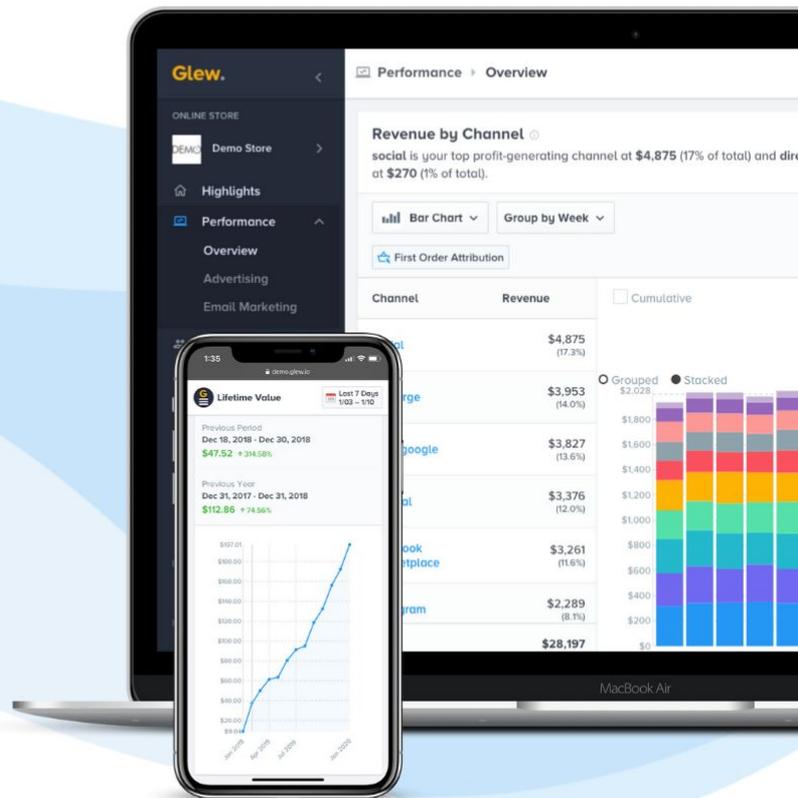


# Glew University

## Channel Mapping & Attribution

➔ Aug 24th  
➔ 4pm EST

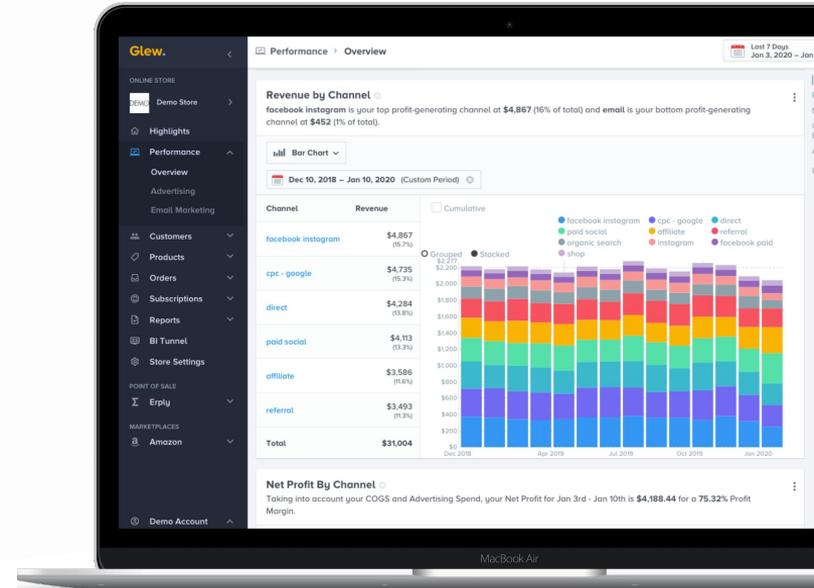
Glew.



# Attribution Modeling

## Attribution modeling:

- The set of rules that determine which of your marketing channels receive credit for sales and revenue
- Attribution becomes increasingly complex the more channels and customer touchpoints you have
- Several methods of multi-channel attribution
- Many platforms have their own specific attribution models (i.e., Google, Facebook)



# Attribution Models in Glew

**First-order attribution:** First-order attribution – the default attribution model in Glew – assigns credit for a sale, and all future sales, to the channel that drove the customer’s first purchase.

