

Attribution Approach Decision Matrix

Domain Methods - use this before you choose DIY reporting, attribution software, or a consulting-led rebuild.

The point is not to find the fanciest model. The point is to match the path to the trust level, ownership reality, and business pressure you actually have right now.

Step 1: define the decision you need attribution to improve

Primary decision: budget allocation / pipeline trust / board reporting / channel optimization / something else

Who needs the answer first? VP Marketing / RevOps / finance / leadership / mixed audience

How strong does the answer need to be? directional / decision-grade / board-grade

Step 2: score the current reality (0 = weak, 1 = mixed, 2 = strong)

UTM and source capture discipline ____

CRM stage hygiene and lead-to-opportunity linkage ____

Ability to connect pipeline and revenue back to source ____

One clear owner for definitions, QA, and upkeep ____

Cross-team agreement on what the number is supposed to mean ____

Tolerance for manual maintenance and debugging ____

Pressure for fast answers versus willingness to clean up first ____

Step 3: pressure-test the path complexity

Sales cycle is short enough that simple directional reporting is still useful. Yes / No

Buying journey is simple enough that one tool can tell a believable story. Yes / No

Finance, marketing, and RevOps mostly trust the same commercial logic. Yes / No

Leadership needs immediate operational visibility more than a rebuilt trust layer. Yes / No

Read the result

Mostly 0s and multiple No answers: do not hide a trust break inside software. Start with a consulting-led diagnostic or rebuild path.

Mixed scores with decent CRM/source hygiene: a platform may help if the real gap is speed, access, or operational workflow.

Mostly 2s with one clear owner and a narrow business question: DIY can work if you keep the scope tight and accept directional limits.

Final decision record

Chosen path: DIY / platform / consulting-led rebuild

Why this path fits our trust level and decision pressure:

Immediate next move, owner, and 30-day check-in:

If the room still cannot agree what the attribution answer should mean, the problem is not model selection yet. It is trust, translation, or ownership.