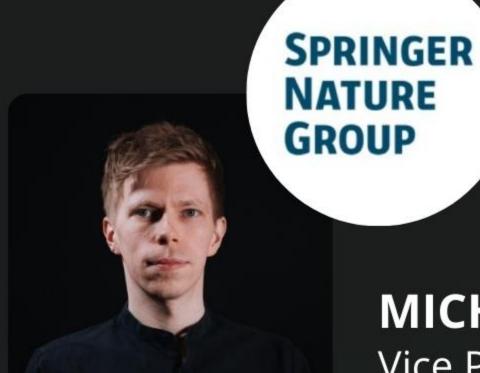


# Fireside Chat [ [Marketing Attribution Modelling] Decoding the Attribution Riddle: How Marketing Channels Get Their Report Cards



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



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### Question 1

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



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### Question 2

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

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#### Question 3

How do you approach the question of buy or built?

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**Key Takeaways** 

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Q&A