Wheels Up
COLLECTIVE

HubSpot Attribution Models: The Right Model for Your Marketing Goals

Identify the best models to optimize marketing performance and tell a full customer journey story

Pros | Cons | Best Use Case



First-Touch

Assigns 100% credit to the first interaction

Simple, identifies initial touchpoints

Ignores subsequent interactions

Identifying channels that generate awareness



Last-Touch

Gives all credit to the final interaction

Highlights conversion touchpoint

Overlooks earlier interactions

Effectiveness of closing tactics



Linear

Distributes credit equally across all touchpoints

Balanced view, holistic understanding

Overemphasizes minor touchpoints

Understanding full buyer journey



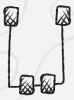
Time Decay

More credit to touchpoints closer to conversion

Reflects recent interaction influence

Undervalues early interactions

Importance of recent interactions



U-Shaped

40% credit to first and last, 20% to middle

Emphasizes critical touchpoints

Middle interactions undervalued

Highlighting initial and closing engagements



J-Shaped

Significant credit to first, most to last touchpoint

Highlights initial and final interactions

Middle interactions undervalued

Focus on beginning and end of journey

Ready to Optimize Your HubSpot Reporting?

Let's chat to set up dashboards and analyze your marketing efforts!

Contact Us Now!