

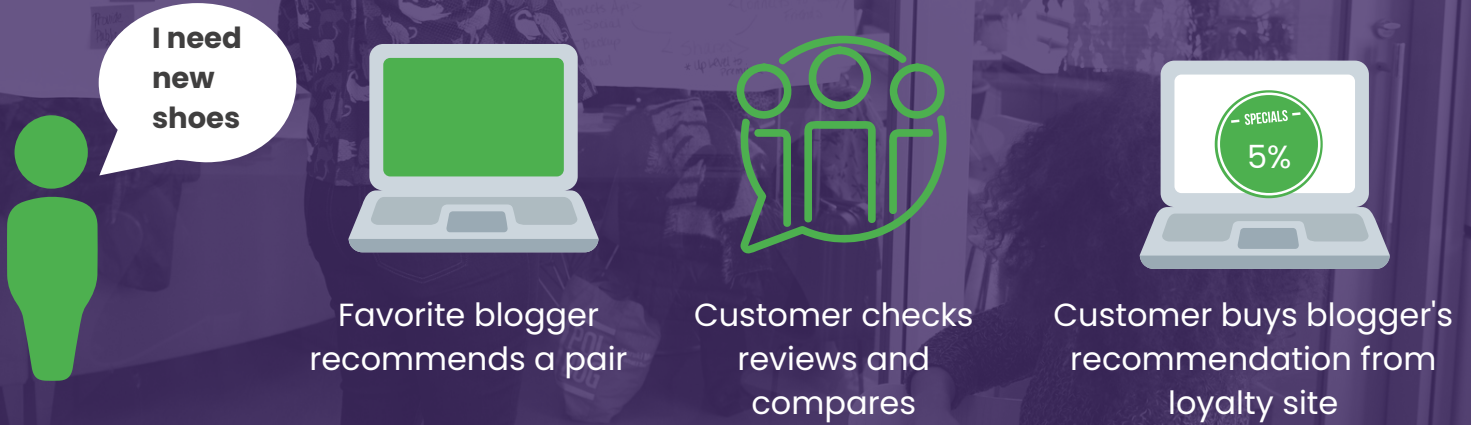
AFFILIATE ATTRIBUTION:

# WHAT IS IT AND WHY IS EVERYONE TALKING ABOUT IT?

Attribution is understanding and giving appropriate credit to a marketing channel, or affiliate partner, for a sale or new customer gained by the business.

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What attribution looks like in real life:



## STATS TO KNOW

- 98% of consumers don't make a purchase during their initial visit to a brand website. (Inc.com)
- In the affiliate channel, the average first click to sale time is 9.3 days. (CJ.com)
- 26% of affiliate influences transactions convert via another marketing channel. (CJ.com)
- More than 90% of consumers start an activity on one device and finish on another. (Impact.com)
- 81% of survey respondents said that Instagram helps them research products or services. (PerformanceIn.com)

## ATTRIBUTION IN THE AFFILIATE CHANNEL

The question is, when more than one publisher helps convert the customer, who gets the commission?



### MOST COMMON AFFILIATE ATTRIBUTION MODELS:

<b>Last Click</b>	<b>First Click</b>	<b>Linear</b>	<b>Position-Based</b>	<b>Time Decay</b>	<b>Custom</b>
Entire commission is attributed to the last affiliate the customer interacted with.	Entire commission is attributed to the first affiliate the customer interacted with.	Equal credit is given to each affiliate in the click path.	The affiliate with the first-click and last-click before purchase gets the commission.	More credit is given to the affiliate closer to the conversion.	Credit customized by partner type, days, click path position, etc.

### DID YOU KNOW?

Multi-touch customer journeys are more valuable. Content publishers have a 57% higher AOV when more than one publisher is in the consumer path. For coupon publishers, it is 28% higher. (CJ.com)