**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.

What attribution looks like in real life:

- I need new shoes
- Favorite blogger recommends a pair
- Customer checks reviews and compares
- Customer buys blogger's recommendation from loyalty site

**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)

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

**MOST COMMON AFFILIATE ATTRIBUTION MODELS:**

- **Last Click**
  - Entire commission is attributed to the last affiliate the customer interacted with.
  - Credit is linear.

- **First Click**
  - Entire commission is attributed to the first affiliate the customer interacted with.
  - Credit is linear.

- **Linear**
  - Equal credit is given to each affiliate in the click path.
  - Credit is linear.

- **Position-Based**
  - The affiliate with the first-click and last-click before purchase gets the commission.
  - More credit is given to the affiliate closest to the conversion.
  - Credit is linear.

- **Time Decay**
  - More credit is given to the affiliate closest to the conversion.
  - Credit is linear.

- **Custom**
  - 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)