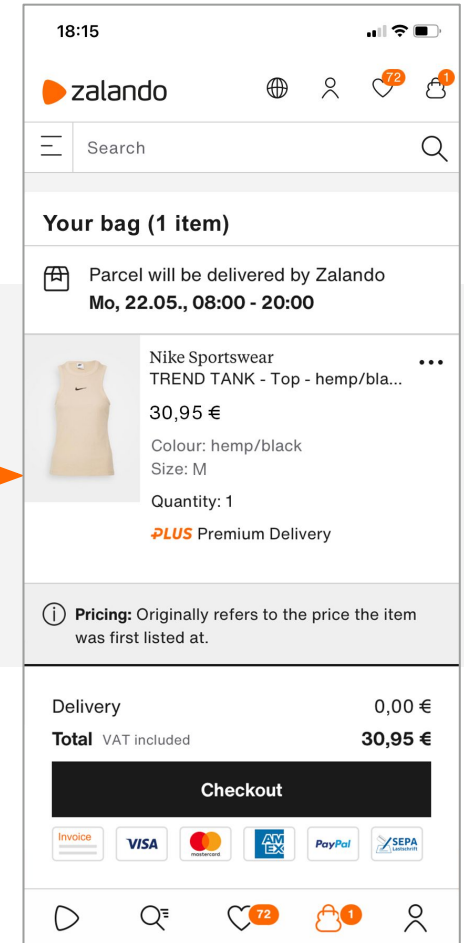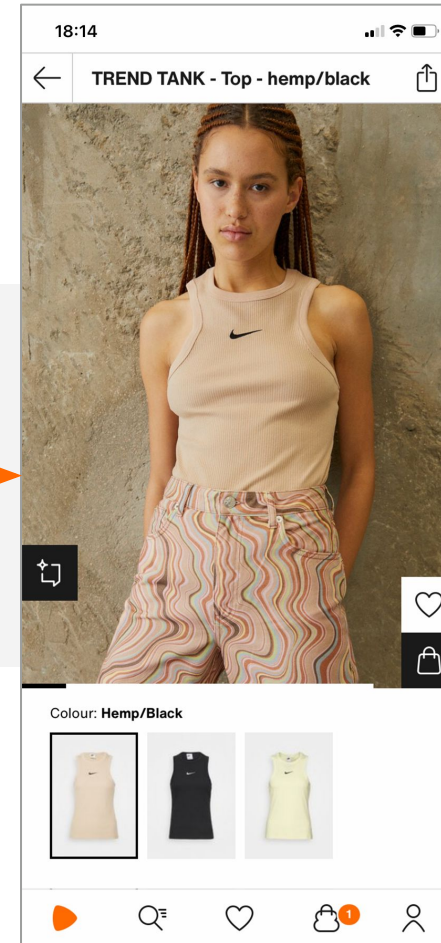# What is attribution?
