketing insights.
- **Uncovered new traffic sources**, including AI-driven referrals, to optimize content strategy.
- **Improved campaign tracking** by integrating Attribution's user identification to monitor marketplace interactions.

> If you're looking to save time and sanity when trying to knit your marketing data together, Attribution is a useful tool to give you insights and take a lot of that lift off your plate.
>
> **Perin Adams** ✔
> GTM Business Systems Manager @Vendr
>
> V vendr

Read the whole story about Vendr here

Steve Sears January 5
Google Ad
● Ad Touch

Steve Sears January 9
Organic Visit
● Direct Traffic

Steve Sears January 15
Winter Email
● Email Offer

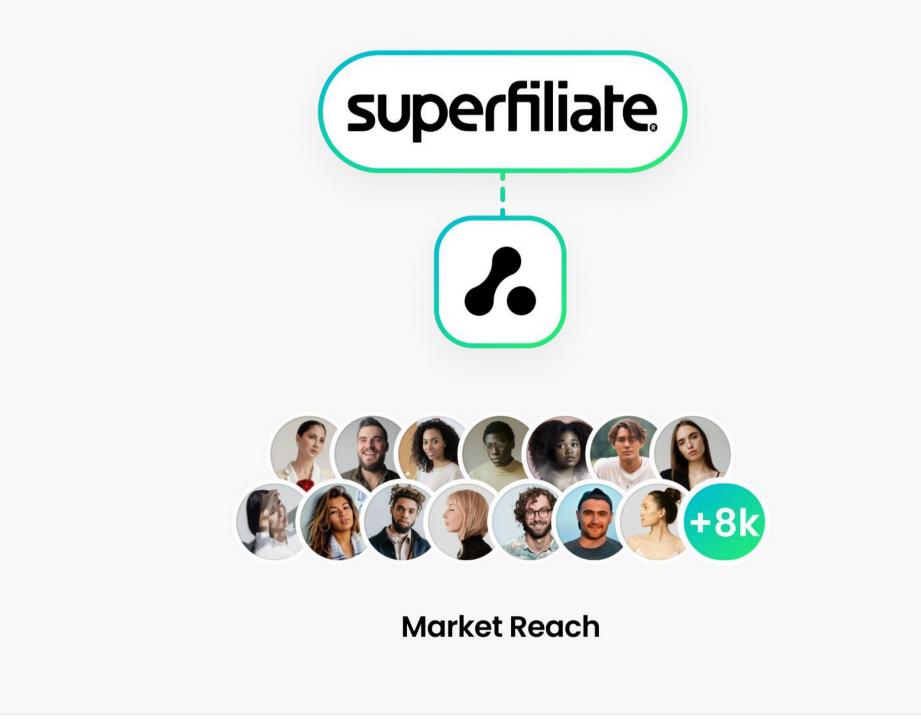# Common Attribution Models and Their Limitations

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◯ **Single-Touch Models:**

- **First-Touch:** Assigns all credit to the initial interaction. Useful for awareness but ignores subsequent nurturing.
- **Last-Touch:** Focuses on the final interaction before conversion. While it highlights closing efforts, it overlooks the journey's earlier stages.

⊗ **Multi-Touch Models:**

- **Linear:** Distributes equal credit to all touchpoints, potentially diluting the importance of key interactions.
- **Time Decay:** Weighs recent touchpoints higher, undervaluing long-term engagement.
- **Custom or Data-Driven:** Offers the flexibility to tailor models but requires robust tools and expertise.

Attribution's customizable multi-touch solution empowers teams to create models tailored to their unique customer journeys. For example, Superfiliate saved 20 hours monthly on manual reporting while optimizing enterprise sales using Attribution.

Market Reach

Why Founders and Growth Leaders Need Flexible Attribution

One-size-fits-all attribution solutions rarely work. High-growth businesses need tools that:

Adapt to Evolving Strategies

As businesses scale, their marketing strategies evolve. Attribution systems must keep pace with these changes.

Provide Granular Insights

Detailed insights enable businesses to optimize individual channels and campaigns.

Deliver Transparency and Actionable Data

Transparent systems build trust and allow teams to make data-driven decisions confidently

Vendr's experience illustrates this need. By using Attribution, they identified high-performing traffic sources, including AI-driven channels, saving days of manual analysis each month and uncovering new growth opportunities.

