

Build an attribution model by centralizing your ad, events, and email data

Reveal which touchpoints are present in your customer's journey

What data sources do you need?

Advertising

i.e. where you're spending money to advertise

Your organization likely uses 3 to 8 advertising applications. Below are popular sources. Choose at least 3 to get started:

- Facebook Ads
- Google Ads
- Snapchat Ads
- TikTok Ads
- Microsoft Ads
- Twitter Ads
- Pinterest Ads
- LinkedIn Ads

Email

i.e. where you're creating, managing and tracking email campaigns

Your organization likely uses 1 email campaign platform. Choose 1 to get started:

- HubSpot
- Mailchimp
- Klaviyo
- Eloqua
- Marketo
- Salesforce Mkt cloud

Events/Web Analytics

i.e. where you're tracking customer engagement and interactions with your site/app

Your organization likely uses at least 1 events/web analytics platform. Choose 1 to get started:

- Google Analytics
- Segment
- Adobe Analytics
- Pendo
- Mixpanel
- Heap

[Find more connectors →](#)

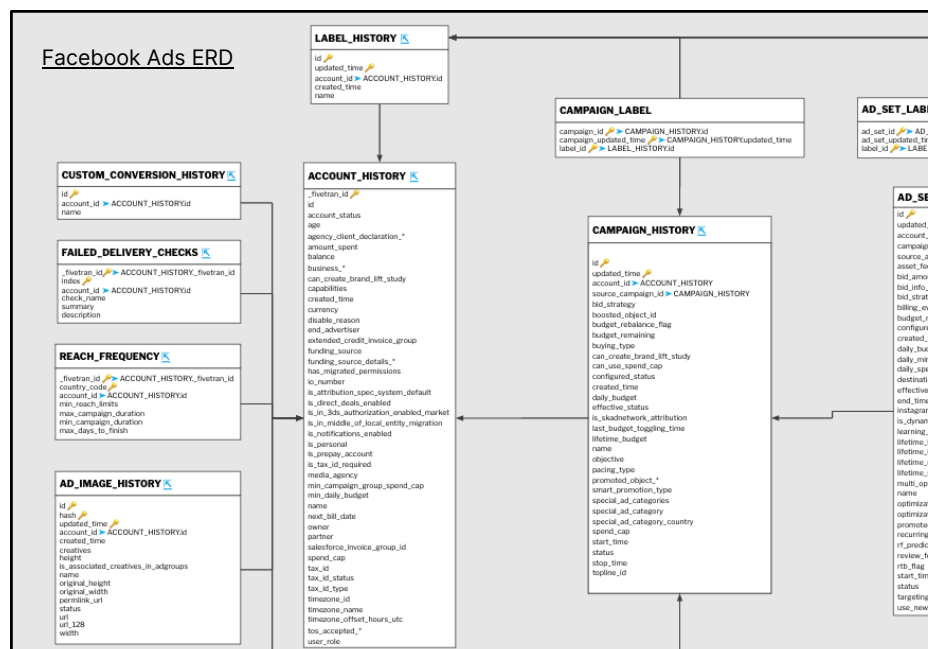
How do you get started?

1. Ensure the sources you plan to connect have appropriate access to all the campaigns and accounts. Use an Admin account for each source where possible.

2. For connectors with an option to select "historical timeframe", choose a more recent timeframe in order to speed up the historical sync and get to insights quicker.

3. For Advertising Connectors, ensure the correct data is configured to sync:

- Schema-Based: Review the schemas within in the Entity Relationship Diagrams (ERD) to understand which tables contain data on campaigns, ad group, ad history, organization-level tables and more.
- Report-based: Use a pre-built report template to get the fundamental data required for this type of analysis.



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4. **For Email connectors:** Review the schemas within the respective ERDs to understand which tables contain the specific engagement metrics (open email, clicked email, etc).
5. **For Events/Web Analytics connectors** you have a few options:
- Report-Based: For connectors like Google Analytics 4, you can use a pre-built report template to get the fundamental data required for this type of analysis. You also can create a Custom Report.
 - Schema-Based: For other events connectors, such as Heap or Mixpanel, review the respective ERDs to understand which tables contain specific metrics you are looking for (campaigns, events, page views, etc).

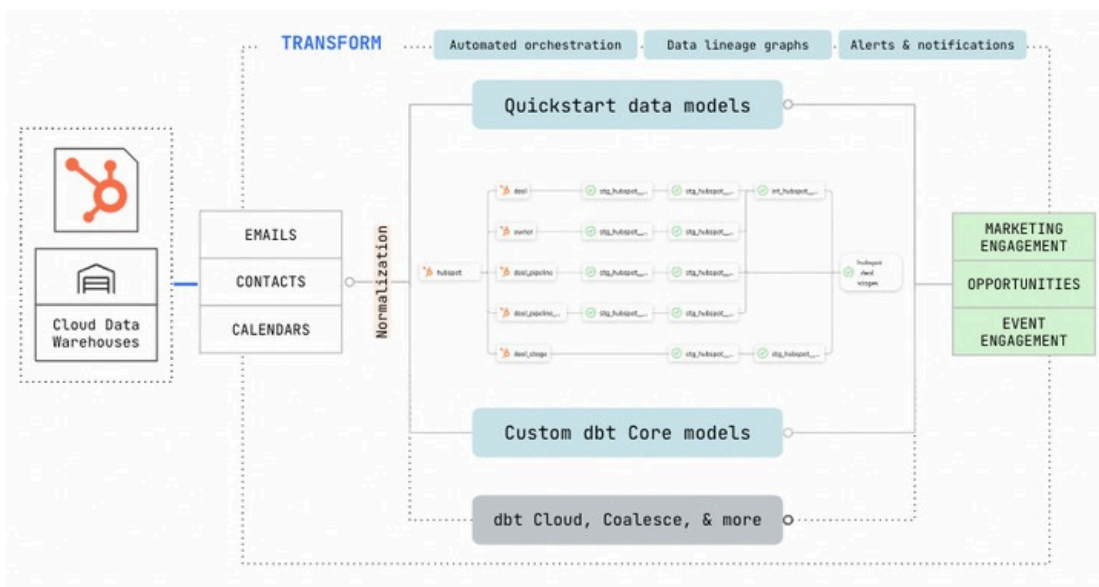
Visit our [Documentation](#) to find schemas, reports, and ERDs for each individual connector.

6. Initiate Historical Sync.

7. Validate and standardize data across each new source in the destination.

8. Use our free **Fivetran Data Models** to help with standardization of the data. The [ad reporting data model](#) rolls up the data from your ads across your various channels to get a clear picture of daily spend, impressions and clicks. [The HubSpot data model](#) enables you to better understand your HubSpot email and engagement performance by:

- Generating models for contacts, companies, and deals with enriched email and engagement metrics.
- Providing analysis-ready event tables for email and engagement activities.



[Find more data models →](#)

9. Understand the path consumers took before purchasing and assign a value to each touchpoint based on influential it was. As you continue to feed insights from attribution modeling into the marketing strategy and improving campaign ROI, consider refining the attribution model to ensure it's appropriate for your business model.

What's next? Check out other marketing analytics projects

**Increase return
on ad spend
(ROAS).**

**Optimize your
marketing funnel**

**Build a Customer
360**

**Segmentation and
personalization**

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