CONDURRIO
MARKETING + DESIGN

Example to compare value of Google Paid Ads using the Lead Creation Model versus Even Touch Model

	Customer A	Customer B	Customer C
Lead Source	Google Paid ad	Tradeshow	Referral
Marketing Interactions	Whitepaper		Webinar
			Google Paid ad
	Webinar		Tradeshow
	Organic Search		Whitepaper
			Webinar #2
Last interaction before Opportunity was created	Email	Google Paid ad	Direct web visit
Last interaction before Deal was closed	Organic Search	Email	Private dinner
Deal Size	**$500,000**	**$500,000**	**$1,000,000**
# of touches	**6**	**3**	**7**

Total Spent on Google Paid Ads   **$24,500.00**

Lead Creation Model			
Revenue from Google Ads (Applies all revenue to the first touch)	$500,000	0	0
Investment	$24,500	0	0
ROI on Google Ads	2041%	0	0

Even Touch Model			
Revenue from Google Ads (Splits revenue evenly by the number of touches touches)	$83,333	$166,667	$142,857
Investment	$24,500	$24,500	$24,500
ROI on Google Ads	340%	680%	583%

This is a very simplified and imaginary example designed to help clarify the difference in using different attribution models.