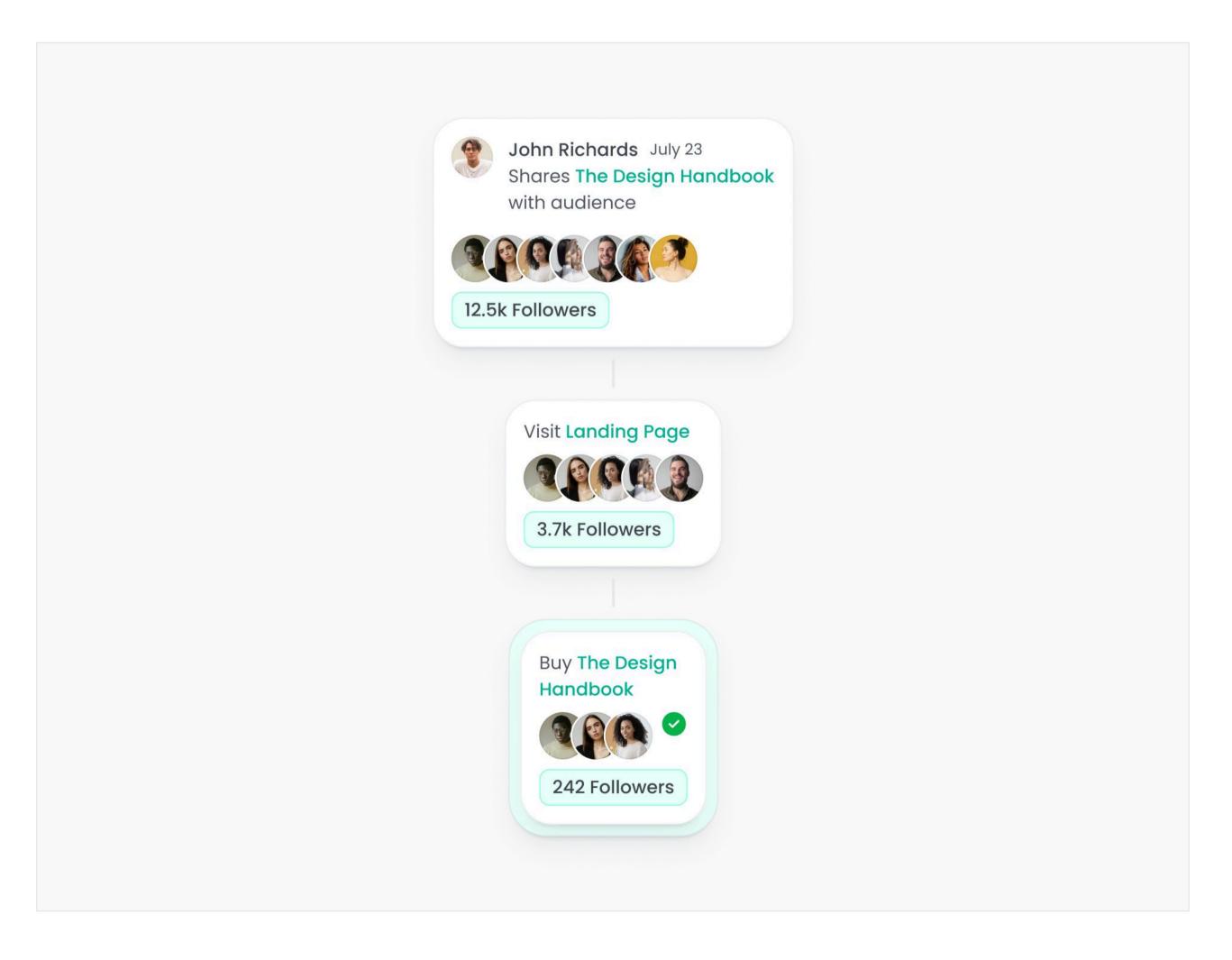## Why Flexible Attribution Is Essential for Growth

As businesses transition from startup to scale-up, their marketing strategies evolve rapidly. Early-stage companies often focus on quick wins, while scaling businesses aim to optimize for efficiency and predictability. Flexible attribution systems are critical to navigating this evolution effectively.

Vendr uncovered unexpected high-value traffic sources, including AI-driven referrals from tools like ChatGPT and Claude. By analyzing these insights, Vendr optimized content strategy and resource allocation, improving marketing efficiency and visibility into valuable user actions.

ⓘ Granular Insights Drive Better Decisions

- Identify the performance of niche campaigns.
- Segment customers by channel and behavior.
- Optimize touchpoints within complex journeys.

Take Fatty15 as an example. By segmenting affiliate-driven traffic from direct conversions, Fatty15 uncovered insights to increase ad spend and return on ad spend (ROAS). They then doubled down on partnerships with influencers who were driving repeat purchases, leading to a **1,648% increase in ROAS** within six weeks.

Key Benefits of Flexible Attribution

Adapting to Market Dynamics

Market conditions can shift rapidly. Flexible attribution systems allow businesses to respond proactively by:

- Updating models to reflect new customer behaviors.
- Integrating emerging channels without disrupting workflows.

Enhanced Collaboration Across Teams

Attribution insights empower marketing, sales, and operations teams to:

- Align on revenue goals.
- Identify bottlenecks in the customer journey.
- Drive faster decision-making based on shared data.

For instance, Explo's marketing team used Attribution to identify top-performing lead sources, such as Reddit and Google Ads, allowing them to eliminate wasteful spending and reallocate resources to high-performing channels. This helped maximize conversions and improve overall marketing efficiency.