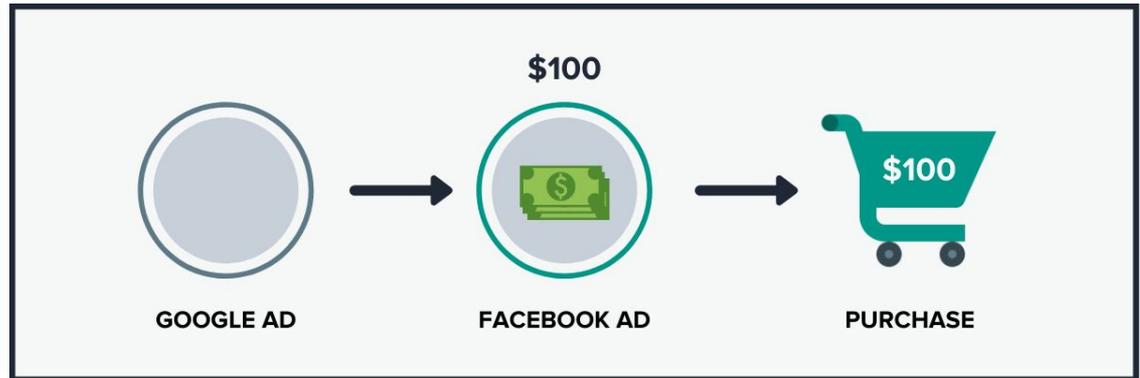
**Example:** A customer visits a website via Google Ads, then sees an ad on Facebook before making a purchase. Under first-order attribution, Facebook would get credit for that sale. If they come back a month later and make another purchase after clicking on an email campaign, that second purchase would still be attributed to Facebook, since Facebook drove their first purchase.



# Attribution Models in Glew

**Last-click attribution:** Last-click attribution – also available in Glew – assigns credit for a sale to the channel of the customer’s last click prior to purchasing.

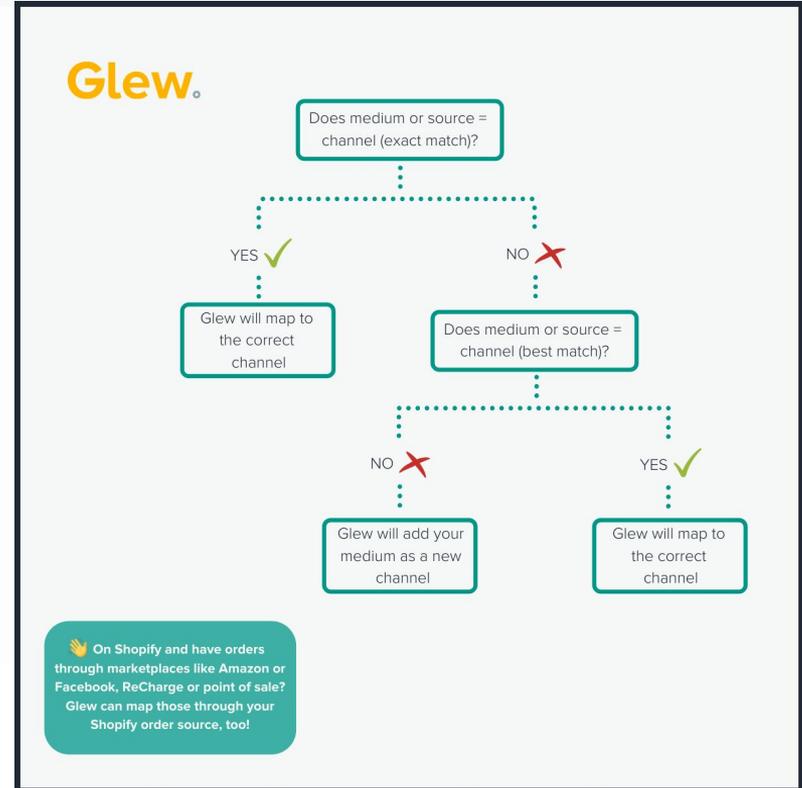
**EXAMPLE:** A customer visits a website via Google Ads, then sees an ad on Facebook before making a purchase. Under last-click attribution, Facebook would get credit for that sale. If they come back a month later and make another purchase after clicking on an email campaign, that second purchase would be attributed to email, since that was their last click prior to purchasing.



