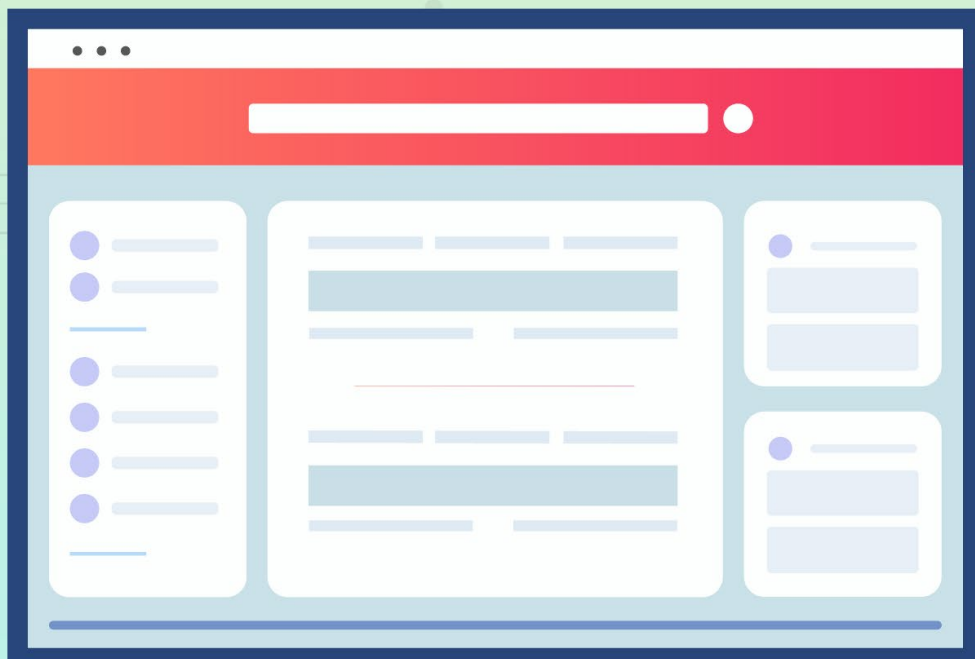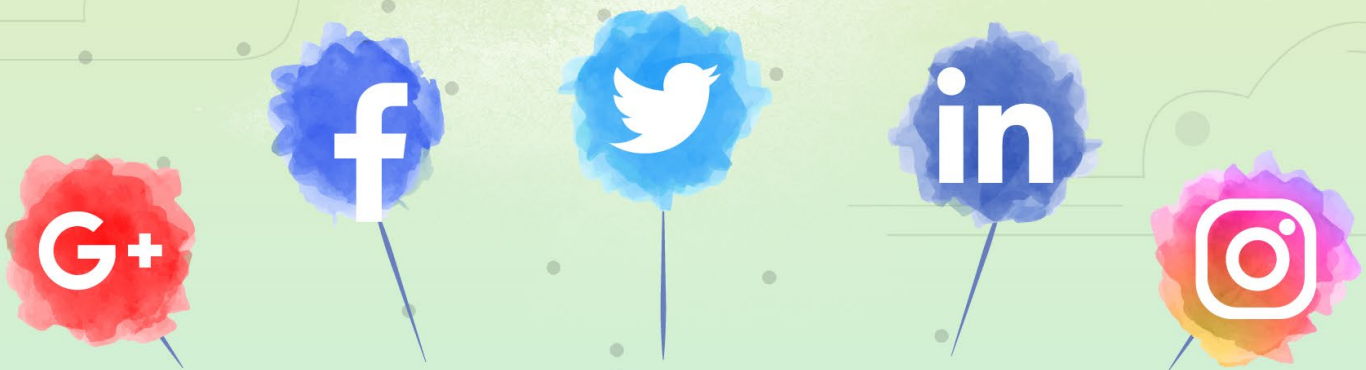# Touchpoints and
ATTRIBUTION REPORTS

Touchpoints

From the days when marketing and advertising were restricted to television, newspapers, and pamphlets, we've travelled far into the golden era of digital marketing. Marketers today rely on digital marketing to accelerate their business. They use strategies like email marketing, search engine optimization, social media and various other options to promote their product.

