

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!