Unlocking Underutilized Channels

Flexible attribution tools highlight underutilized channels with high potential. Vendr identified emerging opportunities in AI-driven marketing, uncovering unexpected traffic from ChatGPT and Claude. With these insights, Vendr optimized content strategy and resource allocation, improving engagement and marketplace efficiency.

Overcoming Common Attribution Challenges

Fragmented Data

Businesses often struggle with fragmented data stored across multiple platforms. Flexible attribution tools solve this by:

- Integrating with CRMs like Salesforce and HubSpot.
- Consolidating offline and online data into a single view.
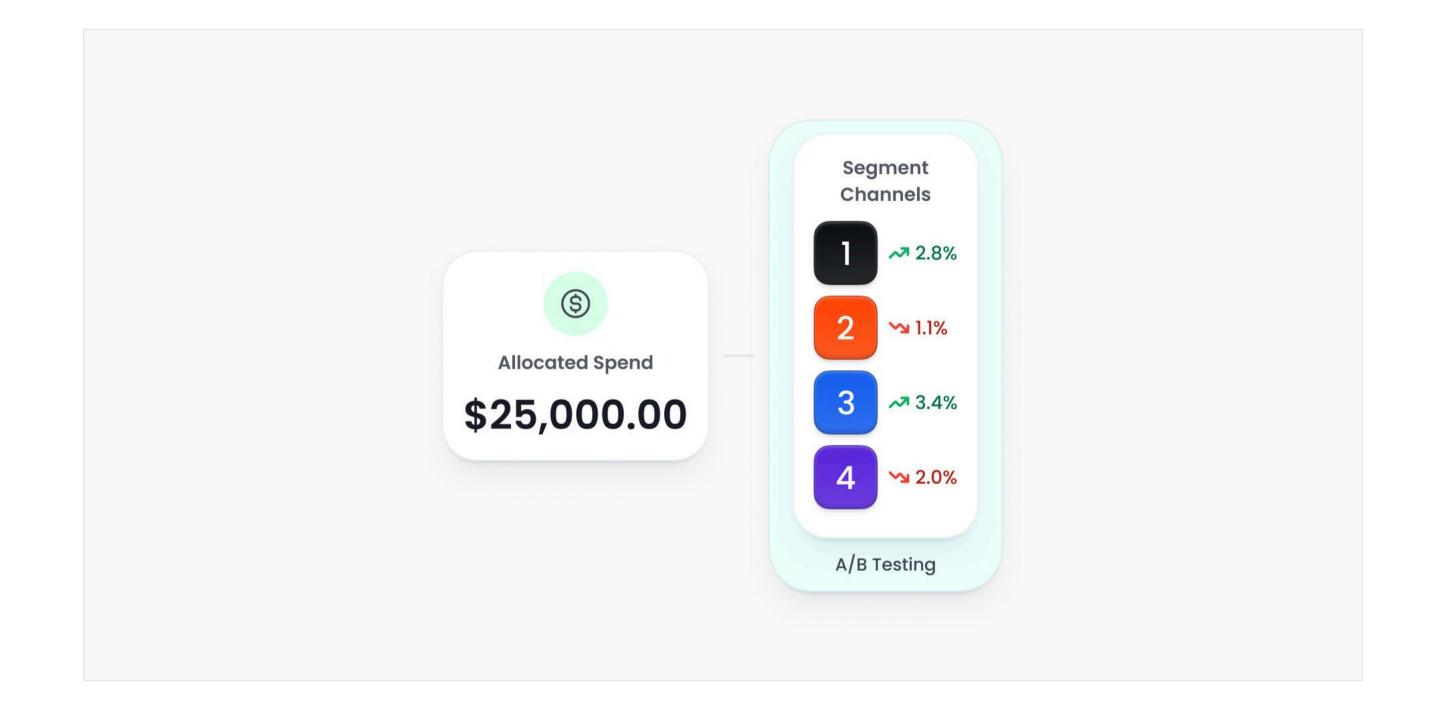
⚠ Attribution Model Limitations

Rigid models fail to account for unique customer journeys. Customizable attribution systems allow businesses to tailor credit distribution based on:

- Channel-specific performance with proper weights.
- Funnel-stage priorities grouped by marketing channel.

📊 Scaling Complexity

As businesses grow, the complexity of their marketing increases. Flexible systems provide scalable solutions by:

- Automating reporting processes, as well as person-level auditing.
- Generating real-time insights for faster decision-making.

Case Studies: Flexible Attribution in Action

Vendr's Marketplace Insights

Vendr utilized Attribution's flexible modeling capabilities to:

- Segment buyer and seller journeys for greater clarity.
- Optimize resource allocation based on CAC-to-LTV ratios.
- Reduce reporting time by integrating Salesforce data.

Fatty15's Affiliate Optimization

Fatty15 leveraged Attribution to:

- Accurately attribute incremental revenue growth to influencer and affiliate campaigns.
- Optimize multi-touch attribution insights to allocate budget more effectively.
- Identify a 1,648% ROAS from affiliate channels, justifying increased investment.

