

## Attribution First-Move Triage Matrix

### Domain Methods

#### WHAT THIS WORKSHEET IS FOR

Use this sheet when the team is stuck between fixing tracking, cleaning up metric definitions, buying software, or resetting owner accountability. Score the first move honestly before you buy another attribution layer.

#### 1. NAME THE DISPUTED DECISION

- Decision we cannot defend: \_\_\_\_\_
- Metric or report under pressure: \_\_\_\_\_
- Next meeting this affects: \_\_\_\_\_

#### 2. SCORE INSTRUMENTATION FIRST

- Source capture or UTMs break before the CRM sees the lead: \_\_\_\_\_
- Event coverage is incomplete or obviously wrong: \_\_\_\_\_
- The team can name the owner who will repair tracking: \_\_\_\_\_
- Evidence this move will improve the answer in 30 days: \_\_\_\_\_

#### 3. SCORE DEFINITIONS FIRST

- Teams disagree on stages, sourced pipeline, or influence rules: \_\_\_\_\_
- Revenue linkage or field meaning changes by audience: \_\_\_\_\_
- Someone can settle the definition record and exceptions: \_\_\_\_\_
- Evidence this move will reduce recurring debate fast: \_\_\_\_\_

#### 4. SCORE SOFTWARE LAST

- Existing owners and rules are already stable: \_\_\_\_\_
- The tool would solve a real gap instead of hiding confusion: \_\_\_\_\_
- The team can support implementation and QA: \_\_\_\_\_

- What the tool would still not fix: \_\_\_\_\_

#### 5. CHECK FOR THE OWNER RESET PATH

- Nobody owns the workflow, exception list, or field governance: \_\_\_\_\_

- The room still needs a tie-breaker more than a tool: \_\_\_\_\_

- First owner/process fix to make this week: \_\_\_\_\_

#### 6. CHOOSE THE FIRST MOVE

- Highest-confidence first move: \_\_\_\_\_

- Named owner: \_\_\_\_\_

- What we will not buy yet: \_\_\_\_\_

- Review date: \_\_\_\_\_

#### SCORING KEY

- Pick the move with the strongest evidence, clearest owner, fastest truth gain, and lowest false-confidence risk.

- If instrumentation and definitions both score weak because nobody owns the path, do the owner reset first.

#### NEXT STEPS

- Use Where Did the Money Go? when spend, pipeline, and revenue views all diverge at once.

- Use Three Teams, Three Numbers when the real break is definition and owner alignment across teams.