

# WHAT IS THE VALUE OF EACH TOUCH POINT?

Now that you know where your customers are spending their time, it's time to calculate the value of each touchpoint. Remember! Remember: each value is relative (or 'differently weighted') from company to company.

Because this metric can vary so wildly from business to business, we've put together a few important questions you should ask your organization.

The big roadblock for perfect attribution is this: how do you measure the individual performance as well as the dependent influence on other channels?

Nothing works in a silo— not your team and not your marketing channels.

It is important to approach your marketing channels from a programmatic standpoint. It will increase the insight you glean from the total user journey.

## Campaign

**Q:** Isolate a touch you see in the customer journey. How many touches happen before and after that touch for that product or persona?

**A:** \_\_\_\_\_

**Q:** How often does a particular touch achieve your goal?

**A:** \_\_\_\_\_

**Q:** What is the value of each goal?

**A:** \_\_\_\_\_

## Comparison

**Q:** What is the influence of one channel or the other? (Test performance with and without the touchpoint.)

**A:** \_\_\_\_\_

Establish if the order of the touchpoints matters. (Test performance of touchpoint in position 3 of the customer journey versus position 7.)

**NOTES:** \_\_\_\_\_

## Dependency

**Q:** Are you working with an on offline/online channel strategy? If so, consider devaluing dependent channels over driving channels. For instance: if you have a magazine advertisement that sends a customer to a web form, consider devaluing the web form. It's dependent on the advertisement to be effective.

**A:** \_\_\_\_\_

## Influence

**Q:** How does recency factor into the influence a channel can have? (Work with channel owners and marketing automation data to help you figure this out.)

**A:** \_\_\_\_\_

\_\_\_\_\_

**Q:** Are the conversion events closest to conversion more important? Why?

**A:** \_\_\_\_\_

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