

Attribution Model Advisor

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Recommends an attribution approach for your channel mix and sales cycle — model choice, its limits, and how to validate with holdouts/MMM — so budget decisions are sounder. Use it when channels fight over credit. For setup use the Marketing Analytics Setup Plan.

Purpose of this tool & output

Choose an attribution approach you can trust

How the output is used

Use it to choose an attribution approach you can trust — the model that best credits channels for your funnel and data.

Important cautions

No attribution model is perfect; triangulate with experiments.

Companion documents

- Marketing Analytics Setup Plan
- Marketing Dashboard Planner
- Campaign Performance Report
- Marketing ROI Analysis
- A/B Test Plan
- Marketing Funnel Analysis

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.