

The Attribution Health Check

10 questions to see if your reporting is good enough to trust

Use this quick worksheet to pressure-test whether your current attribution setup can support real budget, pipeline, and revenue

How to use it

1. Run the 10 questions with the people who actually use attribution in budget or pipeline conversations.
2. Mark each question yes or no based on how the system works today, not how it was originally configured.
3. Circle the no answers that create decision risk, not just reporting annoyance.
4. Decide whether the next move is a quick fix, a definition reset, or a deeper diagnostic.

10-question checklist

1. Conversion windows match the way customers actually buy.
2. UTM rules and source capture are consistent enough to survive scale.
3. Lead-to-CRM handoff preserves original source context.
4. Marketing-sourced and marketing-influenced pipeline are defined in writing.
5. Ad-platform results can be reconciled with CRM pipeline quality.
6. Offline, partner, and sales-created influences are accounted for somewhere.
7. Finance, RevOps, and marketing use compatible cost logic for CAC and ROAS.
8. Someone compares platform-reported attribution against downstream revenue outcomes.
9. A named owner maintains attribution definitions, QA, and caveats.
10. The caveats are simple enough to explain clearly to leadership.

Scoring

8-10 yes answers: healthy enough for most operating decisions.

5-7 yes answers: conditionally useful, but fix the high-risk gaps fast.

0-4 yes answers: too fragile for serious spend or revenue calls.

Next-step prompt

If the spend story still falls apart once CRM and revenue enter the picture, start with *Where Did the Money Go?*

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