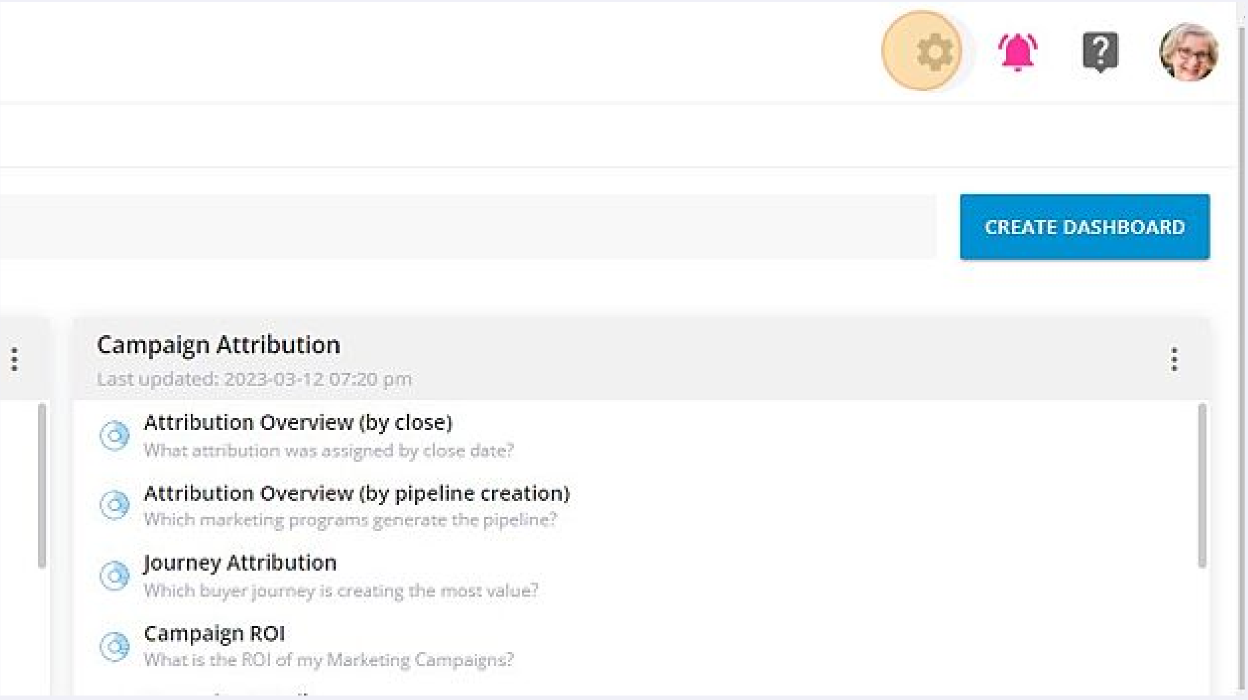
How to Configure a Custom Attribution Model in Calibermind

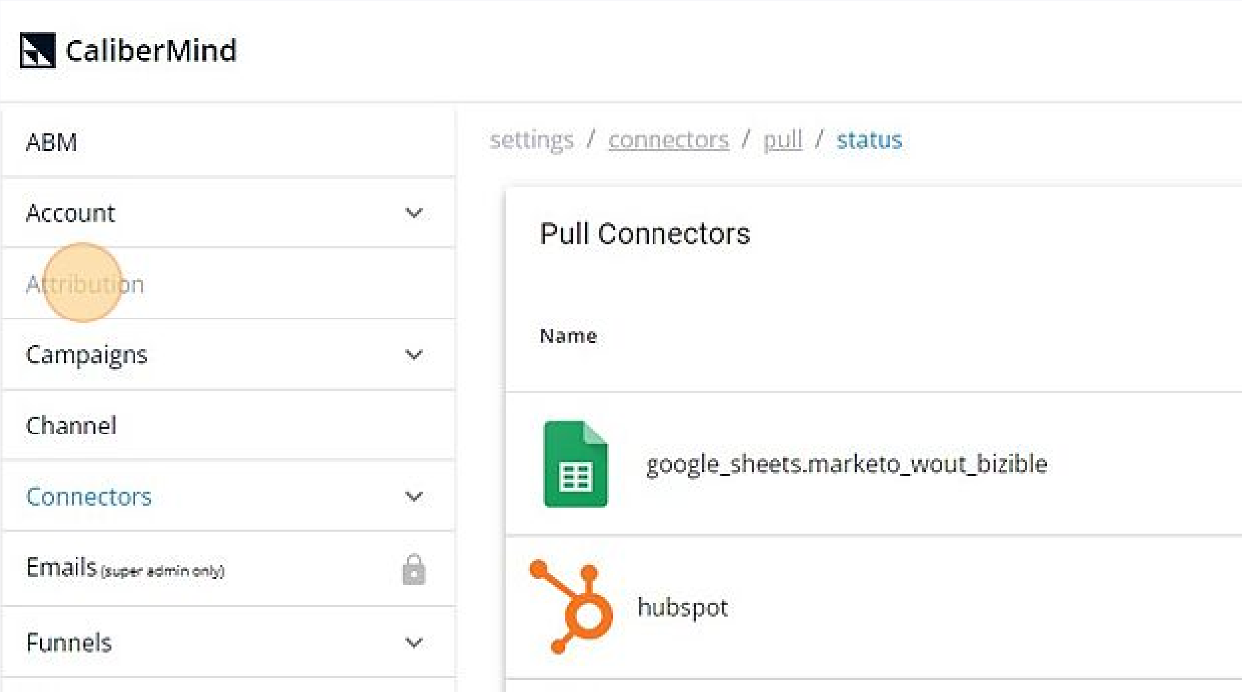
CaliberMind

1 Navigate to my.calibermind.com/analytics/dashboards

2 Log into the application and click the cog icon to navigate to the Admin area. Click the Settings Cog on the top right of the screen.