# Glew's Channel Mapping

## Glew's channel mapping:

- Waterfall model based on medium/source (first medium, then source)
- Doesn't rely on exact match - includes case sensitive and close match terms (i.e, "Facebook" vs. "facebook")
- Will default to your medium or source as a channel even if it is not included in our model, minimizing "other"/"unavailable" data
- Also includes attribution for non-web orders (marketplaces, draft orders, ReCharge) - Shopify only



# Channel Mapping

## Channel mapping:

- How Glew identifies the correct source, medium and campaign for purchases in order to attribute them to the correct channel
- Works through UTM tagging - unique identifiers added to a URL
- Glew has a **unique channel mapping model** that follows industry best practices, while solving some of the issues presented by Google's model

### Example: Facebook campaign

[https://yoursite.com/utm\\_source=facebook&utm\\_medium=paidsocial&utm\\_campaign=springpromotion](https://yoursite.com/utm_source=facebook&utm_medium=paidsocial&utm_campaign=springpromotion)

- Source = Facebook
- Medium = paid social
- Campaign = spring promotion

Link: <https://ga-dev-tools.appspot.com/campaign-url-builder/>

# UTM Tagging

## Campaign UTMs:

- In order for your channel and campaign data to pull through accurately to Glew, the UTM parameters you use in your URLs should match our channel mapping model
- Can create URLs with UTMs in [Google Analytics](#) or your marketing automation tool
- Allows Glew and other analytics tools (including Google Analytics) to accurately map orders and customers to the correct channels, campaigns and ads

 Google Analytics | Demos & Tools

## Campaign URL Builder

This tool allows you to easily add campaign parameters to URLs so you can track **Custom Campaigns** in Google Analytics.

Enter the website URL and campaign information

Fill out the required fields (marked with \*) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

\* Website URL

The full website URL (e.g. <https://www.example.com>)

\* Campaign Source

The referrer: (e.g. [google](#), [newsletter](#))

\* Campaign Medium

Marketing medium: (e.g. [cpc](#), [banner](#), [email](#))

\* Campaign Name

Product, promo code, or slogan (e.g. [spring\\_sale](#))

Campaign Term

Identify the paid keywords

Campaign Content

Use to differentiate ads

# Glew's Channel Mapping

See our full channel mapping model:

[https://go.glew.io/hubfs/Technical\\_Documentation/Glews%20Updated%20Channel%20Mapping%20Model\\_%20\(Shopify+BigCommerce\).pdf](https://go.glew.io/hubfs/Technical_Documentation/Glews%20Updated%20Channel%20Mapping%20Model_%20(Shopify+BigCommerce).pdf)

## Glew. Channel Mapping Model - Overview

GLEW CHANNEL	GLEW'S CHANNEL MAPPING <i>(What Glew includes for this channel)</i>		GOOGLE'S CHANNEL MAPPING <i>(What Google includes for this channel)</i>
	Medium	Source	Medium
Direct	not set, none, null	direct	not set, none, null AND source IS direct
cpc_google	cpc, ppc, paidsearch	IS NOT bing, msn, yahoo, gemini, facebook, Instagram, pinterest, twitter, tiktok, snapchat	cpc, ppc, paidsearch
cpc_bing	cpc, ppc, paidsearch	bing, msn, yahoo, gemini	n/a
facebook_paid	cpc, ppc, paid_social, paidsocial, paid social	facebook, l fb	n/a
instagram	cpc, ppc, paid_social, paidsocial, paid social	Instagram, igshopping	n/a
Ad Roll		adroll	n/a
Organic Search	organic		organic
Social	social, social-network, social-media, sm, social network, social media, referral	facebook, instagram, pinterest, twitter, tiktok	social, social-network, social-media, sm, social network, social media
Amazon	referral	amazon	n/a
Email	email, e-mail		email
Affiliates	affiliate, affiliates		affiliate
Referral	referral	IS NOT facebook, instagram, pinterest, twitter, tiktok	referral
Other Advertising	cpv, cpa, cpp, content-text		cpv, cpa, cpp, content-text
Other Social Advertising	cpc, ppc, paid_social, paid-social, paid social, paidsocial	pinterest, snapchat, twitter, tiktok	n/a
Display	display, cpm, banner		display, cpm, banner OR Ad Distribution Network exactly matches Content

