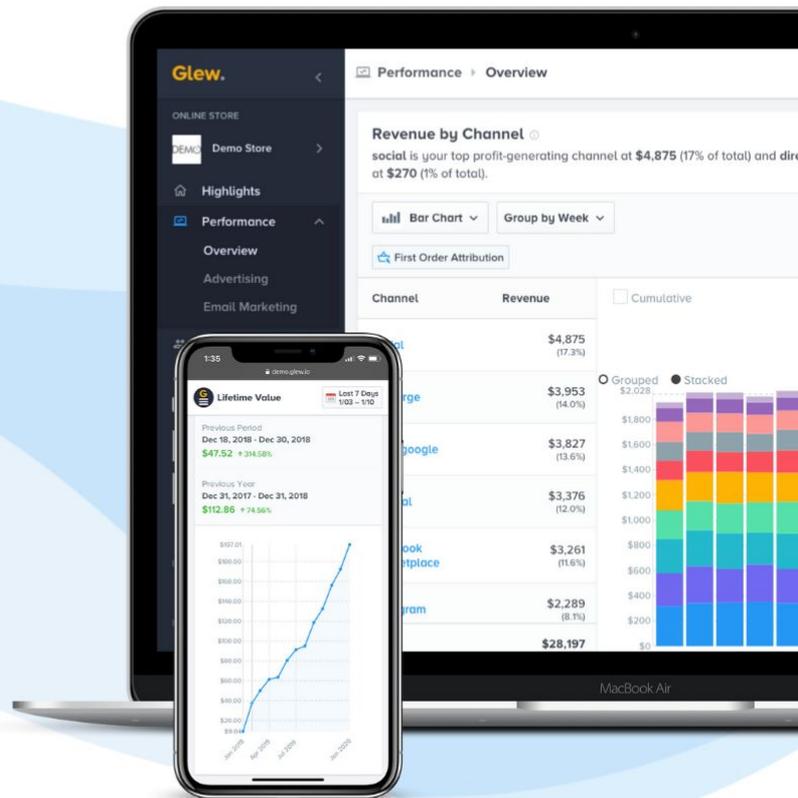


Glew University

Channel Mapping & Attribution

→ Aug 24th
→ 4pm EST

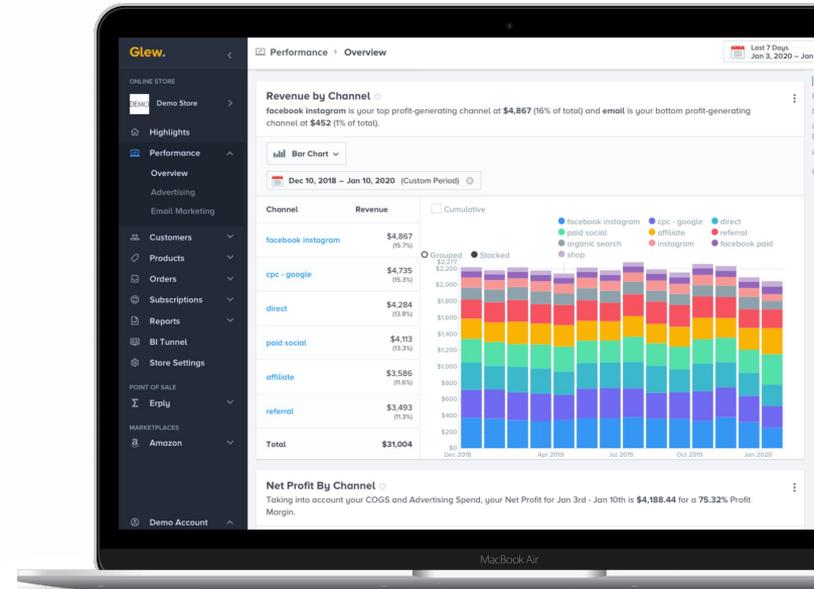
Glew.



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.

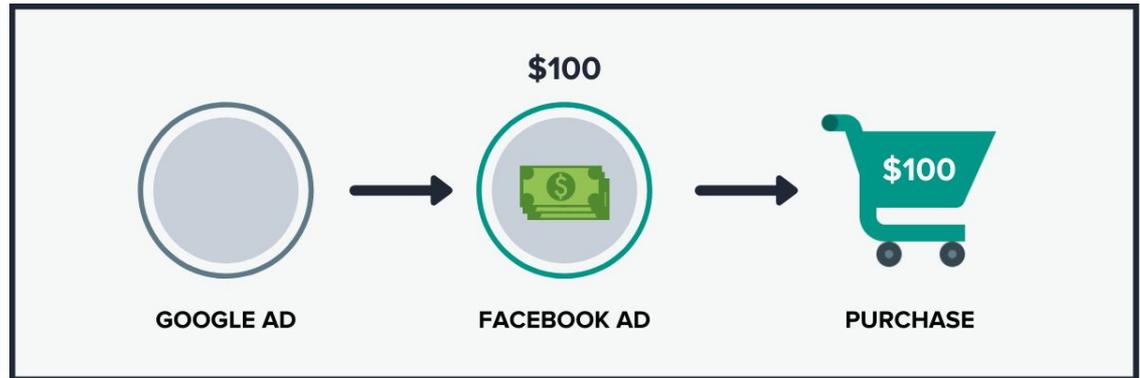
Example: A customer visits a website via Google Ads, then sees an ad on Facebook before making a purchase. Under first-order attribution, Facebook would get credit for that sale. If they come back a month later and make another purchase after clicking on an email campaign, that second purchase would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