Explo's SaaS Growth

Explo transformed their lead-generation efforts by:

- Identifying the top-performing webinars and content downloads.
- Reducing manual reporting efforts by 30 hours per month.
- Achieving a 9x return on marketing investment.

The ROI of Flexible Attribution

Businesses leveraging flexible attribution tools consistently report:

- Improved campaign efficiency through data-driven adjustments.
- Higher ROI from identifying underperforming efforts.
- Streamlined operations via automated reporting systems.

Metrics That Matter:

- **Customer Lifetime Value (CLV):** Track which channels bring high-LTV customers.
- **Customer Acquisition Cost (CAC):** Optimize spend for efficiency.
- **Pipeline Velocity:** Identify strategies that accelerate the funnel.

Flexible attribution ensures that growth leaders have the data they need to drive impactful decisions and achieve sustainable growth

Looking Ahead: The Future of Flexible Attribution

As technology advances, the next generation of attribution tools will integrate:

- **AI-Driven Insights:** Predictive analytics to forecast campaign outcomes.
- **Real-Time Adaptation:** Dynamic weighting models for live campaigns.
- **Omnichannel Integration:** Deeper connections between offline and online touchpoints.

For founders and growth leaders, flexible attribution represents a strategic advantage in an increasingly competitive landscape. It's not just about tracking what works today—it's about building systems that adapt and scale as your business evolves.

attribution

How to Layer Multi-Touch Attribution with Segment, Salesforce, Shopify, or HubSpot

Each of these platforms plays a crucial role in marketing, sales, and customer data management. However, they lack built-in multi-touch attribution (MTA), limiting businesses' ability to accurately measure marketing performance and allocate resources effectively.

Key Attribution Gaps Across Platforms

Segment (Customer Data Platform)

- **No Ad Spend Integration:** Cannot track ROAS at the channel, campaign, or keyword level.
- **Limited CRM Integration:** Weak visibility into user-stage changes within Salesforce and HubSpot.
- **Tracking Challenges in Shopify:** Complex implementation leads to missing customer journey data.

No Built-in Attribution Models: Requires significant engineering effort to generate multi-touch reports.

HubSpot (Marketing Automation & CRM)

- **No Ad Spend Tracking:** ROAS analysis is impossible without third-party integrations.
- **Poor Anonymous User Tracking:** User activity is only recorded post-form submission.
- **Limited Attribution Models:** Relies on last-touch attribution, overlooking multi-channel influence.

Shopify (E-commerce Platform)

- **No Anonymous User Tracking:** Lacks insight into pre-purchase behavior.
- **No Multi-Touch Attribution:** Provides only transactional data, missing the impact of multiple touchpoints.
- **Campaign-Level Limitations:** High-level sales metrics, but no in-depth marketing performance analysis.
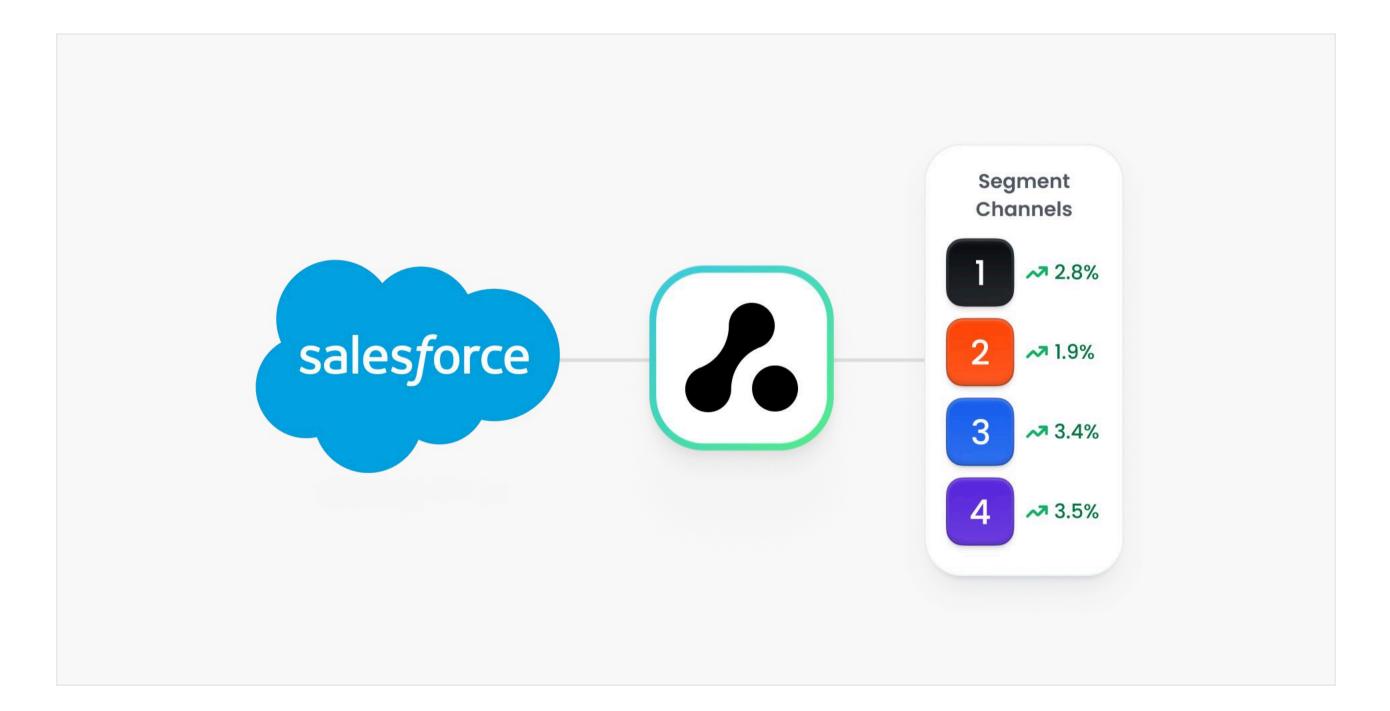- **No Ad Spend Integration:** Cannot track campaign efficiency or ROAS.