As a marketer, it's important to tap the full potential of digital advertising, but also to analyze what you get in return from it. This is where touchpoints come in.

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What are touchpoints?

Leads who land directly on your website and promptly convert are rare. In most cases, they learn about your website from other channels and sources before they visit. These channels and sources are called touchpoints.

Let's say Mack wants to take an online course on visual design. He makes a google search to find programs with good courses, and ends up visiting www. designtutor.com and a few other sites. The next day he sees an advertisement for designtutor.com on his Facebook timeline. He goes on to read about things they offer, and considers registering with them. He then compares designtutor.com with many other programs with respect to their features and pricing and ultimately decides to sign up with designtutor.com.

The google search, the Facebook advertisement, and the direct visit are all touchpoints Mack made with designtutor.com before converting. Thus we see that before a lead signs up, they pass through the consideration and comparison phases. Every visit they make during these phases are the touchpoints with you.

| Product Awareness | Product Consideration | Product Comparison | Product Subscription |
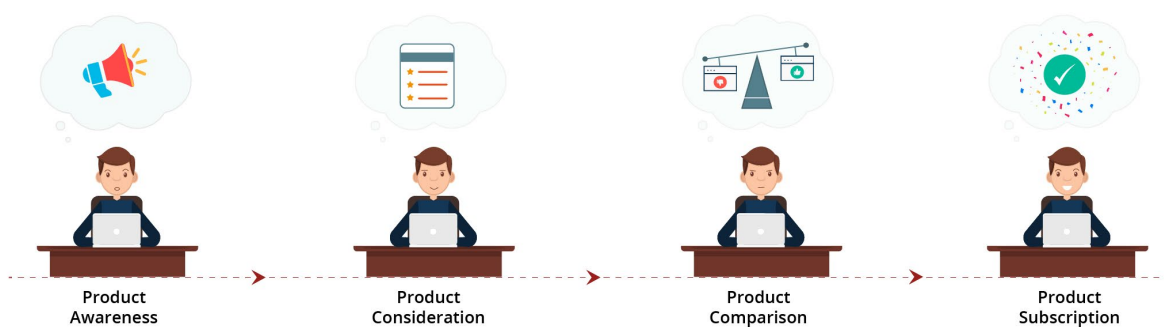
Why is touchpoint analysis important to your business?

There are many platforms to post promotional content on, but how do you measure your returns for the time and money you're investing on them? You need to be able to identify the sources and channels that are working best for you, and tracking customer touchpoints will help you do just that. With this data in hand, you can find the places where you're falling short and make changes to improve their performance. If some of these sources are still doing you no good, investing in them is worthless.

With touchpoints, you will be able to analyze your lead's journey to your website and see how many touches it takes for a lead to convert. You can then better understand if you're delivering them effective content and if your touchpoints are driving your business forward. Touchpoints are the only way your audience gets to know you, so it's vital to target specific audiences with specific content and keep them engaged.

You may receive recognition from unexpected and customer-initiated touchpoints. Your brand being mentioned via word of mouth, review sites, or third party blogs are a few of these unexpected touchpoints. Reviews of customers who have purchased or have initiated a purchase with you are customer-initiated touchpoints. These can be both negative and positive. Though you don't have control over these touchpoints, you can influence them with your marketing strategies. That's why it's important to analyze these touchpoints and steer them to your benefit.

Tracking touchpoints with Zoho MarketingHub

Connect your website with Zoho MarketingHub and get to know the sources that drive traffic to your webpages. These sources can be both online and offline. Zoho MarketingHub gives you a detailed report on the number of visits from each source and the number of conversions (subscribed to you and added as a lead in MarketingHub) through these sources.

Touchpoints are listed under three categories:

Source: the following sources will be listed here:

Digital ads:Google ads, Facebook ads, Instagram ads, Bing ads, Linkedin ads

Social media:Facebook, Twitter, Linkedin, Instagram, Tumblr, Pinterest, SlideShare, Reddit, VK

Other sources: Organic search, Review sites, Email campaigns, Referrals

URL: your own website pages will be listed here

**Referral:** any unknown sources will be listed here

Sources show the performance of known touchpoints—the ones you've invested in. You can add your own touchpoints, along with the sources listed by default.

