

Fireside Chat | **[Marketing Attribution Modelling]** Decoding the Attribution Riddle: How Marketing Channels Get Their Report Cards



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For what share of your Marketing Budget can you calculate the return on invest?

Question 1

- **What are the core marketing strategy focus areas where attribution plays a crucial role?**

Question 2

- **What are your key learnings & failures over the last years when it comes to attributing marketing activities to success measures?**

Question 3

- **How do you approach the question of buy or built?**

Key Takeaways

Q&A