Salesforce (CRM)

- **No Ad Spend Integration:** Inability to connect ad spend with sales outcomes.
- **Poor Anonymous User Tracking:** Cannot track pre-lead interactions effectively.
- **Limited Attribution Models:** Uses basic first-touch and last-touch attribution, missing deeper journey insights.

The Impact of Missing Multi-Touch Attribution

Without multi-touch attribution, businesses face:

- **Misallocated marketing budgets** due to incomplete performance insights.
- **Inability to optimize campaigns** across different touchpoints.
- **Missed revenue opportunities** by failing to track the entire customer journey.

By layering **advanced attribution models** onto Segment, HubSpot, Shopify, and Salesforce, teams can accurately **connect marketing efforts to revenue**, optimize ad spend, and scale their campaigns based on data-driven decisions.

Actionable Takeaways for Teams using Segment, Salesforce, Shopify, or HubSpot and Layering Multi-Touch Attribution

ⓘ Why Native Tools Fall Short

While **Segment, HubSpot, Shopify, and Salesforce** provide essential marketing, CRM, and e-commerce capabilities, they lack built-in multi-touch attribution, leading to:

- **Overreliance on first-touch or last-touch models**, which misrepresent the full customer journey.
- **No ad spend tracking**, making ROAS calculations impossible.
- **Fragmented insights**, as key interactions across channels remain disconnected.

⦰ The Role of Multi-Touch Attribution

Layering multi-touch attribution onto these platforms helps teams:

- **Distribute credit accurately** across all marketing touchpoints.
- **Track both anonymous and known users**, ensuring visibility before lead capture.
- **Tie marketing efforts directly to pipeline and revenue**, improving budget allocation.

⛶ Maximizing the Value of Integrations

By integrating **multi-touch attribution** with Segment, HubSpot, Shopify, and Salesforce, businesses gain:

- **Unified customer tracking**, connecting pre- and post-lead interactions.
- **Real-time performance insights**, reducing reliance on manual reporting.

Defining Attribution Goals and KPIs Across Industries

Effective marketing attribution begins with defining clear goals and aligning attribution models to business objectives. Key performance indicators (KPIs) differ significantly across industries, reflecting the unique challenges and priorities of SaaS, e-commerce, and marketplace businesses.

SaaS KPIs and Attribution Alignment

In the SaaS sector, success hinges on long-term customer relationships and recurring revenue. However, the strategies for achieving these goals differ between Product-Led Growth (PLG) and Sales-Led Growth (SLG) models.

PLG (e.g., ClickUp):

PLG companies prioritize self-serve experiences where users discover the product through free trials or freemium offerings. KPIs for PLG include:

- **Product Activation Rate:** Tracks how many users reach meaningful milestones in the product.
- **Expansion Revenue:** Measures growth from existing users upgrading to higher plans.
- **Customer Acquisition Cost (CAC):** Critical for balancing the cost of wide funnel acquisition with activation.

ClickUp leveraged Attribution to gain full-funnel insights into user journeys, tracking behavior from the first website visit through conversion. This allowed ClickUp to optimize marketing efforts across channels by identifying which touchpoints were most effective at each stage of the funnel. These insights helped the team efficiently scale ad spend while maintaining low CAC during their rapid growth.

SLG (e.g., Explo):

SLG models rely on targeted sales efforts to close deals with multiple stakeholders. KPIs include:

- **Lead Conversion Rate:** Measures the effectiveness of moving leads from marketing qualified to sales qualified.

- **Pipeline Velocity:** Tracks the speed at which opportunities progress through the funnel.
- **Customer Lifetime Value (LTV):** Reflects the long-term value of deals.

Explo used Attribution to map multi-touch interactions across their marketing channels, gaining visibility into customer journeys and touchpoints. By analyzing these interactions, they identified high-performing actions and channels, enabling them to optimize their budget allocation and improve marketing efficiency.