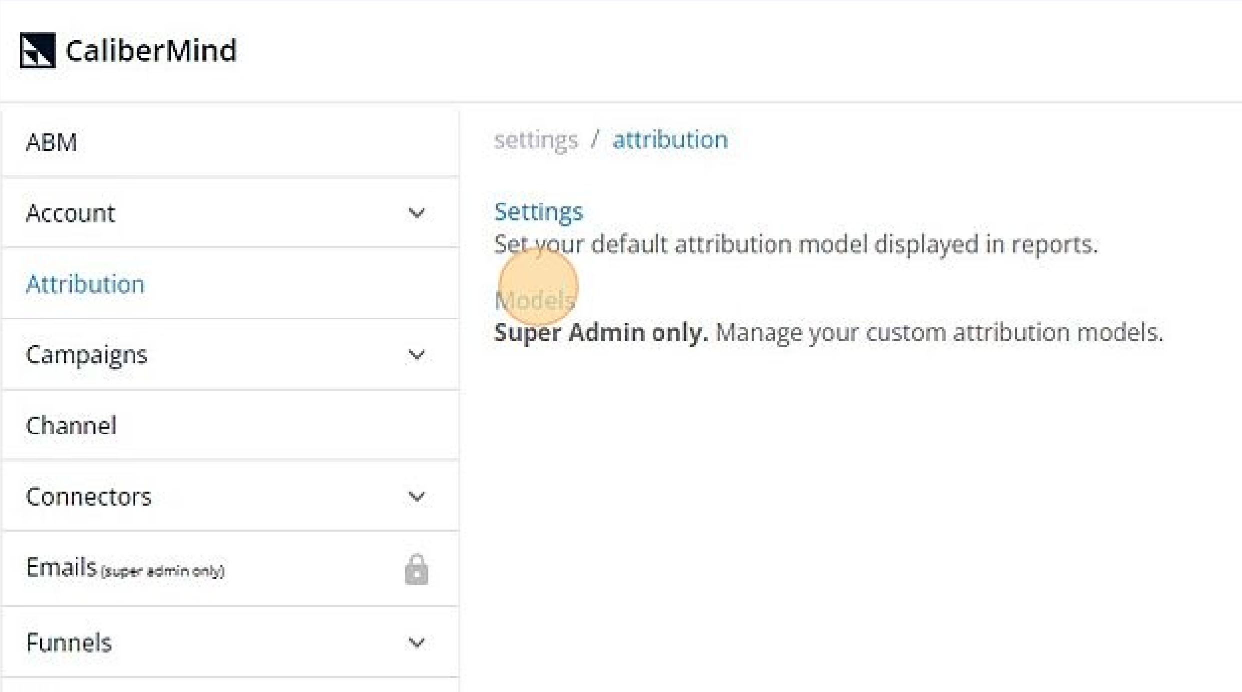


3 Click the "Attribution" link on the left menu rail.

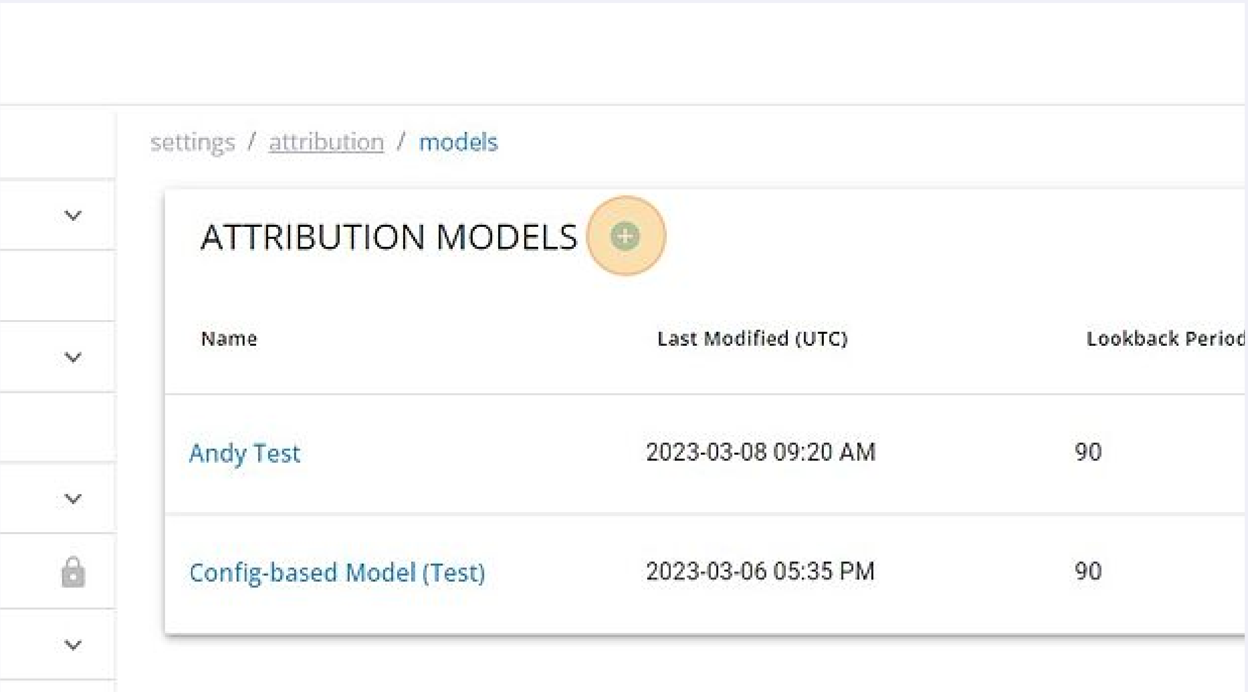


Select the Models area, the settings area is used to indicate which Attribution model is currently your default for reporting