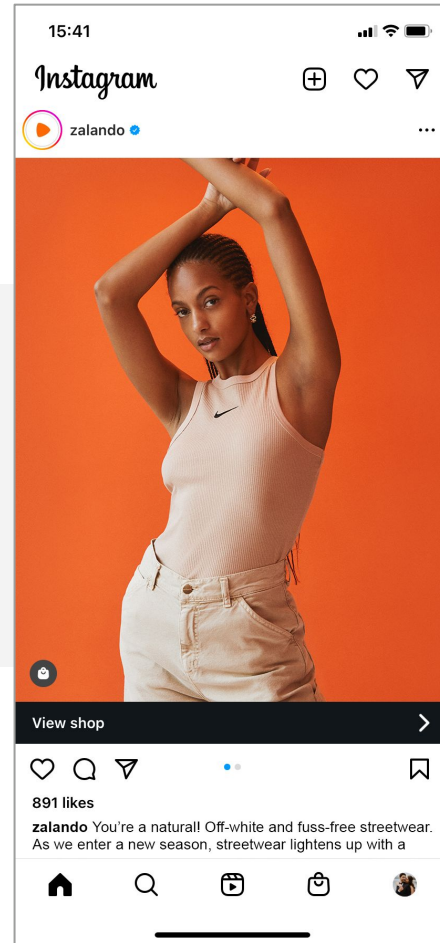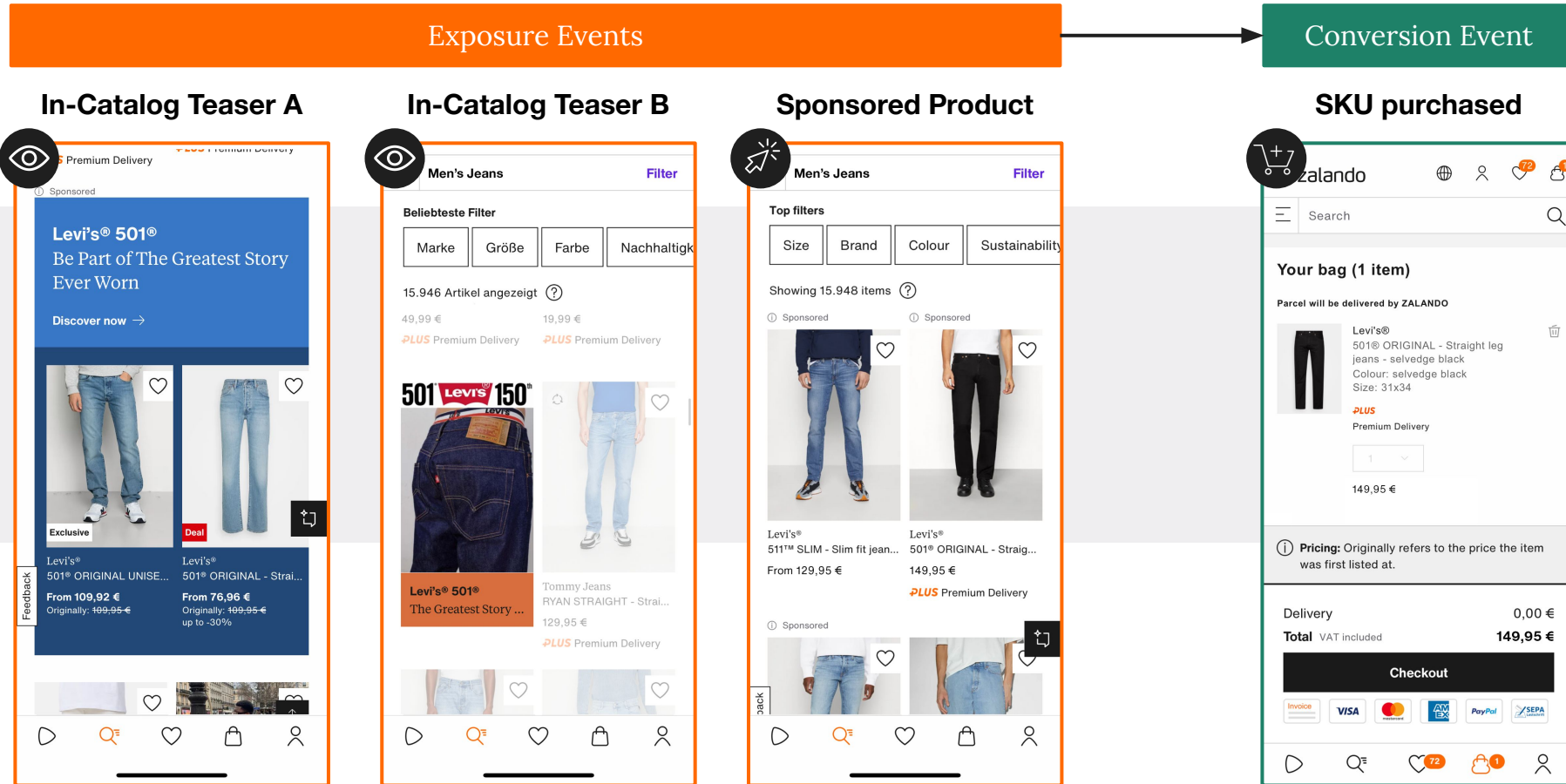And how is it used in advertising campaigns?