# Glew's Channel Mapping (Shopify)

See our full channel mapping model:

<https://go.glew.io/hubfs/Channel%20Mapping%20Documentation.pdf>

SHOPIFY SPECIFIC	
GLEW CHANNEL	Shopify Data
Facebook Marketplace	Order Source CONTAINS 'facebook'
Google Marketplace	Order Source CONTAINS 'google'
Amazon Marketplace	Order Source CONTAINS 'amazon'
Recharge	Order Source or APP ID = 294517
Shopify Draft Orders	Order Source = shopify_draft_order
POS	Order Source = POS
Returnly	Order Source = Returnly Exchanges
Shop	Order Source = 3890849
Gorgias Live Chat	Order Source = 1424624
Loop Returns	Order Source = 1662707
Ordergroove	App ID = 3151009
Walmart Marketplace	Order source CONTAINS 'walmart.com'
Ebay Marketplace	Order Source CONTAINS 'ebay'

# Glew's Channel Mapping BigCommerce

See our full channel mapping model:

<https://go.glew.io/hubfs/Channel%20Mapping%20Documentation.pdf>

BIGCOMMERCE SPECIFIC	
GLEW CHANNEL	BigCommerce Data
Amazon Marketplace	Order Source CONTAINS 'amazon' OR Order Source = 'external' and External Source CONTAINS 'amazon'
Recharge	Order Source = 'external' and External Source = 'recharge'
Ordergroove	Order Source = 'checkout_api' and External Source = 'ordergroove'
Walmart Marketplace	Order source = 'external' and External Source CONTAINS 'walmart.com'
Ebay Marketplace	Order Source = 'external' and External Source CONTAINS 'ebay'

# Troubleshooting

## What to do if:

- You're still seeing unknown/unavailable channel data
- You're seeing duplicate channels
- You think your channel data might be off

## Check these boxes:

- Do you have Enhanced Ecommerce turned on in Google Analytics and your ecommerce platform?
- Do you have the correct accounts/view synced
- Are your UTM parameters set up correctly?
- Are you passing the correct order identifier from your ecommerce platform?
  - Shopify: Order Name
  - BigCommerce: Order ID

## Resources

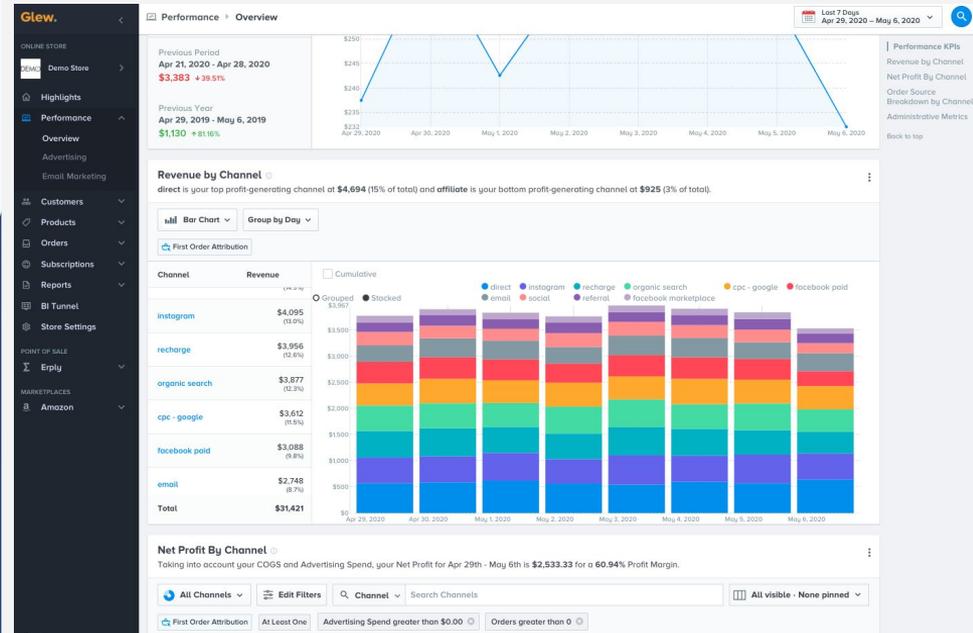
- [Channel mapping and attribution guide](#)
- [Glew's channel mapping model](#)
- [Enhanced Ecommerce tracking guide](#)