4 Click the "Models" link in the main screen.

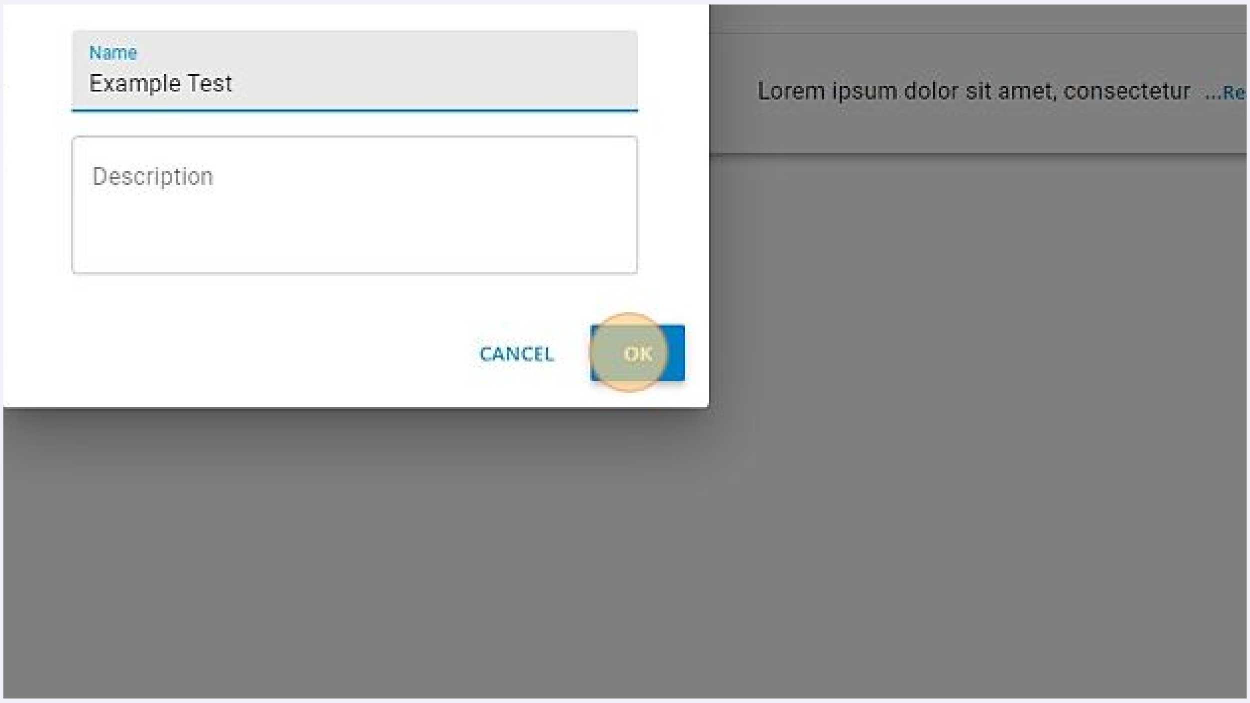


5 Click the "blue plus" icon to begin a new model.

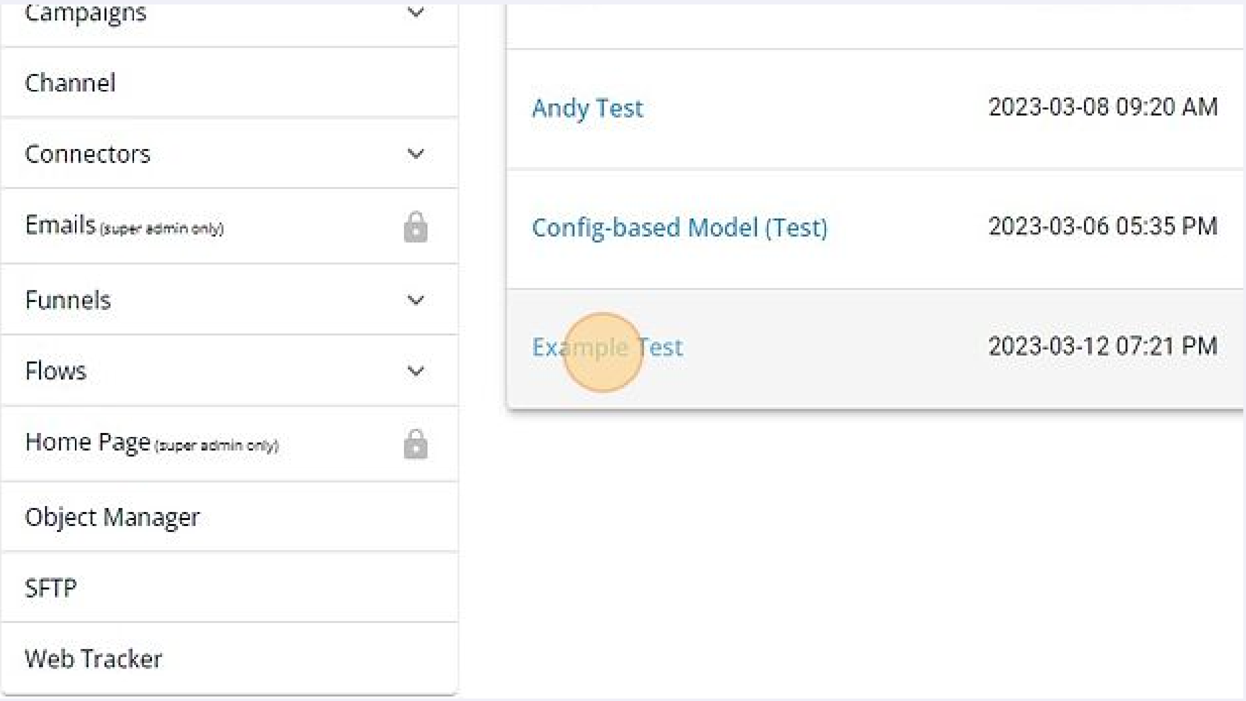


6 Type the desire name and description of your model in this example we used "Example Test" and click the blue "OK"button

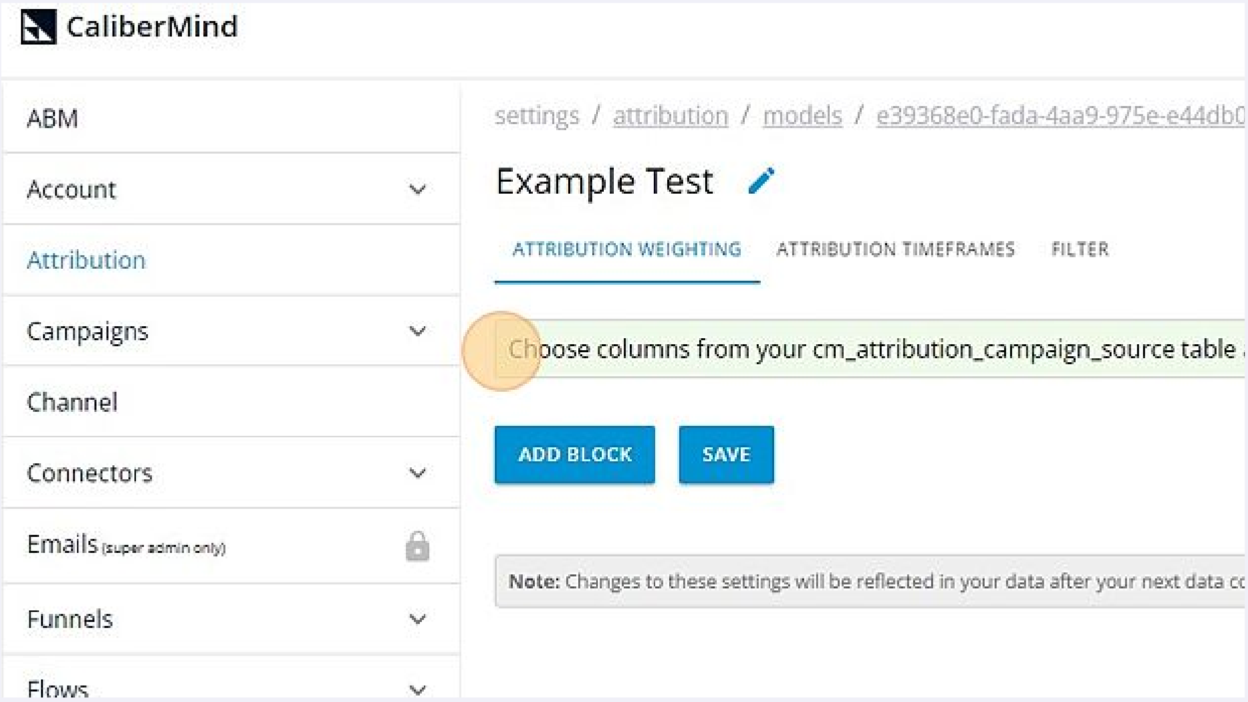
7 Click the blue "OK" button on the button right of the dialog box.



8 Click "Example Test" to begin customizing the model.

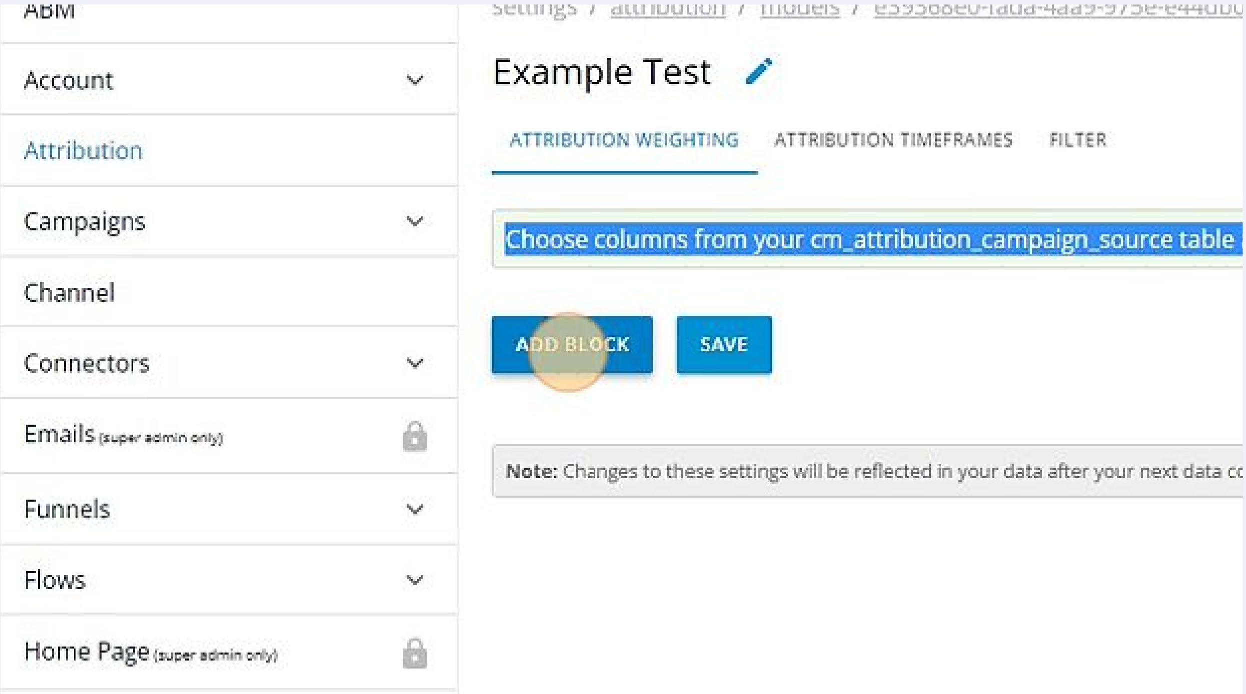


9 NOTICE the green message which states: "Choose columns from your cm_attribution_campaign_source table and weight your logic accordingly."

