

FROM FIRST CLICK TO FINAL SALE.

Track the complete customer journey by integrating attribution data directly into your CRM.

SoDak
MARKETING





About Us

We're a dedicated marketing agency passionate about helping small businesses grow through data-driven strategies and personalized solutions.

By combining creativity with analytics, we deliver clear, measurable results that connect brands with their customers.

01 Welcome

Discover how CRM-integrated attribution helps connect your marketing to real revenue, from the moment someone clicks to the final sale.



02 How to Track the Full Customer Journey

Learn how to map customer journeys and track all lead interactions across channels using your CRM system.

03 Pros and Cons of CRM-Based Attribution

Understand the benefits and challenges of attribution models that rely on your CRM's data and workflow integration.

04 Why Start with Attribution in Mind

Explore how setting up attribution early can align marketing, sales, and reporting from day one.



05 Five Types of Attribution Models You Can Use

Break down five popular attribution models—from first-touch to full-path—and how they work with CRM data.





Every sale starts somewhere
— often with a **single click**.

But that first click is just the
beginning of a journey your
customers take before
making a purchase.



CHAPTER 02

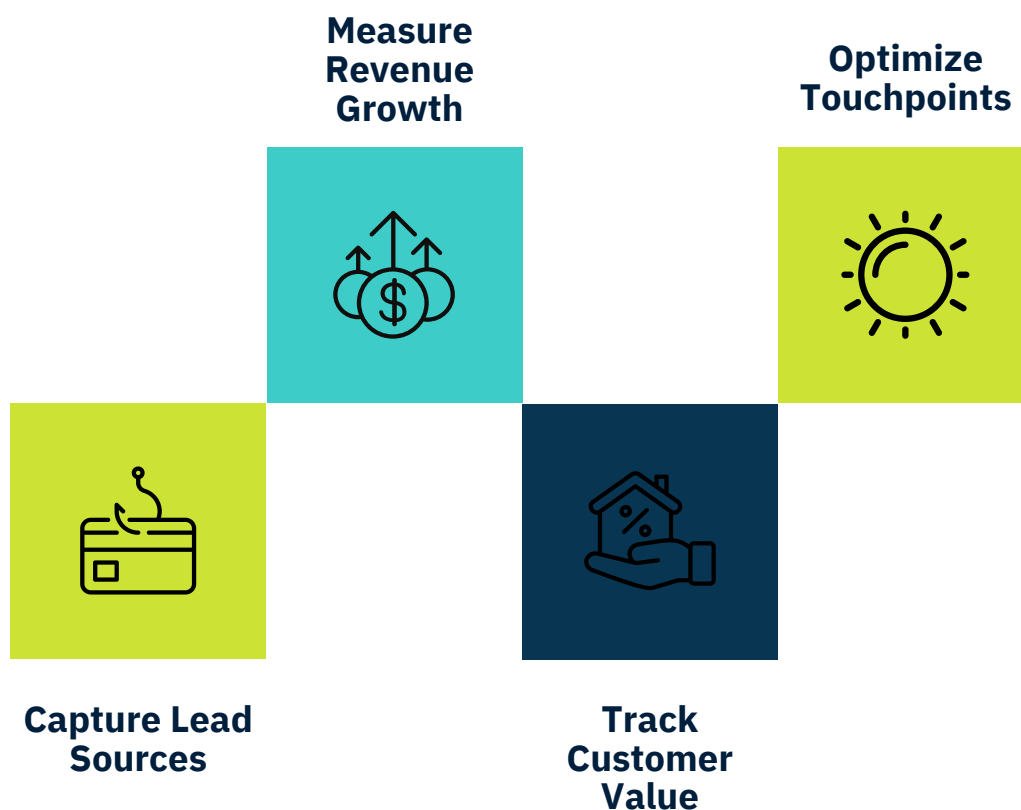
How to Track the Full Customer Journey

Step-by-Step Integration

TO TRACK FROM FIRST CLICK TO FINAL SALE, START BY CONNECTING YOUR MARKETING PLATFORMS (ADS, EMAIL, SOCIAL) TO A CENTRAL CRM SYSTEM. USE TRACKING PIXELS, UTM PARAMETERS, AND CALL TRACKING TO CAPTURE EVERY INTERACTION.

Next, set up your CRM to log each lead's journey milestones – when they first engaged, nurtured touchpoints, and ultimately the sale.

This end-to-end data lets you see which campaigns, channels, or keywords generate real revenue, not just traffic.





CHAPTER 03

Pros and Cons of Full Journey Tracking



PROS:

- Provides a complete picture of marketing effectiveness
- Helps allocate budget to campaigns that close deals
- Improves sales and marketing alignment
- Enables personalized customer follow-up

CONS:

- Requires setup and technical know-how
- Can be complex to maintain across multiple tools
- Data privacy and tracking regulations require care
- Initial investment in CRM and tracking tools may be needed



BALANCED DECISION-MAKING

Weighing the advantages and challenges of full journey tracking empowers you to make informed choices that align with your business goals and resources.

The background image shows a person's hand touching a tablet screen. The screen displays a line graph with two data series, one green and one blue, plotted against a grid. The title 'Workplace Management Strategy' is visible at the top of the graph. The entire scene is overlaid with a large, dark blue diamond-shaped graphic that serves as a backdrop for the text.

CHAPTER 04

Why Start Tracking From **First Click?**

Unlock Better Growth Insights



BETTER BUDGETING

Identify which campaigns truly drive sales, letting you allocate your budget more efficiently and cut unnecessary costs.



