

QUESTIONS FOR ORGANIZATIONS TO ASK ATTRIBUTION MODEL VENDORS

MODEL

What model would be best for my business and why?

- What are some of the roadblocks to implementing that model?
- What external factors can be controlled for?

What is the process for setting up and implementing the model?

- What steps are involved?
- Who will need to be involved?
- What level of training will our staff be provided?

What are the proof points needed to determine whether the model is working and identify how it can be improved?

- What kind of confidence level can I expect from the results?

How often will the model be updated?

- Will it change with changes in the organization?
- Can the model adapt to changing technologies?

What are the biggest challenges with your attribution model?

DATA REQUIREMENTS

What is the minimum data needed?

- What is the minimum amount of historical data needed to support this model? How far will the data need to go?

What type of data sources do you support?

Where will the data reside and who owns the data and results?

Who will be responsible for retrieving and integrating the data into the model?

- Do you provide any resources to support data collection and integration?

OUTPUTS AND OUTCOMES

What actionable insights can I expect to get out of your model?

- What types of deliverables will you provide?
- Can you please provide examples of actionable insights our organization could expect to receive?

What tools in place do you have to help us understand and use the results?

How long is the information from the model applicable to my business?

WORKING WITH THE VENDOR

What have you learned from working with organizations similar to mine?

What are the upfront costs and maintenance costs?

What return on investment can we expect from this tool?

How does it compare to competing models?