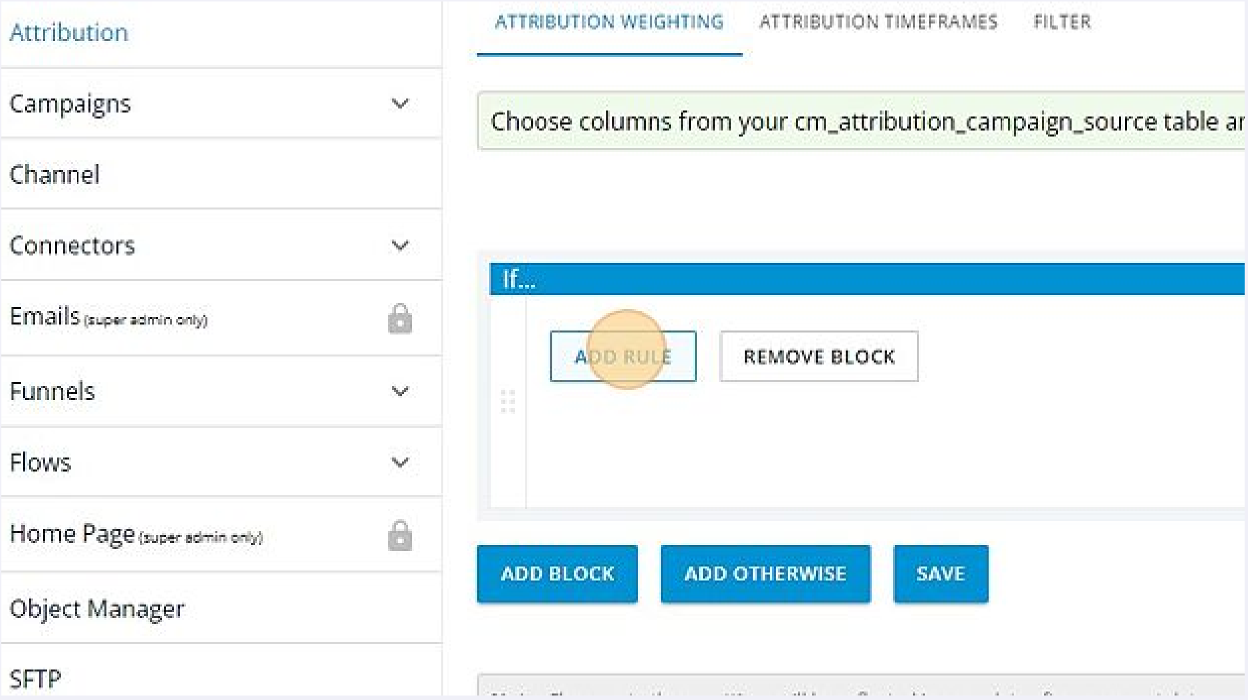


You can add logic to weight different data points by selecting the “Add Block” button

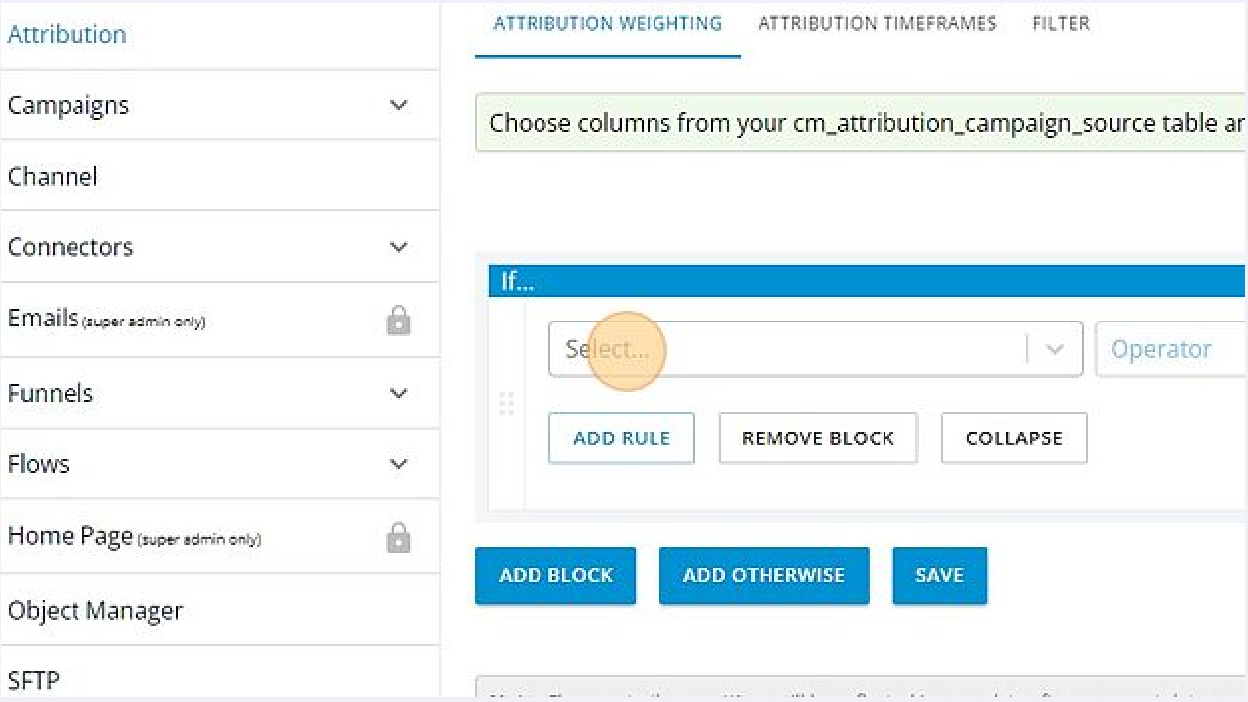
10 Click the blue "ADD BLOCK" button.



