

Attribution Confidence Benchmark

Domain Methods

Use this worksheet before attribution evidence drives spend, software, forecast, or leadership decisions. Score one decision, not the whole attribution system.

1. Name the decision

Decision to test: budget reallocation, campaign scaling, sourced-pipeline reporting, board narrative, attribution-software evaluation, or cleanup sequencing.

Decision: _____

Unsafe use if confidence is low: _____

2. Score the seven confidence dimensions

Use 1 = strong, 2 = fragile, 3 = weak.

1. Source capture discipline: UTMs, referrers, campaign fields, and original source survive.

Score: ____ Evidence / caveat: _____

2. Conversion and event coverage: the important hand raises and assists are captured.

Score: ____ Evidence / caveat: _____

3. Lifecycle definition stability: sourced, influenced, MQL, SQL, and pipeline rules are stable.

Score: ____ Evidence / caveat: _____

4. Account and opportunity linkage: lead and contact history ties to account, opportunity, and pipeline.

Score: ____ Evidence / caveat: _____

5. Revenue connection: attribution evidence links to pipeline, booked revenue, or forecast at the right bar.

Score: ____ Evidence / caveat: _____

6. Caveat clarity: channel, model, and source-path limits are visible in the decision artifact.

Score: ____ Evidence / caveat: _____

7. Owner and change control: owners, exceptions, and definition changes are named before reporting pressure.

Score: ____ Evidence / caveat: _____

Attribution Confidence Benchmark - Banding

3. Add the score and assign a band

7-9 Budget-grade: evidence can support spend, planning, or leadership decisions with named caveats.

10-14 Operating-grade: safe for recurring management decisions, but do not overclaim in board or major-budget contexts.

15-18 Directional: useful for learning and pattern-spotting; not safe for hard spend or ROI claims.

19-21 Cleanup-first: do not use the number for the decision yet; repair the weakest trust break first.

Total score: _____ **Confidence band:** _____

4. Decide what the score allows

Safe use right now: _____

Decision this evidence should NOT support yet: _____

The biggest caveat leadership must see: _____

First confidence fix before the next review: _____

Named owner for that fix: _____

Date to re-score: _____

Next-step routing

If the spend story still cannot survive leadership questions, use *Where Did the Money Go?* If teams define revenue differently, use *Three Teams, Three Numbers*.