🛒 E-commerce KPIs and Attribution Alignment

E-commerce brands prioritize immediate conversions while also focusing on long-term customer value. Important KPIs include:

- **Return on Ad Spend (ROAS):** Measures the revenue generated per dollar spent on advertising, essential for evaluating campaign efficiency.
- **Average Order Value (AOV):** Reflects the average revenue per transaction, providing insight into upsell opportunities.
- **Customer Lifetime Value (CLTV):** Helps identify channels and campaigns that drive repeat purchases.

Attribution models for e-commerce should account for:

- Omnichannel interactions, such as the interplay between social media ads, email marketing, and search engine clicks.
- The impact of influencers and affiliates on both initial conversions and repeat purchases.

Fatty15 leveraged Attribution to analyze ROAS across influencer campaigns. By tracking how these campaigns influenced both initial conversions and LTV, they increased repeat purchases by 40% and identified top-performing affiliates.

🏬 Marketplace KPIs and Attribution Alignment

Marketplaces must balance the needs of buyers and sellers, with KPIs focusing on both acquisition and activity. These include:

- **CAC for Buyers and Sellers:** Tracks the efficiency of acquisition strategies for both sides of the marketplace.
- **Transaction Value and Volume:** Measures the monetary value and frequency of transactions facilitated by the platform.
- **Net Promoter Score (NPS):** Evaluates user satisfaction, which is critical for sustaining growth through network effects.

Attribution models for marketplaces should emphasize:

- The role of targeted campaigns in driving buyer and seller acquisition.
- The impact of network effects, where an increase in user activity boosts platform value.

Vendr utilized Attribution to track complex marketplace interactions, including supplier engagement and user behavior. By aligning their attribution model with these insights, Vendr gained visibility into high-value traffic sources and optimized marketing spend.

Integrating Data from Multiple Sources

Accurate attribution requires combining data from multiple sources to ensure a comprehensive view of the customer journey. This involves:

Online and Offline Integration

Many businesses operate across digital and physical channels. E-commerce brands like Fatty15 integrate affiliate marketing data with online sales metrics, while marketplaces like Vendr merge seller acquisition data with buyer activity insights. This holistic approach eliminates silos and ensures no touchpoint is overlooked.

Ensuring Data Quality and Consistency

Clean, consistent data is essential for reliable attribution. SaaS companies like Explo rely on integrations with tools like Salesforce and HubSpot to maintain data integrity. Regular audits and automated workflows help ensure that attribution models are based on accurate and up-to-date information.

Continuously Testing and Refining Attribution Models

As customer behavior evolves, attribution models must be regularly reviewed and updated. Best practices include:

- **Experimentation:** Test different models (e.g., linear, U-shaped, time decay) to determine which provides the most actionable insights.
- **Feedback Loops:** Use insights from attribution data to refine campaigns and reweight touchpoints based on performance.
- **Cross-Functional Collaboration:** Involve marketing, sales, and analytics teams to ensure attribution models align with broader business goals.

Real-World Application

ClickUp revisited their attribution model quarterly, incorporating feedback from marketing and sales teams. This iterative approach allowed them to identify underperforming campaigns and reallocate budgets, contributing to their $150M ARR growth.

Takeaways for Founders and Growth Leaders

Define Industry-Specific KPIs

Align attribution models with the unique goals of your business. For SaaS, focus on LTV and churn. For e-commerce, prioritize ROAS and AOV. For marketplaces, balance buyer and seller acquisition metrics.

Differentiate Between PLG and SLG in SaaS

- Use event-based attribution models for PLG to track product activation milestones.
- Focus on lead nurturing and multi-touch journeys in SLG to accelerate sales cycles.

Leverage Multi-Touch Attribution

Single-touch models often oversimplify the customer journey. Multi-touch attribution provides a nuanced view, ensuring that all interactions are weighted appropriately.

Embrace Data Integration

Combine online and offline data to capture the full customer journey. Tools like Salesforce and HubSpot can provide the foundation for comprehensive attribution when integrated effectively.

Stay Agile in Today's Market

Regularly review and refine attribution models to adapt to changing market conditions and customer behaviors. Experimentation and feedback loops are critical for sustained growth.

attribution

Customer Stories:
Real Attribution Stories from
Growing and Unicorn Brands

ClickUp: Scaling Smarter with Multi-Touch Attribution

> Attribution's platform ended up being the foundational technology for our entire marketing program. It allowed us to create a business case around every part of our marketing program and justify spend across channels.
>
> **Aaron Cort** ✓
> First Head of Marketing @ClickUp
>
> **ClickUp**

As one of the fastest-growing SaaS companies, ClickUp needed a scalable solution to track performance marketing, optimize organic growth, and measure full-funnel marketing impact. By integrating Attribution with their data, ClickUp gained unparalleled visibility into customer journeys, allowing them to:

- **Identify High-Performing Channels:** Attribution revealed that mapping full-funnel user journeys provided the insights needed to optimize channel performance and improve conversion rates.
- **Optimize Ad Spend:** With real-time CAC and payback tracking across all paid channels, ClickUp successfully scaled its monthly ad spend from $0 to $4M in just 14 months while maintaining a nine-month advertising payback period—three months faster than the industry standard.
- **Improve Marketing Efficiency:** By leveraging Attribution's omnichannel tracking, ClickUp saved approximately $500K compared to building an in-house attribution model.