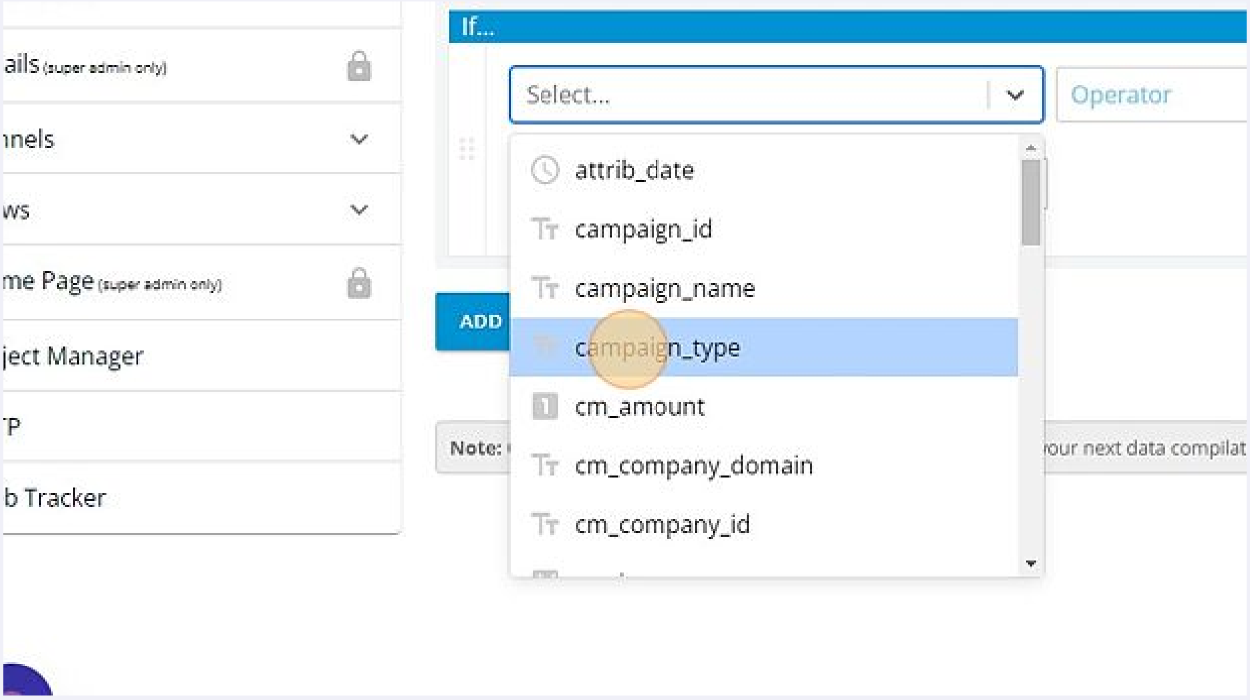
11 Click the blue "ADD RULE" button.



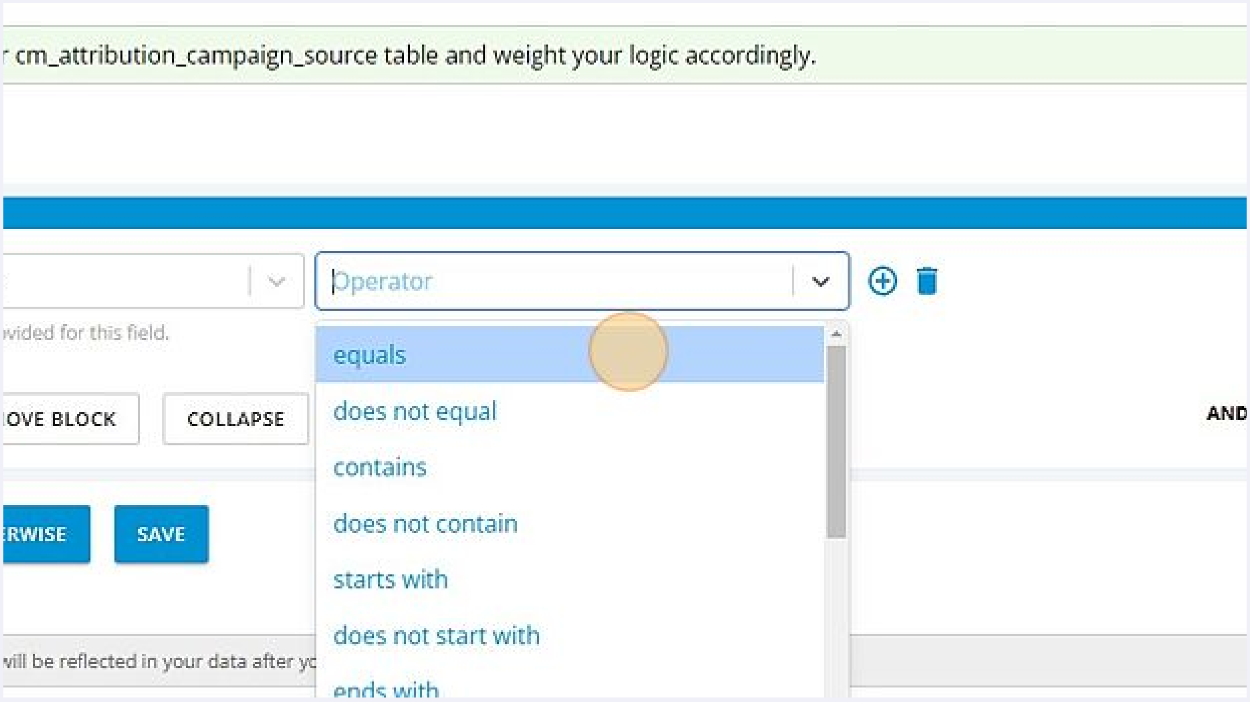
12 Begin developing your rules by clicking the "Select..." drop down list.



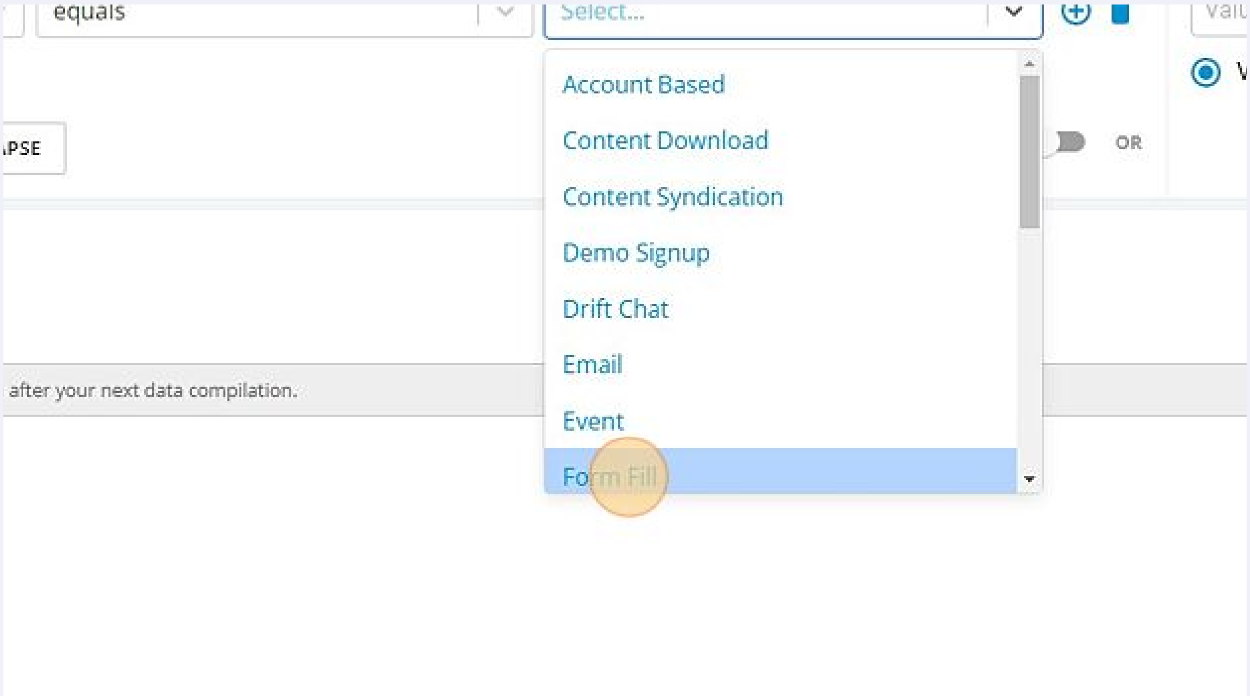
13 Select the desire field for the rule.



