Get organized while you plan

CallRail attribution reporting worksheet

CallRail

Attribution reporting worksheet

You spend a lot of time creating thoughtful content and campaigns across many channels, but can you confidently determine where you are getting the highest ROI? Tracking the success of all your efforts to bring in new leads, nurture them, and close them into customers can be daunting, but attribution reporting takes out the guesswork.

This is especially important for cross-channel campaigns and customer journeys with multiple touchpoints. When you can track each channel (both offline and online), each campaign, and each milestone, you have the tools you need to better understand your customers' behavior. Attribution models allow you to distribute credit between milestones to determine which marketing sources and campaigns are driving leads at key points in your sales and marketing funnels.

Use this worksheet to get organized while you plan your attribution reporting.

We've left some blank spaces for you to take notes and included guiding questions to help you stay focused on your goals. It can be easy to get swept up in the capabilities of the different attribution models, but we recommend building up to more sophisticated reporting. If you have any questions while you are going through this worksheet, let us know.

Setting goals and documenting milestones

When you are developing your attribution reporting, it is important to have clear goals for what data you want to be tracking and what milestones hold the most weight in your funnel. This will help your sales and marketing teams ensure they are in sync, knowing who is responsible for what and what touchpoints are most influential.

Document your goals for your attribution reporting

Because attribution models allow you to weigh milestones differently based on the portion of the sales funnel you're looking to optimize, it is important that you set goals so you can stay on track.

These milestones are tracked in attribution reporting:
First Touch: A customer is aware of your company.
Lead Creation: A customer has contacted your company.
Qualified/Opportunity: A customer is qualified as potential revenue.
Customer: A customer has been closed.

Document your goals for your attribution reporting

Example: Increase lead generation of MQLs by 5% MoM -

To do this we need to understand what touchpoints best show value and create trust with our brand to bring new leads into our marketing funnel.

Goals for your attribution reporting:
Add your first goal here.

Document which milestones are most important, the processes you want to optimize, and who is responsible for each.

Example: #1 milestone is lead creation. Largely, our content team is responsible for this milestone.

To improve, we need to identify what touchpoints are most effective for bringing in new leads and cut the clutter out of our other lead gen campaigns.

Milestones, processes, and responsibilities:

Add your first milestone here.

Getting familiar with the different models

Now that you have your milestones and goals defined, you should have a clear understanding of your customers' full journeys and insight into exactly how individuals find your business, become leads, and eventually become paying customers.

Let's look at the different types of attribution models that can help you pinpoint how to optimize your marketing efforts and prioritize your spending with the most cost-effective campaigns.
When you are looking at these different attribution models, keep in mind which touchpoints you want to home in on for reporting to make actionable decisions.

Note: Attribution reporting percentages refer to the weight you put on a specific touchpoint toward credit for a customer.

Different types of attribution models:

First Touch

One hundred percent of the credit is given to the First Touch milestone. The First Touch Model is great for documenting what content catches the attention of new leads the best so you can replicate those efforts to bring in more fresh faces to your pipeline.

Last Touch

One hundred percent of the credit is given to the last touchpoint before the Lead Creation milestone. Also called the Lead Creation Model, the Last Touch Model is helpful in showing you what drives your customers to action. These moments are important, but don't forget about other touchpoints, especially for longer sales cycles.

50/50

Credit is split evenly between the First Touch milestone and the last touchpoint before the Lead Creation milestone. The 50/50 Model gives equal weight to catching the attention of new prospects and inspiring them to take action.

Time Decay

Credit is split and weighted among all touchpoints in a conversion path or customer journey based on recency. This model is similar to the Linear Model because all touchpoints are given credit toward the closed sale, but more weight is given to more recent touches.

Different types of attribution models:

Linear

Credit is split equally among all touchpoints in a conversion path or customer journey.
The Linear Model is where the milestones and goal-setting exercise come into play, so you can determine which touchpoints in your processes should be included if you want them to be equally weighted in your funnel.

U-Shaped

Eighty percent of the credit is split equally between the First Touch milestone and Lead Creation milestone; the other 20 percent is split between all touches in between. Also called the Position Based Model, the U-Shaped Model is great for lead generation attribution, but it excludes the Opportunity and Customer milestones.

W-Shaped

Credit is split evenly between the First Touch milestone, Lead Creation milestone, and Qualified milestone, 33.33 percent for each. The W-Shaped Model gives you the opportunity to see all major milestones in one view, providing you with the full picture of the influence your campaigns have on customers.

How do you choose?

There is no one-size-fits-all method to track all your marketing channels, so do some comparing and testing to see which model best represents the data you need to make smart marketing and sales decisions. You may need a few different models based on your personas and their customer journeys.

Next steps

Take some time to think about which model best aligns with each of the goals you listed previously. Reference the below example for assistance.

Use the worksheet on the next page to document your plan for implementing attribution reporting. Be sure to include any key findings as you begin executing your plan for your team.

Sample goal: Improve sales enablement strategies for closing opportunities into customers.
Model: Time Decay
Identify which bottom-of-the-funnel touchpoints are most effective.
Identify which bottom-of-the-funnel touchpoints are least effective.
Create guidelines for sales to use based on our best practices.

Next steps

Use the worksheet below to document your plan for implementing attribution reporting. Be sure to include any key findings as you begin executing your plan for your team.

Provide your first goal here

Add in your model

Provide additional details

Provide additional details

Provide additional details

Provide your second goal here

Add in your model

Provide additional details

Provide additional details

Provide additional details

Congratulations!

You’re ready to set up your attribution reporting and start making more informed decisions for your sales and marketing initiatives. Not sure where to go from here?

Our team would love to talk with you about CallRail’s multi-channel attribution. It allows you to view your tracking data through your Calls by Source report, your Visitor Timeline for each caller, your Form Attribution reports, and more without platform or source bias. Your business’s goals are unique to your specific sales and marketing needs. For that reason, we built reporting to be agile and flexible.

Want to improve your multi-channel reporting? Contact us.

"As an agency, it's critical for us to show our clients how the ads we're running are generating leads, whether via offline phone call or an online form submission. CallRail helps us report on both lead types in one platform."

—Brent Stutzman, Brand Your Practice