Attribution begins with a single user's conversion journey

Exposure Events	Conversion Event

In-Catalog Teaser A   **In-Catalog Teaser B**   **Sponsored Product**   **SKU purchased**


"Exposure events" are all the moments when a Zalando customer interacts with one of our ZMS ad placements before converting. An interaction usually means the Zalando customer viewed or clicked on the ad.

"Conversion events" are all of our desired business outcomes, like when a Zalando customer buys an item.

ZMS

Attribution as a field measures the contribution of exposure events

To do so, each exposure event is assigned full, partial or no value from the conversion event.
The model decides how to allocate value.

Your bag (1 item)

Parcel will be delivered by ZALANDO

TV

ZMS

ZMS

3
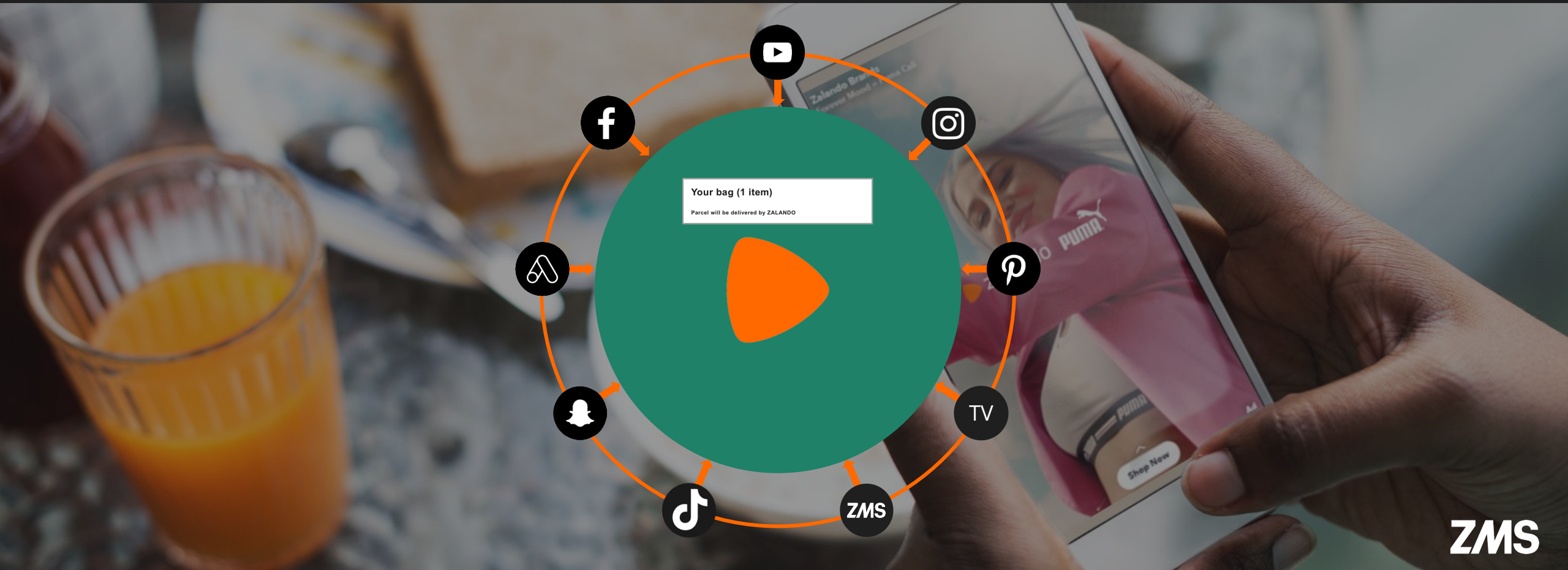
There are a variety of different kinds of attribution models

There is no single "correct" model - the choice of model depends on the needs and desired outcomes of a business
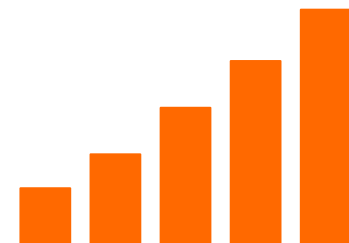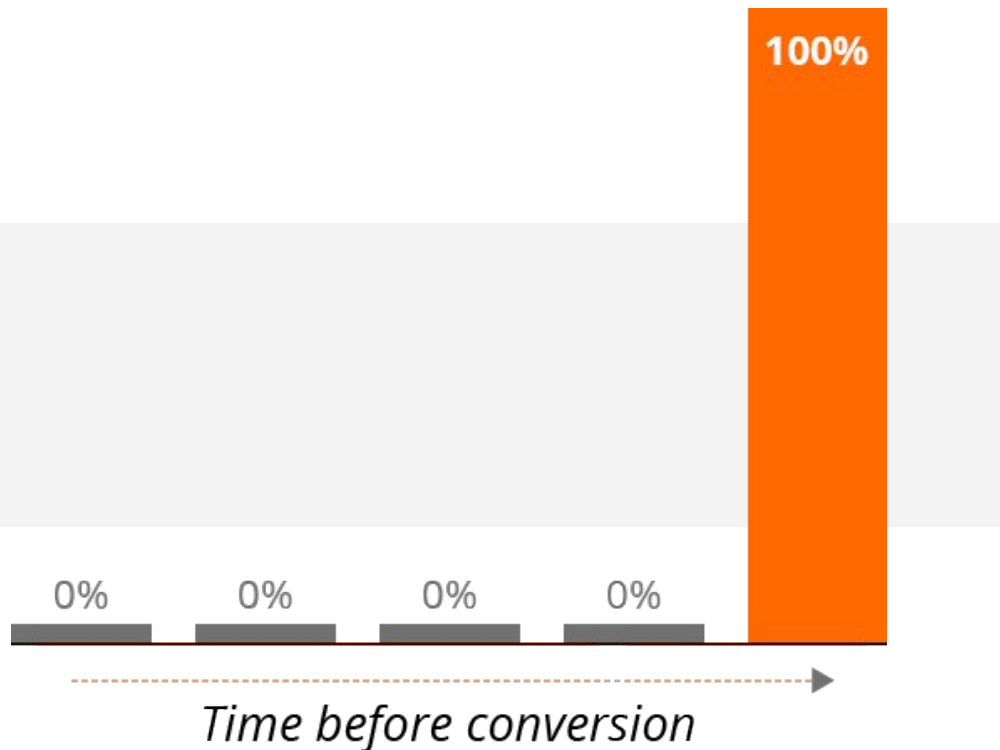
Positional