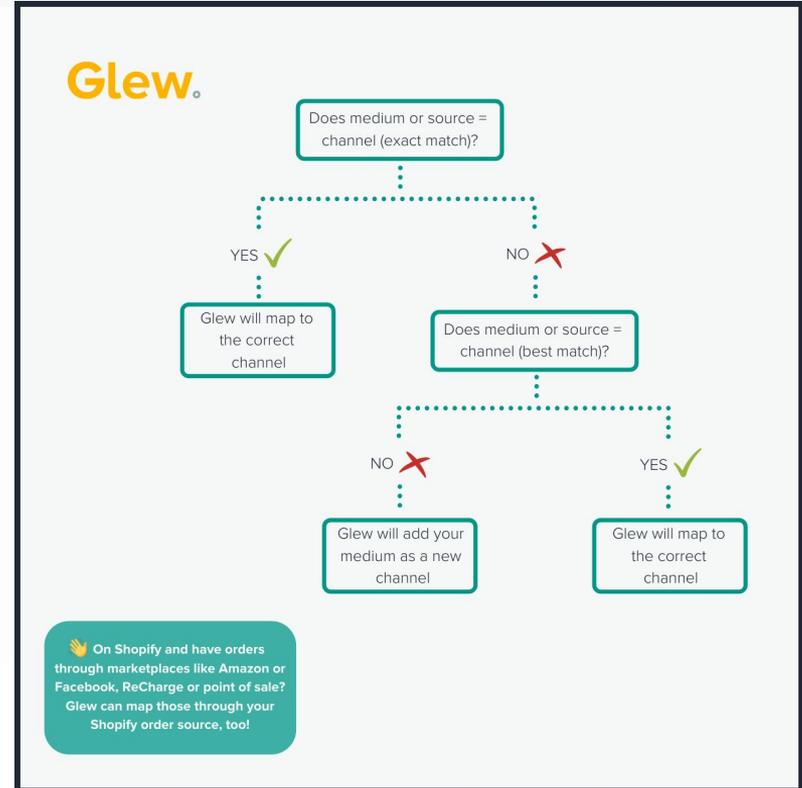
EXAMPLE: A customer visits a website via Google Ads, then sees an ad on Facebook before making a purchase. Under last-click attribution, Facebook would get credit for that sale. If they come back a month later and make another purchase after clicking on an email campaign, that second purchase would be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

- 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

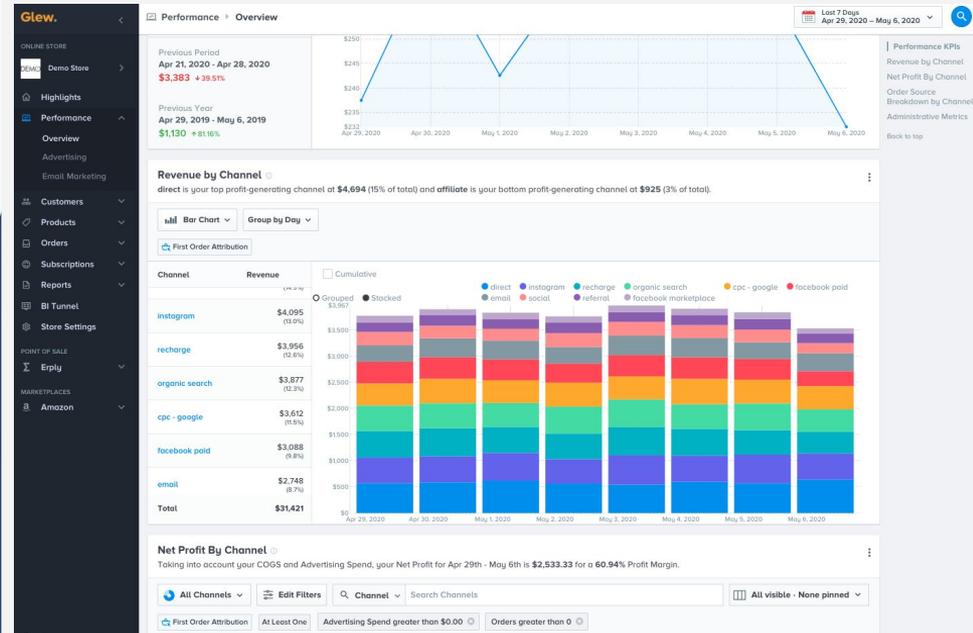
- [Channel mapping and attribution guide](#)
- [Glew's channel mapping model](#)
- [Enhanced Ecommerce tracking guide](#)

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.