14 Click "equals" as the desired operator for this example.

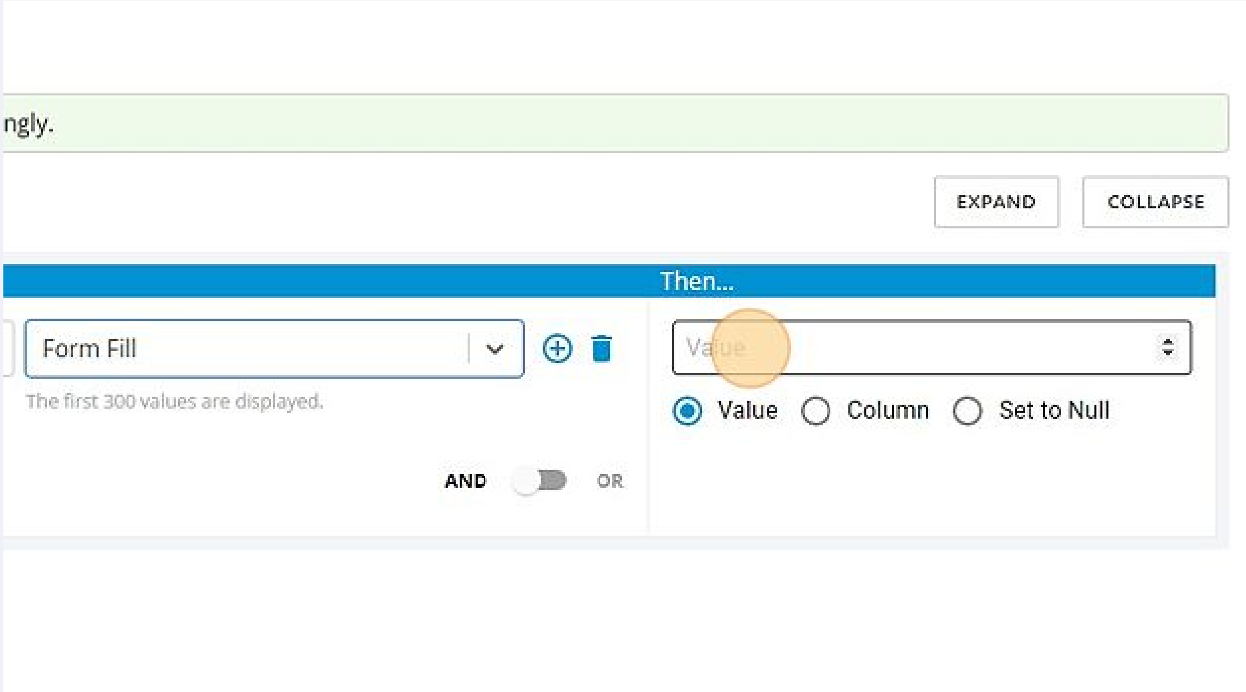


15 Click "Form Fill"



Users may want to weight certain campaign types more heavily due to having spent more money on these actions

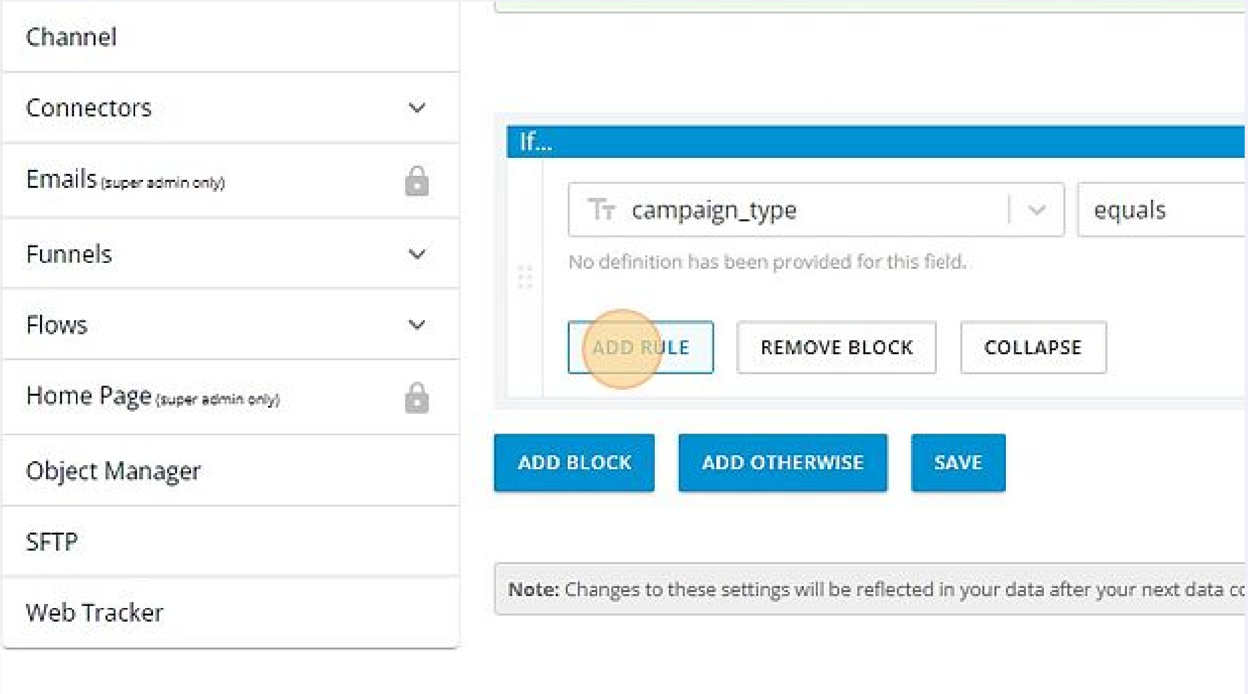
16 Click the "Value" field.



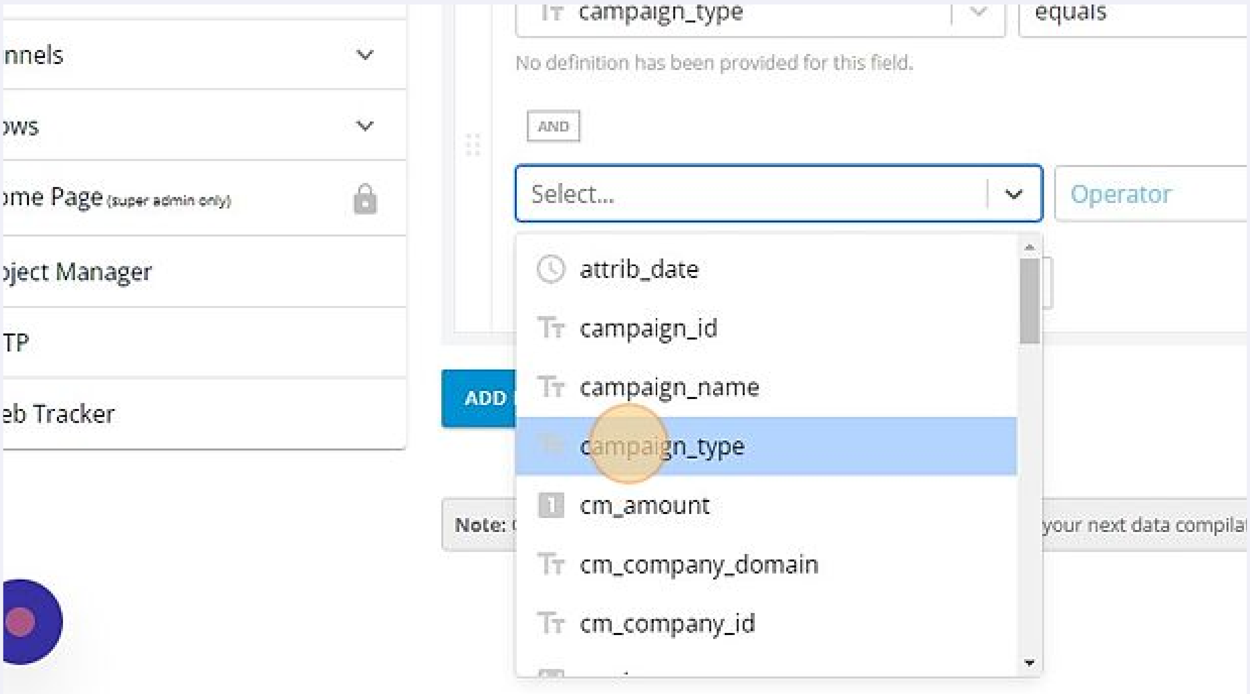
17 Type "2"

Continue adding additional rules to the custom attribution model.