# Revenue By Channel

Performance > Overview > Revenue by Channel

*Your store's revenue breakdown by channel.*

*Note: You can toggle between first-order and last-click attribution.*

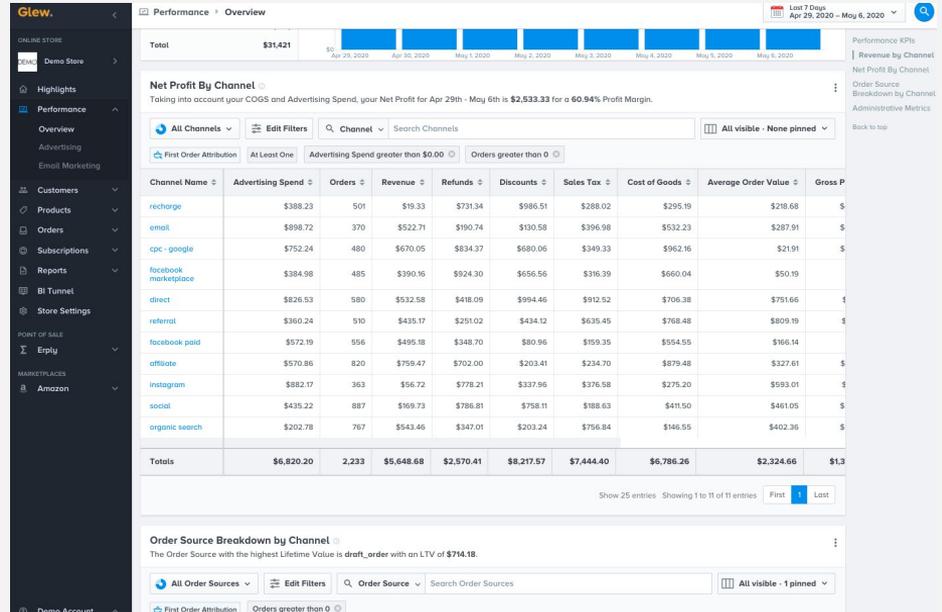


# Net Profit By Channel

Performance > Overview > Net Profit by Channel

Your store's profitability breakdown by channel.

Note: You can toggle between first-order and last-click attribution.