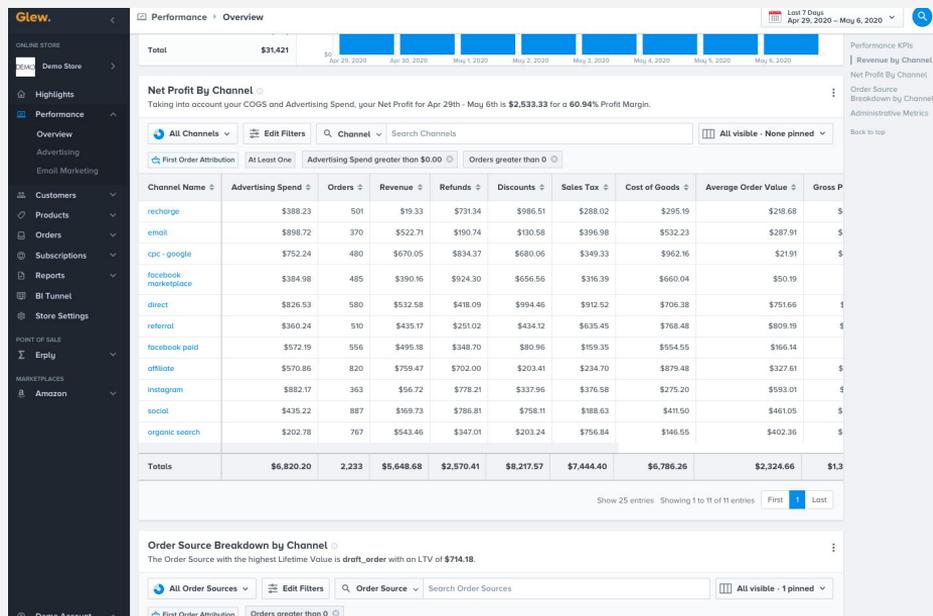


Net Profit By Channel

Performance > Overview > Net Profit by Channel

Your store's profitability breakdown by channel.

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

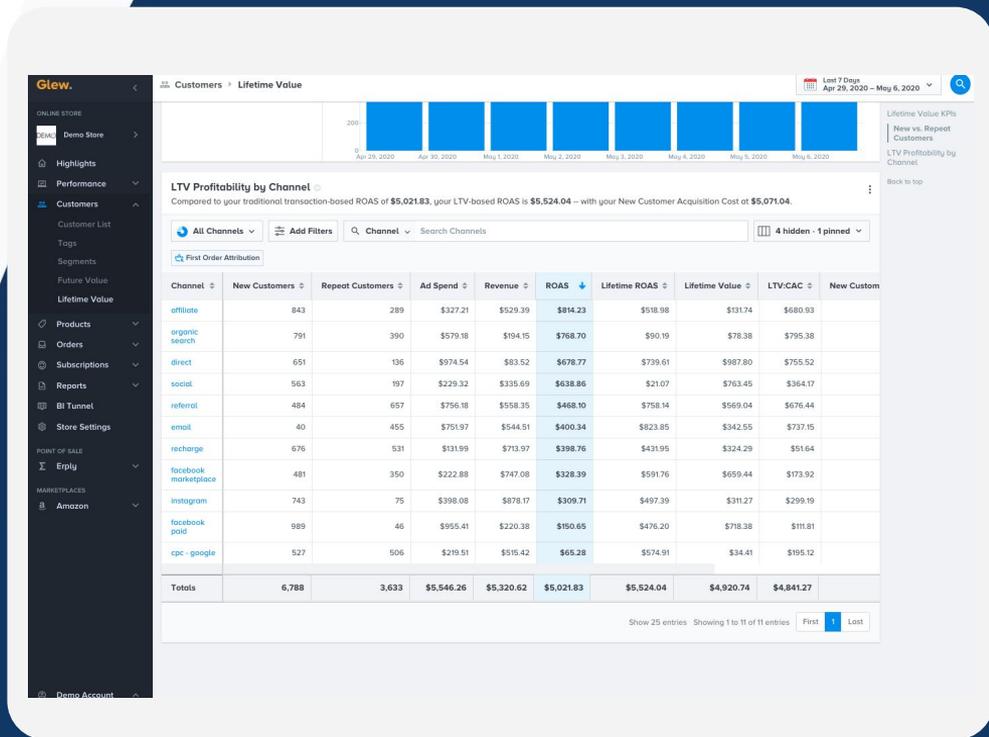


Lifetime profitability by channel

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. A 'Totals' row is at the bottom of the table. The page also features a search bar, filters, 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 | retailmenot.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

Questions?