

Understanding Glew's First Order Attribution Model

Last Order Attribution or Mixed Attribution

There are a few different ways that companies do order attribution. For instance, Google Analytics does Last Order Attribution, where they attribute the sale to the last channel of the last purchase the customer made.

Facebook on the other hand, does Mixed Attribution. This means that Facebook will attribute any sale from a customer who has seen an ad back to their channel, regardless of whether or not the customer clicked on the ad. This model is set up to keep you spending advertising dollars in their channel.

Glew's First Order Attribution

The way that Glew does order attribution is called First Order Attribution. We take the channel that brought your customer to the site and created the sale, and we forever attribute the Lifetime Value of that customer to that channel.

For example, if a customer buys three different times and the first sale came through Paid Search while the second and third derived from Direct Traffic, Glew would then attribute the revenue from all three sales to Paid Search.

Why did we chose this model? We chose First Order Attribution because it highlights how you gained a customer, where they initially came in from and how much that channel is worth to your store in the long run.

Acquisition is Key

Marketing to current customers is a no-brainer. You're going to hit them with email campaigns, coupon codes and social ads. Cookies can follow their digital tracks and retarget the exact products they were viewing. You got this!

What is going to take growth to the next level is customer acquisition. For that reason, Glew has a Lifetime Value mindset over a transaction-based focus. Our First Order Attribution is to help stores understand the true value of each advertising channel so you focus on the channels bringing in new customers.

