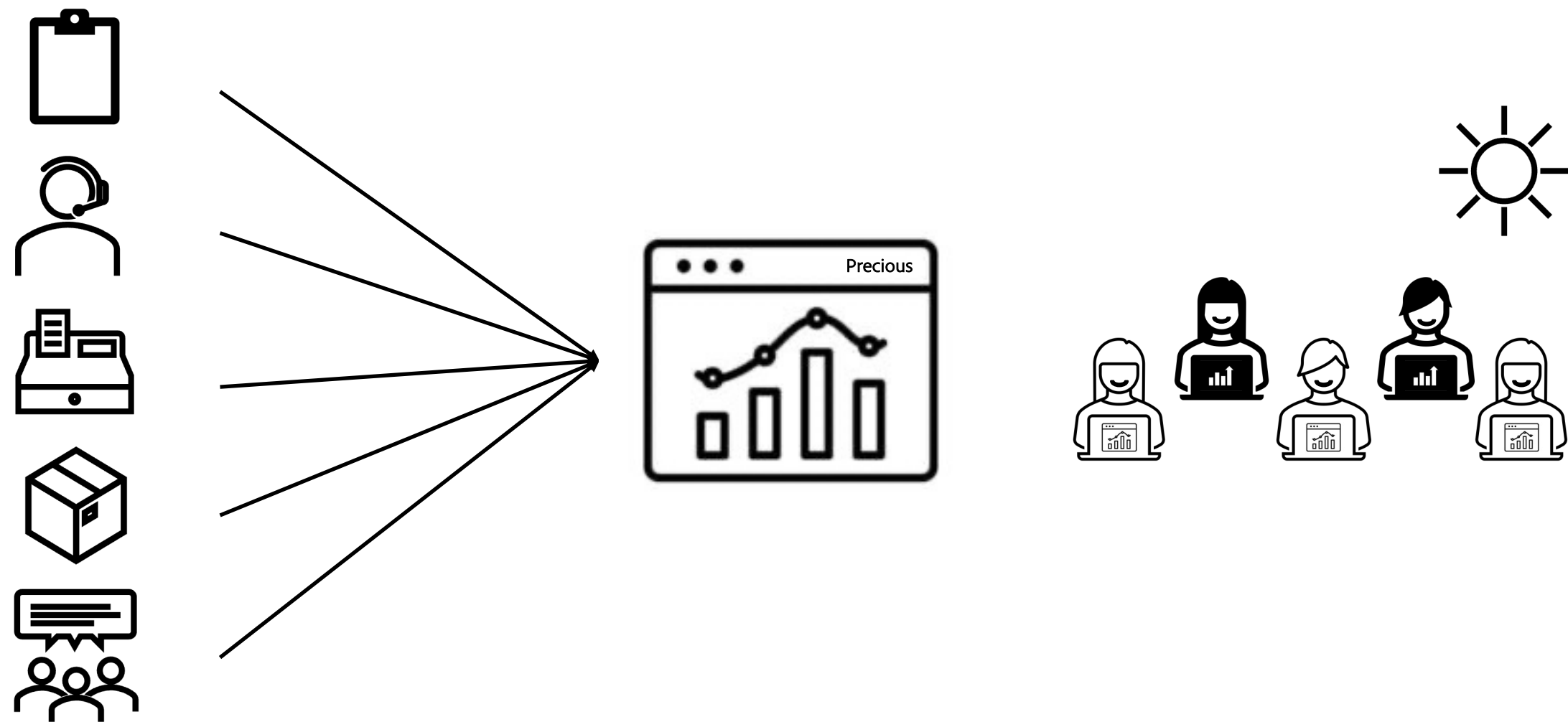