First Touch

Last Touch

Time Decay

ZMS

Which attribution does ZMS use and how is it defined?

ZMS

At ZMS, our attribution model is a "last-touch" model

100%

0%   0%   0%   0%

Time before conversion

- Traditionally, the "last touch" model **assigns all value** (a.k.a. credit) for the conversion to the **final ad the customer viewed or clicked** before making a purchase.

- It assumes that the last ad **most likely convinced** the customer to buy the product. This model **does not believe any other ad influenced** the decision-making process.

- Despite this model's strong assumption, it **remains the industry standard** and continues to be used by major players in the online advertising space.

ZMS

Here is a simple use case for our "last touch" model

Let's say a user views a **Facebook ad** at 10:01 am. About half-hour later, they decide to visit the Zalando website and click onto an **In-Catalog Teaser ad**. They leave the website and return about half-hour later, where they see a **second In-Catalog Teaser ad**. About two hours later, they decide to **buy an item** from Zalando.

Assuming all exposure events have the same match type, the first In-Catalog Teaser ad would receive full credit for the sale. **This is because the attribution model considers clicks to be more valuable than views.**

Facebook Dynamic Ad	10:01am
In-Catalog Teaser A	10:35am
In-Catalog Teaser B	11:06am
SKU Purchased	13:02pm

ZMS
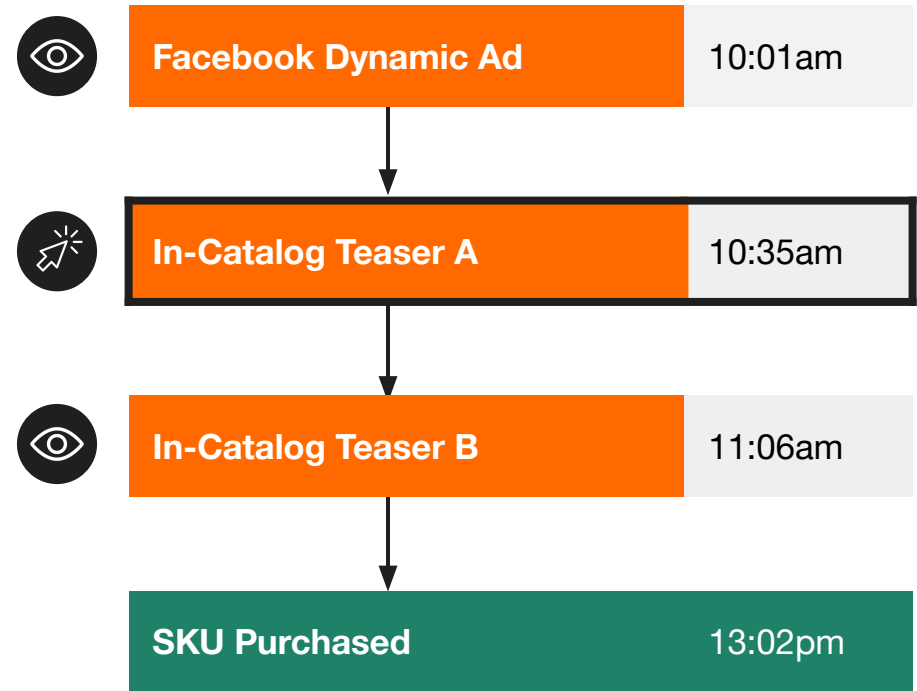
The attribution windows differentiates between views and clicks

- An "**attribution window**" is a defined period of time in which an advertiser can credit an ad to a conversion event.

- ZMS uses **two different** attribution windows, depending on the type of exposure event.

- For views, the past **three days** of exposure events are considered.

- For clicks, this expands to the past **fourteen days**.

ZMS applies 3- & 14-day attribution windows, which are standard across the media industry.

Post-Click

14-day window

Post-View

3-day window

ZMS