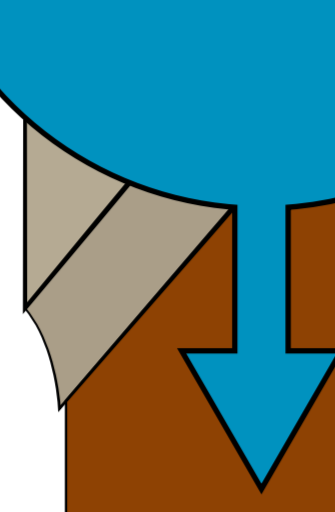


ELEVATOR of ATTRIBUTION

Based on Avinash Kaushik's
Digital Attribution Ladder of Awesomeness.

Check it out: <http://cruci.al/2tTKomn>

START ON
 FLOOR 1



WHAT IS ATTRIBUTION?
 The science of identifying the value and weight of each marketing channel, with the end goal of finding the right mix for your marketing budget.

HOW TO USE THE ELEVATOR

- STEP 1**
 Figure out what floor your company is on.
- STEP 2**
 Make sure your organization has fully maxed out the benefits of the current floor. Are your people, processes, culture and structures all fully aligned and executing perfectly?
- STEP 3**
 When your people, processes, culture and structure are all aligned move up to the next floor. Don't skip a floor. Don't be that guy.
- STEP 4**
 Work out the technology and processes you'll need to implement the next floor. Begin training your team to maximize the advantages of this phase. Then repeat steps 2-4.

START
 HERE!



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