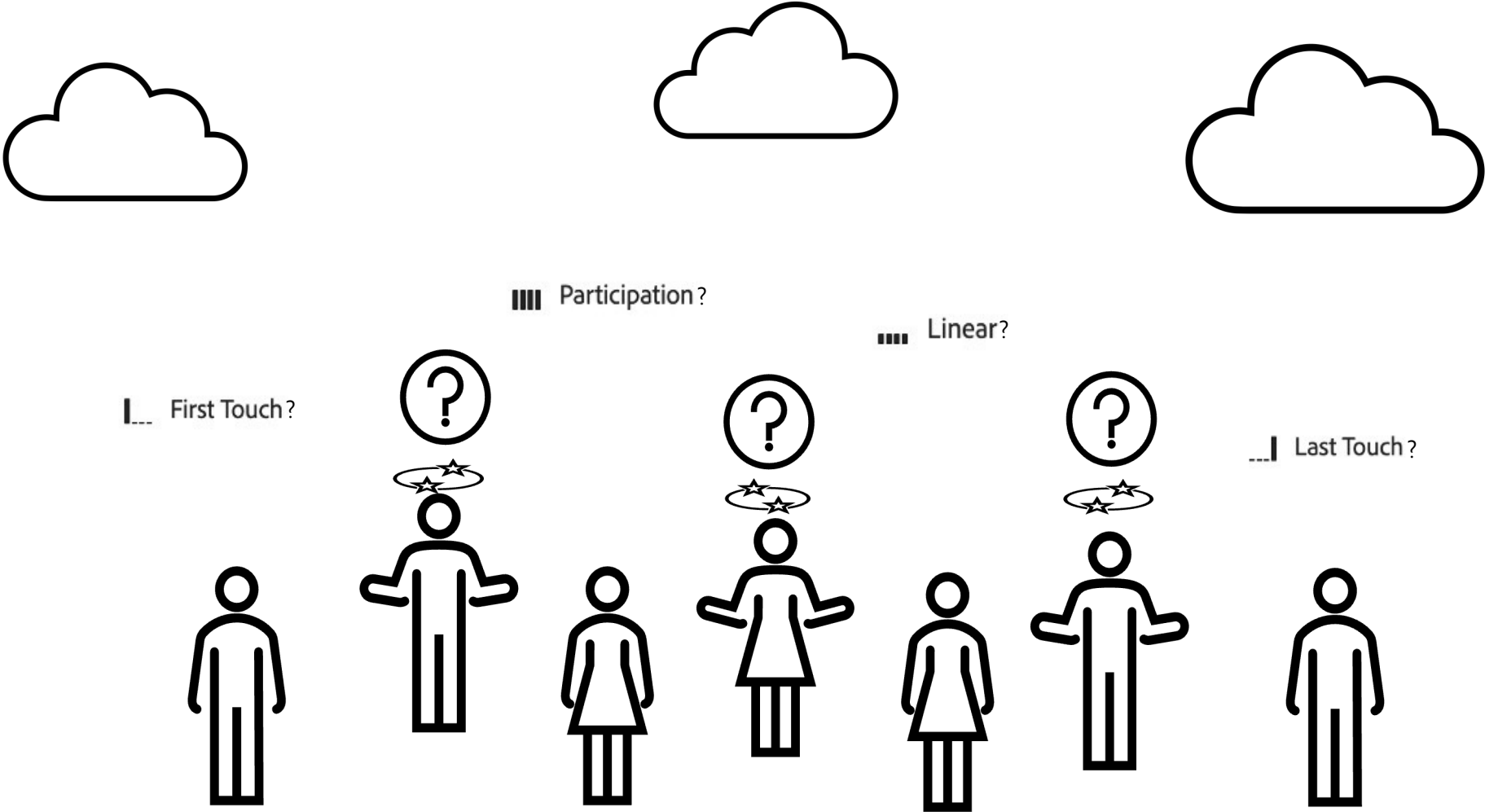


