



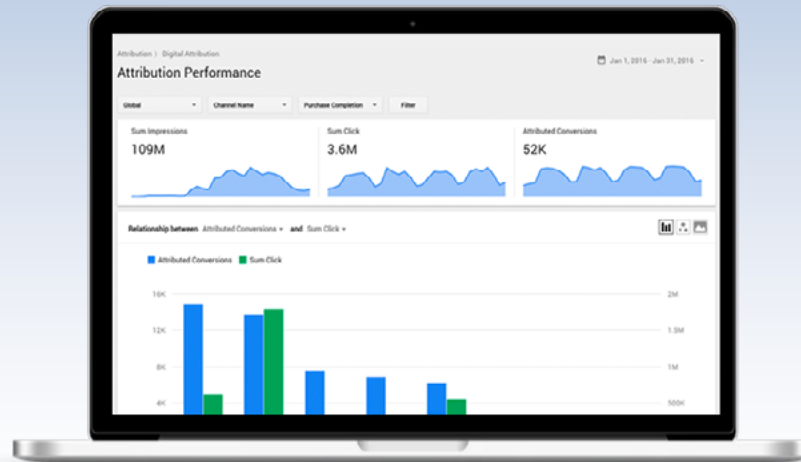
Google Attribution

# Readiness Guide

Google Attribution & Attribution 360



# Introduction



Given the growing complexity of today’s customer journey, the significance of marketing attribution is on the rise. According to eMarketer\*, 81% of marketers are interested in learning about multi-channel marketing. The same study shows that the #1 tactic that occupies/will occupy their time is attribution and cross-channel measurement and this has jumped by 20% year over year. Having the ability to map spend to audience response and revenue is imperative, yet easier said than done. Marketing measurement initiatives can be quickly derailed with challenges around technology implementation or methodology, if you’re not thoroughly prepared.

If you’ve done the legwork— defined the stages of your marketing funnel, set channel goals, martech integrations completed, and you’re tracking digital and cost data—the following checklist was designed for you. Outlining the practical requisites for getting an attribution deployment done right, this checklist will help you prepare your Google Analytics platform to start taking advantage of attribution insights. The free version of Google’s Attribution is expected in 2018.

Get primed to start unlocking insights that are immediately transferable and actionable.

\* [Attribution Is Becoming More of a Priority for Marketers, eMarketer, 2016](#)



# Checklist

## 1

### Google Analytics Set Up

**Google Analytics is required to track click activity on your website, and is an essential step towards enabling Google Attribution.**

- Create a view just for attribution
- Don't use a User ID in this view
- Keep the URL parameters
- Set Advertising Report feature to "on"
- If conversions are being tracked in Google Analytics, configure your goals, basic eCommerce tracking, or Advanced eCommerce tracking
- Set channel grouping defaults as follows:
  - Break down paid search into brand vs. non-brand
  - Break down display media into prospecting vs. retargeting
  - If applicable, for other channels with different tactics, add breakdowns to split lower- and top-of-funnel marketing activities
- Ensure that campaign tagging is in place and consistent

## 2

### AdWords Setup (Recommended)

**This is optional for setup, but if you're not already using a bid management system like DoubleClick Search, it is recommended so that AdWords cost data can be imported from the platform. AdWords will be linked for importing search cost data. No Google Display Network or YouTube data will be imported.**

- Set AutoTagging to "on"
- Ensure that campaign naming conventions are in place and consistent
- Link AdWords with Google Analytics Attribution View

# 3

## DoubleClick Campaign Manager (DCM) Setup

**DCM is required to track impression data. The bulk of your media should be served using DCM, including third party media.**

- Set AutoTagging to “on”
- Ensure impression and click tracking is in place for display media not served by DCM
- If conversions are being tracked in DCM, implement tracking with Floodlight conversions
- Confirm that campaign naming conventions are in place and consistent
- Ensure that accurate DCM or AdWords cost data is being automatically collected where possible

# 4

## DoubleClick Search (DCS) Setup (Recommended)

- Set AutoTagging to “on”
- Enable Google Analytics linking
- Cost data will not be imported at this time
- Enable DoubleClick Search integration within Google Analytics Attribution view

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### Related articles:

[Getting as Complex as Necessary: Attribution Modelling](#)  
[Introducing Google Attribution & Attribution 360 – a catalyst to move beyond last-click](#)  
[Assessing a Data-Driven Attribution Solution](#)  
[Google Analytics 360 On-Demand Webinar](#)

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