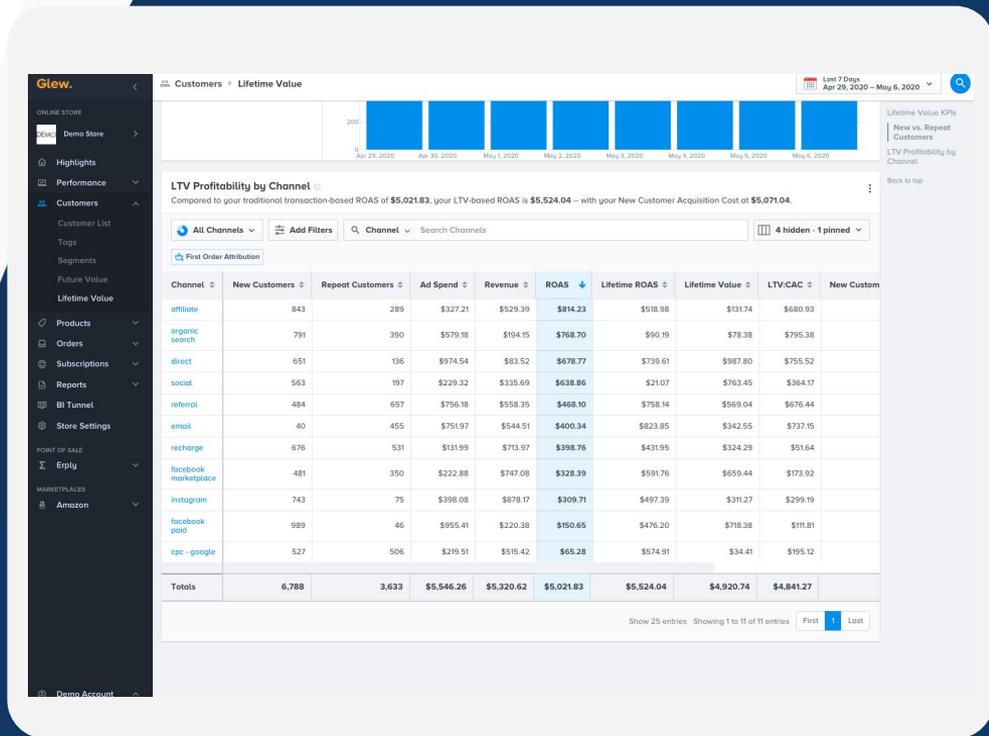


# Lifetime profitability by channel

Customers > Lifetime Value > LTV Profitability by Channel

*Your store's lifetime profitability breakdown by channel.*

*Note: You can toggle between first-order and last-click attribution.*



# Orders List

Orders > Order List

*A table of all your store's orders, filterable and segmentable by dozens of different data points - including attributed channel, source and campaign.*

The screenshot displays the 'Order List' page in the Glew dashboard. The interface includes a sidebar with navigation options like 'Demo Store', 'Highlights', 'Performance', 'Customers', 'Products', 'Orders', 'Shipping', 'Discounts', 'Subscriptions', 'Reports', 'BI Tunnel', and 'Store Settings'. The main content area shows a table of 25 orders with the following columns: Order ID, Cost of Goods Sold, Gross Profit, Gross Margin, Order Source, First Order Channel, First Order Source, First Order Campaign, and First Order Device. The table is filtered to show 25 orders out of a total of 100%. The 'Totals' row at the bottom shows a total cost of goods sold of \$12,858.30, a total gross profit of \$10,342.27, and a total gross margin of 62.71%. The interface also features a search bar, filter options, and pagination controls.

Order ID	Cost of Goods Sold	Gross Profit	Gross Margin	Order Source	First Order Channel	First Order Source	First Order Campaign	First Order Device
00023	\$542.43	\$477.12	35.99%		cpc - google	google	spring promotion	desktop
00025	\$10.37	\$445.34	74.83%		facebook_paid	facebook	black friday	desktop
00011	\$543.74	\$348.45	26.57%		cpc - google	google	black friday	mobile
00002	\$130.67	\$523.23	79.08%		facebook_paid	m.facebook.com	retargeting	tablet
00009	\$231.15	\$207.60	20.01%		referral	retalimenot.com		tablet
00001	\$806.44	\$81.91	43.21%		facebook_paid	facebook	black friday	desktop
00006	\$12.82	\$173.70	55.69%		social	facebook		tablet
00016	\$307.71	\$690.11	16.72%		direct			mobile
00004	\$885.31	\$89.34	78.96%		cpc - google	google	flash salesocial	desktop
00008	\$927.09	\$579.21	68.75%		organic search	bing		desktop
00007	\$575.64	\$356.15	89.97%		organic search	google		tablet
00010	\$637.13	\$459.15	45.48%		referral	coupons.com		desktop
00012	\$397.39	\$383.09	24.26%		recharge			desktop
00019	\$335.99	\$692.93	27.48%		organic search	google		desktop
00022	\$169.47	\$153.34	71.17%		cpc - google	google	spring promotion	desktop
00003	\$590.57	\$852.09	35.74%		cpc - google	google	spring promotion	mobile
00018	\$697.42	\$976.02	56.00%		organic search	bing		mobile
00021	\$932.69	\$663.69	47.24%		social	facebook		mobile
00014								
Totals	\$12,858.30	\$10,342.27	62.71%					

# FAQs and Resources

## Where to find them:

- ✓ **FAQs:** <https://glew.io/faqs>
- ✓ **Webinars:** <https://glew.io/webinars>
- ✓ **Videos:** <https://glew.io/videos/>
- ✓ **In-app documentation:** Hover over tooltips in the app for more information
- ✓ **Look out for ongoing communication:** Monthly newsletters and webinars, bi-weekly training

## Have a question? Here are your options:

- 1) In-app documentation
- 2) FAQs
- 3) [support@glew.io](mailto:support@glew.io)

**Questions?**