"When you're ramping from $0 to millions of dollars a month on acquisition—with hundreds of millions of people coming to your website—you need to make decisions quickly and accurately. Attribution ensures we see what's working faster and make smarter decisions about where to invest," Aaron explained.

With Attribution, ClickUp scaled from **$4M to $150M ARR in just three years**, establishing itself as a market leader valued at $4B.

Read the whole story about ClickUp here

Fatty15: Unlocking ROAS with Influencer Insights

Fatty15, a **direct-to-consumer health brand**, leveraged Attribution to uncover a staggering 1,648% ROAS from affiliate campaigns after integrating with Superfiliate.

> We always need to improve and refine our approach. The Attribution team has helped us create new data views and added new capabilities for us, like better influencer tracking and multi-channel reporting. That allows us to keep making progress and improve how we measure our marketing.
>
> **John Gareau** ✔
> CRO @Seraphina Therapeutics
>
> fatty¹⁵

By integrating Attribution with their Shopify and influencer marketing platform, Fatty15 achieved critical insights into their performance, including:

- **Affiliate-Driven Sales:** Attribution revealed that influencer partnerships were a key revenue driver, delivering **1,648% ROAS** through affiliate channels, **validating continued investment** in these high-performing channels, and helping **optimize budget allocation**.
- **Optimized Partnerships:** With Attribution's **custom integration capabilities**, Fatty15 was able to **identify and double down on top-performing affiliates**, ensuring their marketing dollars were focused on high-LTV customer acquisition.
- **Data-Driven Scaling:** Armed with these insights, Fatty15 is doubling their marketing budget in 2025 while maintaining a **positive cash flow**, **saving over $200K per year** compared to hiring an in-house data team.

"Attribution enables us to understand what role each channel plays in the funnel. A higher CPA might be acceptable because we can see clearly that channel is bringing more people into the funnel," John explained.

Looking ahead, Fatty15 plans to **expand their use of Attribution** to optimize awareness channels like **Connected TV and YouTube**, ensuring continued data-driven scaling in 2025.

Read the whole story about Fatty 15 here

Superfiliate: Streamlining Enterprise Growth

Superfiliate, a **leading influencer and affiliate marketing platform**, leveraged Attribution to **streamline operations and expand into enterprise markets**.

> Attribution provides an additional analytics layer that helps brands investigate and understand how creators impact the greater user journey. That data impacts who they choose to work with again in Superfiliate.
>
> **Victor Feijó** ✔
> Head of Engineering @Superfiliate
>
> **superfiliate**®

By integrating Attribution, Superfiliate achieved:

- **Pipeline Expansion:** The integration with Attribution expanded **Superfiliate's total addressable market (TAM) to include $100M-$400M+ ARR companies**, strengthening their enterprise positioning.
- **Improved Growth Reporting:** With **automated data syncing and cost tracking**, brands using Superfiliate gained a complete view of campaign ROI, enabling **smarter budget allocations and better-informed marketing decisions**.
- **Operational Efficiency:** The integration eliminated manual reporting work, s**aving Superfiliate customers 20 hours per month** and i**ncreasing conversion rates (CVR) by 40%** over paid advertising averages.

"These enterprises will have more success with Superfiliate, and they'll have more data to analyze and deeper insights with Attribution," Victor explained.

Looking ahead, Superfiliate sees **Attribution as a key driver of their enterprise growth strategy**, ensuring that large customers have the **comprehensive marketing analytics needed to scale efficiently**.

Read the whole story about Superfiliate here

Vendr: Uncovering High-Value Channels

As a **SaaS procurement marketplace**, Vendr faced the challenge of tracking complex user behaviors and aligning buyer and seller acquisition strategies. **Attribution provided the clarity and efficiency they needed**.

> If you're looking to save time and sanity when trying to knit your marketing data together, Attribution is a useful tool to give you insights and take a lot of that lift off your plate.
>
> **Perin Adams** ✔
> GTM Business Systems Manager @Vendr
>
> **V** vendr

With Attribution, Vendr achieved:

- **Improved Marketing Efficiency:** By analyzing channel effectiveness, **Attribution revealed AI-driven traffic sources**, such as ChatGPT and Claude, contributed significantly to user engagement and marketplace interactions.
- **Streamlined Reporting:** Automated data consolidation **reduced manual data wrangling by 2-3 days per month**, freeing the team to focus on strategic initiatives.
- **Actionable Insights:** Attribution **uncovered high-value traffic sources like ChatGPT and Claude, prompting Vendr to explore optimizing content** for AI-driven referrals in addition to traditional search.

"Attribution was really proactive and supportive. They were very willing to go the extra mile to help us customize our dashboard. The support from the Attribution team is incredible," Perin explained.

Looking ahead, Vendr plans to **expand their use of Attribution across more teams**, enabling self-serve analytics to uncover valuable insights independently and scale their growth strategies.

