

# Attribution Model Comparison Chart

Attribution model	How it works	Pros	Cons	Best for
<b>First touch</b>	100% of the credit goes to the first interaction.	Simple to implement. Highlights awareness drivers.	Ignores mid- and bottom-funnel touchpoints.	Measuring awareness or top-of-funnel strategies.
<b>Last touch</b>	100% of the credit goes to the last interaction before conversion.	Focuses on closing efforts. Easy to measure.	Ignores earlier influences in the buyer journey.	Understanding what closes deals.
<b>Linear</b>	Credit is evenly distributed across all touchpoints.	Reflects multi-step journeys. Simple, balanced view.	Treats all touchpoints equally—even if some had more influence.	Long buying cycles with consistent touchpoint influence.
<b>Time decay</b>	More credit goes to touchpoints closer to the conversion.	Weighs urgency and recency. Helpful for fast-paced funnels.	Undervalues early influencers.	Campaigns with short windows or fast decision-making.
<b>Position-based (U-shaped)</b>	40% to first and last touches, 20% split among the middle.	Highlights awareness and conversion stages. Balanced insight.	May oversimplify middle journey stages.	Mid-length sales cycles or omnichannel B2B marketing.
<b>W-shaped</b>	30% to first touch, lead creation, and conversion touchpoints; rest divided.	Acknowledges key moments across the funnel.	Complex setup and data needs.	B2B funnels with distinct stages (awareness, engagement, conversion).
<b>Custom/algorithmic</b>	Uses AI or custom rules to assign weights based on actual performance data.	Highly accurate and adaptable. Offers deep insights.	Requires large datasets, technical resources, and tools.	Enterprises with advanced data teams or marketing analytics platforms.