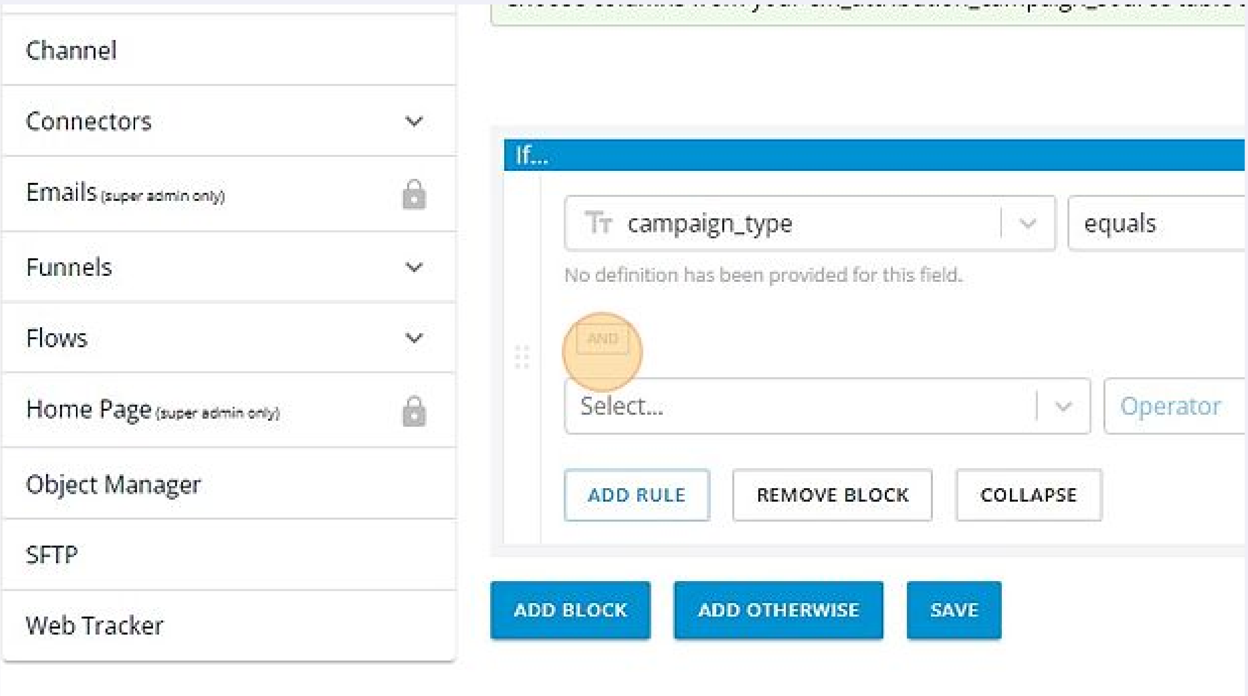
18 Click "ADD RULE"



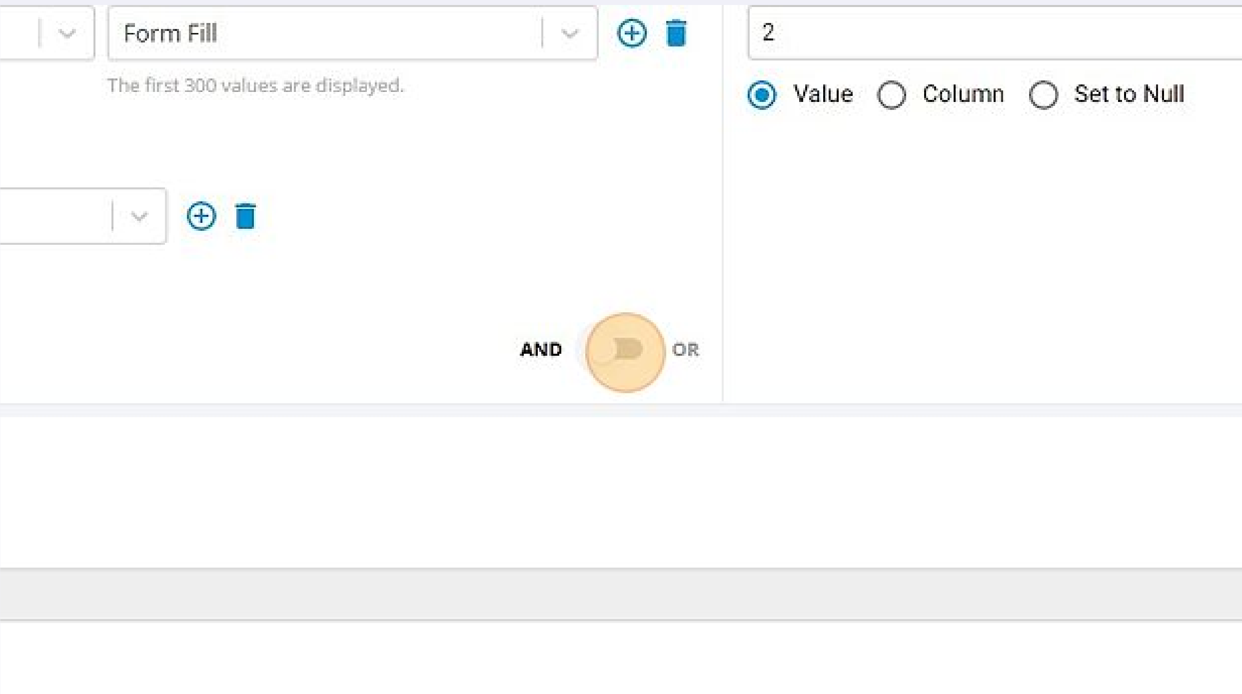
19 Click here.