Read the whole story about Vendr here

Explo: Accelerating SaaS Growth

Explo, a **Series A SaaS company**, used Attribution to gain critical insights into their marketing performance, saving **240 hours annually** and achieving a **9.5x ROI**.

> Attribution aggregates our data in one place so we don't have to manually monitor individual platforms. Not only does it save time, but it also ensures each one of our ad spend dollars has maximum impact.
>
> **Joseph Long** ✔
> Growth Marketing Lead @Explo
>
> EXPLO

With Attribution's advanced analytics, Explo achieved:

- **Accelerated Pipeline Velocity:** By understanding customer journey stats such as visits, page views, and interactions, Explo identified which campaigns influenced decision-makers most effectively, improving lead-to-opportunity conversion rates by 20%.
- **Optimized Marketing Spend:** With insights from Attribution, Explo reallocated budgets from underperforming campaigns to high-performing ones, achieving **improved ROAS and decreased CAC**.
- **Validated Channel Effectiveness:** Attribution helped validate that Reddit was a highly profitable channel, justifying budget increases and eliminating wasteful spending.

"Attribution gives us the marketing perspective on the impact of different campaigns, initiatives, and customer acquisition costs, revealing our most effective channels," Joseph shared.

Looking ahead, Explo plans to leverage Attribution to **shorten sales cycles**, reducing the time it takes for leads to convert and helping them hit critical revenue milestones even faster.

Read the whole story about Explo here

Lessons from These Stories

- **Data Integration Is Key:** Each company integrated Attribution with critical platforms like **Segment, HubSpot, Salesforce, Snowflake, and Shopify**, enabling a unified, full-funnel view of customer journeys.
- **Actionable Insights Drive Growth:** Attribution helped businesses identify high-performing channels, optimize CAC-to-LTV ratios, and eliminate wasted ad spend. Companies like **ClickUp, Fatty15, and Vendr** leveraged these insights to improve pipeline velocity, enhance marketing efficiency, and uncover hidden traffic sources.
- **Customization Enhances Impact:** Flexible attribution models and custom integrations allowed companies to **tailor insights to their specific needs**—whether it was scaling ad spend (ClickUp), tracking influencer ROI (Superfiliate), improving enterprise expansion (Superfiliate & Vendr), or optimizing reporting workflows (Explo).

What's Next?

Attribution is just the beginning. The world of marketing attribution is dynamic, and as the needs of businesses evolve, so too will our platform. But beyond the technology, what excites me most is the opportunity to share stories, strategies, and insights that can empower your business to reach its full potential.

Over the years, I've had the privilege of working with remarkable teams at companies like Dropbox, DoorDash, Tonal, and Calendly. One common thread unites their success: the willingness to dig deep into their data, ask the hard questions, and experiment boldly. That's the mindset that Attribution was built to support—and it's the mindset that drives meaningful, sustainable growth.

The Road Ahead: Insights, Stories, and Connections

As we continue to refine and enhance Attribution, my goal is to not just offer a product but to foster a community of growth-minded leaders. I'll be sharing:

🔍 Case Studies:

New deep dives into how companies are solving complex challenges with attribution. From uncovering untapped revenue channels to accelerating pipeline velocity, these stories will highlight actionable takeaways.

☰ Best Practices:

Guidance on adapting attribution strategies to emerging trends, whether it's AI-driven marketing or navigating omnichannel customer journeys.

👥 Open Conversations:

LinkedIn has been my favorite platform to engage with founders, growth leaders, and operators. I encourage you to connect with me there. Let's discuss what's working, what's not, and where the next big opportunities lie.

A Note to Founders and Growth Leaders

If you've read this far, you're already in the top percentile of leaders committed to data-driven growth. You understand that attribution isn't just about tracking—it's about empowering your team to make smarter decisions, faster. Whether you're scaling a startup to $1M ARR or navigating the complexities of $100M+, the principles of attribution can guide your way.

My advice? Start small, but think big. Implementing attribution might feel daunting at first, but even incremental steps can reveal transformative insights. Track one campaign, map one customer journey, or test one new model. The compounding effect of those actions will surprise you.

My Commitment to You

Building Attribution has been a journey of learning and iteration, much like the journeys our customers are on. My promise is to continue listening to your feedback, innovating alongside your needs, and celebrating your wins. Every customer story we share—whether it's ClickUp scaling to $150M ARR or Fatty15 achieving 1,648% ROAS—is a testament to what's possible when great teams leverage great tools.

So, what's next for you? Are you ready to dive into your data with curiosity and purpose? Are you prepared to transform marketing from a cost center into a growth engine? If the answer is yes, then let's get started.

Stay Connected

The conversation doesn't end here. Follow me on LinkedIn for regular updates, tips, and discussions on all things attribution and growth. If you have a question, a story to share, or an idea to explore, I'm just a message away.

Cheers to your growth journey,

Ryan Koonce
Founder & CEO, Attribution

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[ryan@attributionapp.com](#)