CLEAR CUSTOMER INSIGHTS

See the full customer journey—from first interaction to purchase—to uncover key decision drivers and improve marketing efforts.



INCREASED ROI

Track every touchpoint that leads to a sale, so you can focus on the most profitable activities and boost returns.



SALES & MARKETING ALIGNMENT

Strengthen collaboration by sharing accurate data that reveals lead sources, nurturing steps, and conversion paths.

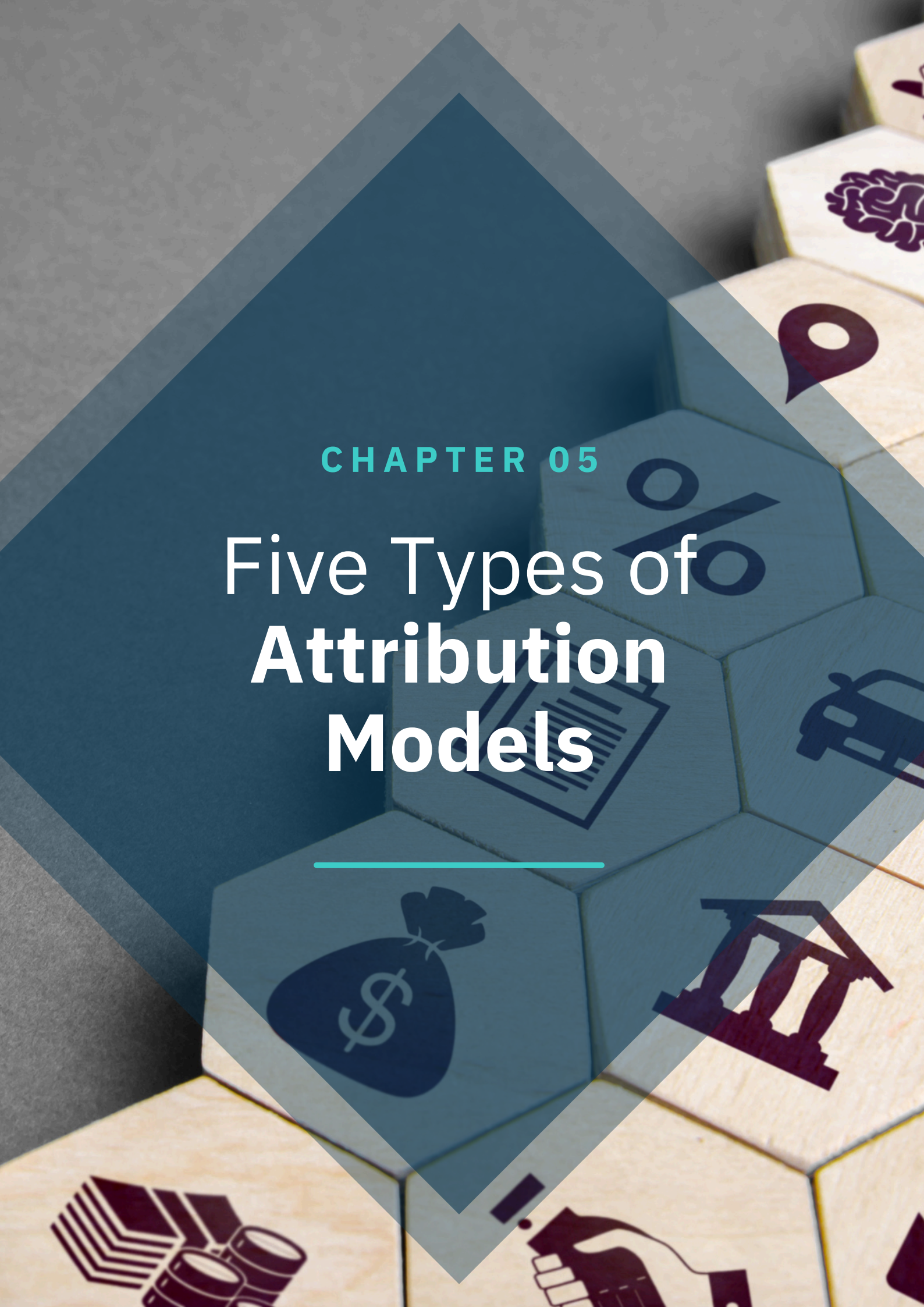


Without full journey tracking, you risk guessing which marketing efforts really impact sales. Knowing where your best customers come from helps you double down on what works—and cut waste.

Tracking from first click to final sale reveals hidden bottlenecks in your funnel, improves customer experience, and boosts your ROI by focusing on revenue-driving activities.

CHAPTER 05

Five Types of Attribution Models



How to **Give Credit** Where It's Due

Understanding these models helps you interpret your data and optimize marketing spend more effectively.

01

Gives 100% credit to the first interaction that introduced the customer to your brand.

02

Attributes the sale entirely to the final touchpoint before purchase.

03

Distributes credit evenly across all interactions in the customer journey.

04

Assigns more credit to touchpoints closer in time to the sale.

05

Gives most credit to the first and last interactions, splitting the rest among middle touches.

Choosing the right attribution model helps you fairly evaluate your marketing efforts and make smarter decisions to grow your business.

**First-Click
Attribution**

**Last-Click
Attribution**

**Linear
Attribution**

**Time-Decay
Attribution**

**Position-
Based
Attribution**

By understanding and applying these attribution models, you can unlock clearer insights and maximize the impact of every marketing dollar spent.



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