# Unique Data View Attribution

# One Report Suite Data View to Rule Them All?



# The Dreaded Analysis Paralysis



# Component Attribution in Data Views

Customer Journey Analytics

Workspace

Connections

Data views

Components

Tools

Labs

?

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Data views

Cancel

Back

Save

Save and continue

Configure

Components

Settings

There are unsaved changes

Connection

Schema fields

Search schema fields

Contains data

Is not deprecated

stepEvents (5 items)

Create derived field

Add all

description string

journeyID string

journeyVersionID string

name string

version string

Included components (26)

Search components

METRICS (7)

Component Name	Dataset	Schema Data Type	Schema Path	Attribution
Orders		Double		First Touch   30 Days
Events	n/a	n/a	n/a	n/a
People	n/a	n/a	n/a	n/a

DIMENSIONS (19)

Component Name	Dataset	Schema Data Type	Schema Path	Persistence
Second	n/a	n/a	n/a	n/a
Minute	n/a	n/a	n/a	n/a
30 Minute	n/a	n/a	n/a	n/a

Remove

Duplicate

COMPONENT SETTINGS

FORMAT

INCLUDE EXCLUDE VALUES

METRIC DEDUPLICATION

ATTRIBUTION

Set attribution

Attribution Model

First Touch

Lookback window

30 Days

Adobe Summit

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# Component Attribution in Data Views

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COMPONENT NAME	DATASET	SCHEMA DATA TYPE	SCHEMA PATH	ATTRIBUTION
Orders		Double		First Touch   30 Days
Events	n/a	n/a	n/a	n/a
People	n/a	n/a	n/a	n/a

DIMENSIONS (19)

COMPONENT NAME	DATASET	SCHEMA DATA TYPE	SCHEMA PATH	PERSISTENCE
Second	n/a	n/a	n/a	n/a
Minute	n/a	n/a	n/a	n/a
30 Minute	n/a	n/a	n/a	n/a

Email Opens [A10]

Last Touch

First Touch

Linear

Participation

Same Touch

U Shaped

J Curve

Inverse J

Time Decay

Custom

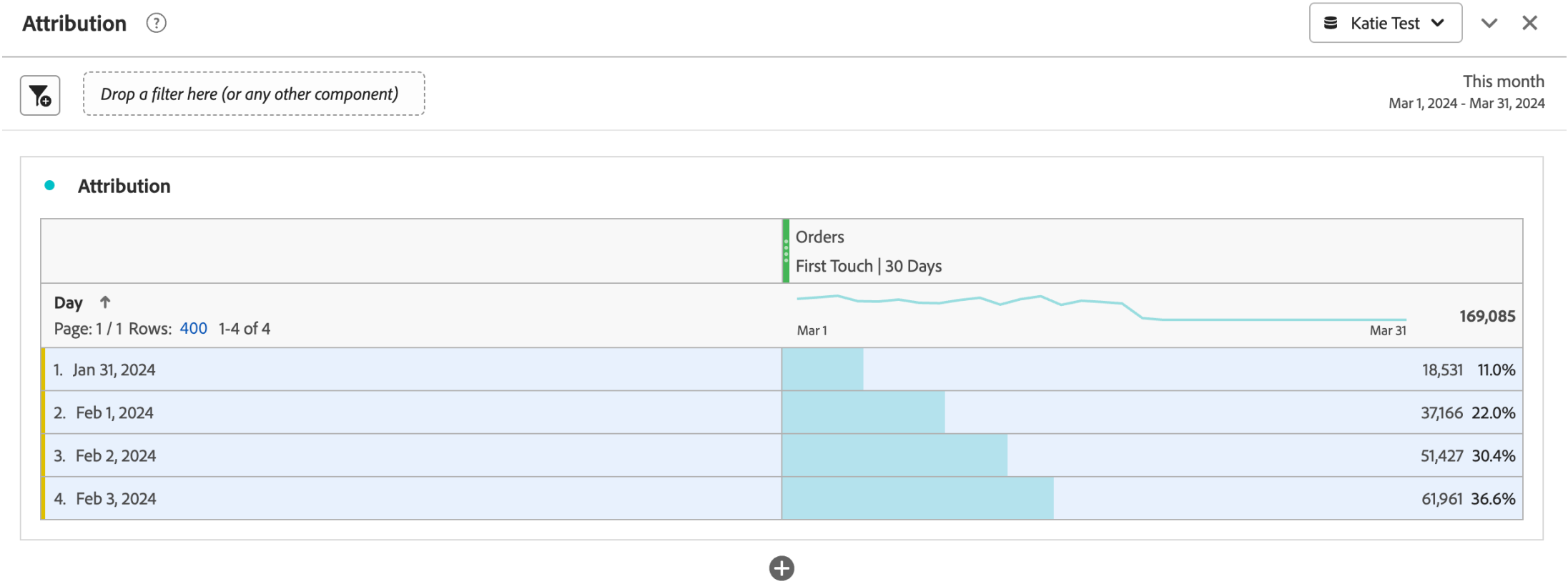
Algorithmic

First Touch

Lookback window

30 Days

# The End Result



# Curated Data & Happy Analysts

