

NARROWING YOUR FOCUS

Choose the channels that apply to your organization from the Word Search list and enter them in the left column. This will help you narrow down what your attribution model will need to cover. Now list your answers to the following questions: Who owns this channel? How do they measure success? What tools are they using to measure success? How much is spent per month?

CHANNEL	OWNER	MEASURE SUCCESS	TOOLS	MONTHLY SPEND

LEARN MORE ABOUT MARKETING ATTRIBUTION FROM THE PROS

Marketing Attribution Webinar

Our Director of Analytics, Sam James, joins forces with our Director of Display, Evan Barocas. Together they offer practical advice that will help tame the terror of attribution in a cross-channel, multi-channel, omni-channel, too-many-channel world.

Time: 30-minutes

Format: MP4

[> Download Now! <](#)

Attribution Mini-Lessons

Ready to get right to the heart of attribution? Dig into our micro-lessons! We offer 5 handy single serving lessons that let you learn on the go!

What is Attribution? (0:58 seconds)

Define Your Attribution Goals (3:08min)

Flexible Measurement Framework (7:24 min)

Test & Measure, Test & Measure (2:56 min)

Bringing it All Together (1:21 min)

Time: Varies

Format: MP4

[> Get Started! <](#)

PROGRAMMATIC DISPLAY-THE DIGITAL MARKETING DARLING

Programmatic Display Webinar

The statistics don't lie. Best-in-class marketing organizations are taking advantage of the opportunities that programmatic display is bringing to the table. Don't miss out on the rise of display in your marketing strategy for the upcoming year.

Our Director of Display, Evan Barocas and Ad Operations Manager, Sherveen Shingu provide a lively discussion on the myths and realities of programmatic display.

Time: 60-minutes

Format: MP4

[> Download Now! <](#)

ABOUT POINT IT

Point It Digital Marketing is an award-winning private digital marketing agency in Seattle, WA. Services include Paid Search, Search Engine Optimization, Paid Social Media Advertising, Display Advertising and Analytics.

Interested in learning more about Point It's strategic digital marketing offerings?

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