URLs show the pages with the maximum visits and conversions. Understanding why certain pages have comparatively more conversions (sign-ups) will help you optimize your other conversion points.

Referrals show you information about unknown touchpoints, so you can work on strategies to use them effectively.

Zoho MarketingHub identifies all your online sources by default. However, it won't specify which particular campaign is driving in visitors. If you want to track visits and sign-ups through each of your campaigns separately, create tracking URLs unique to your campaigns.

Generating attribution reports with Zoho MarketingHub
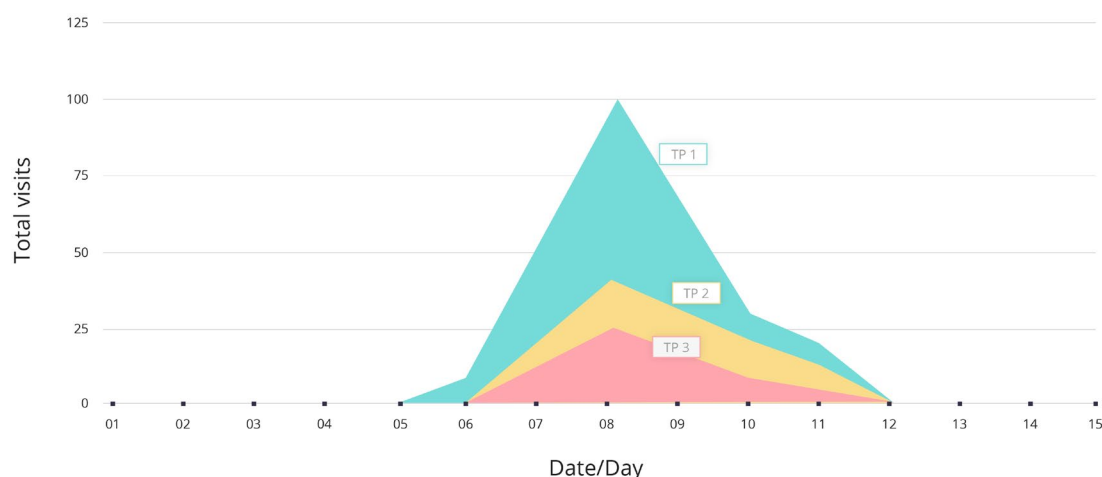
With Zoho MarketingHub, you can generate a detailed report on the touchpoints that contributed to lead conversions.

Attribution reports help you get a better understanding of the touches leads made before converting. However, not all touches contribute equally to leads' conversions. Therefore, attribution reports are built by assigning variable credits to different parts of the conversion journey.

Attribution reports are generated by weighting the touchpoints in the model you choose:

Weight all touchpoints equally : All touchpoints before a lead's conversion are considered and weighted equally. A lead might make touches even after conversion, but these touches are not considered in the attribution report. Use this model if you think all the touchpoints in a lead's path are important.

Weight only the first touchpoint:The source that caused the lead's first visit is the touchpoint that receives all the weight. Use this model if you think the source that introduced your brand to the lead contributes entirely to their conversion.

Weight only the last touchpoint : The source that precedes the lead's conversion is the touchpoint that receives all the weight. Use this model if you think the source that resulted in conversion is the most important one.

Weight both the first and the last touchpoints equally : This model will give equal weight to both the first and the last touchpoint.

So, in Mack's experience with designtutor.com, as mentioned in the above example, the organic search he made with the Google search engine is his first touchpoint. The direct visit he makes to designtutor.com, where he converts, is the last touchpoint.

Even after conversion Mack might visit designtutor.com, but these touches do not contribute to the attribution report.

You can also generate a report based on your own webpages. This model will help you see the pages your visitors visit before conversion and the pages where most conversions occurs.

Finally, you can generate reports based on referral URLs. This model will help you gain insights into the blogs and referral sites that are driving traffic to your website.

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