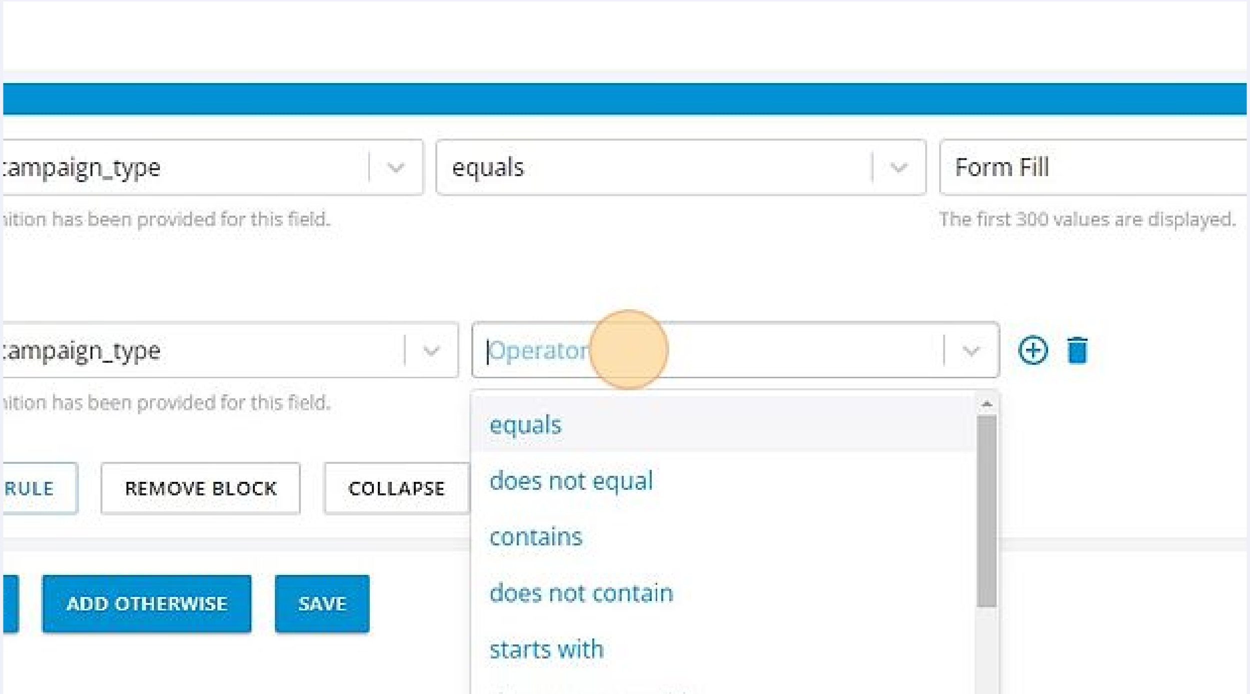
20 NOTE: To change "AND" to "OR" you will need to select the Boolean Operator slider as seen in the next step.



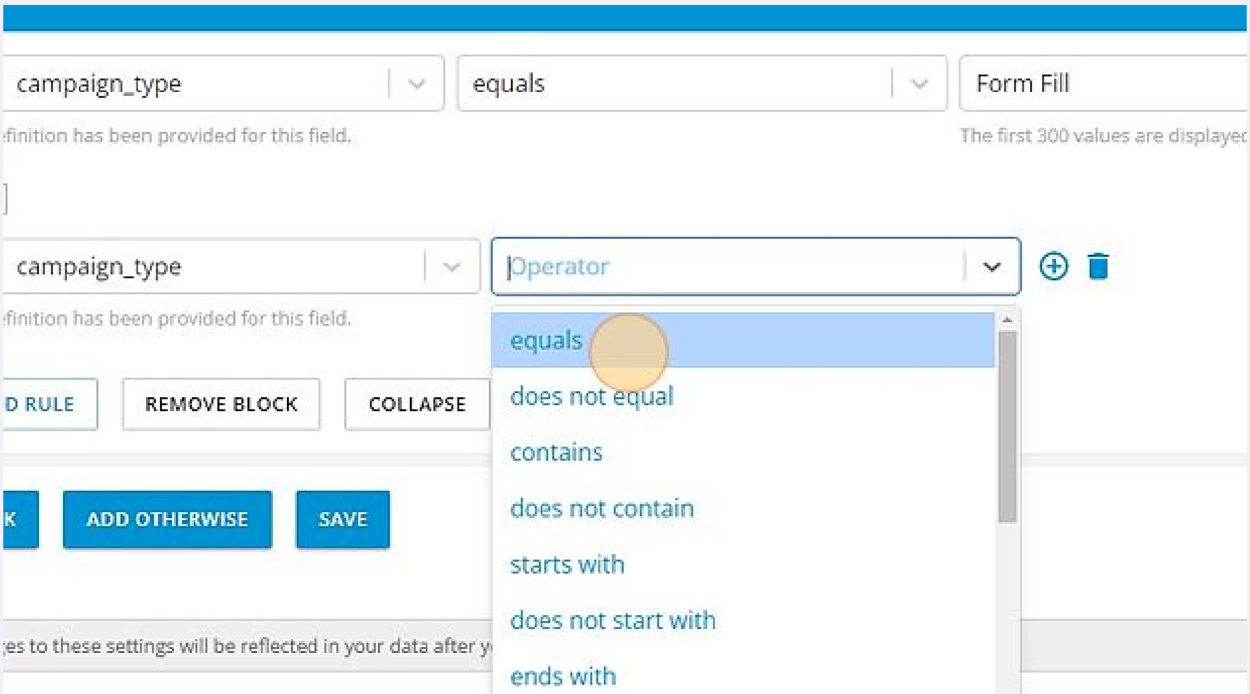
21 Click the "ANDOR" field.



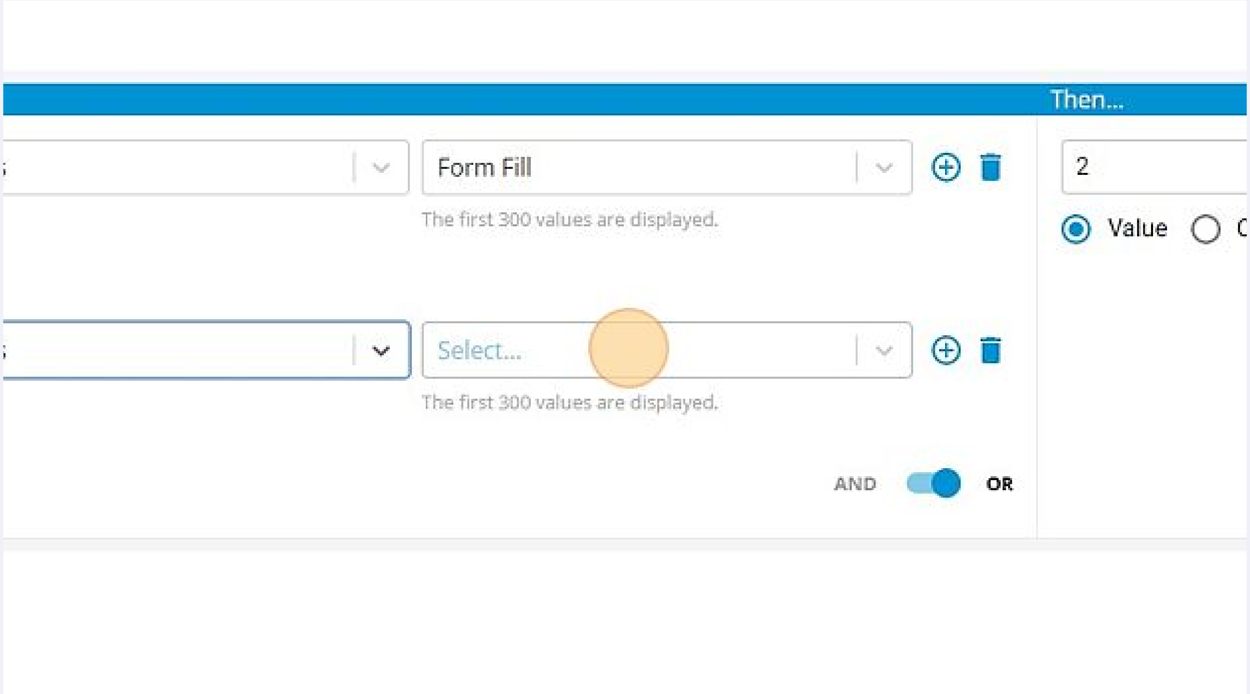
22 Click here.



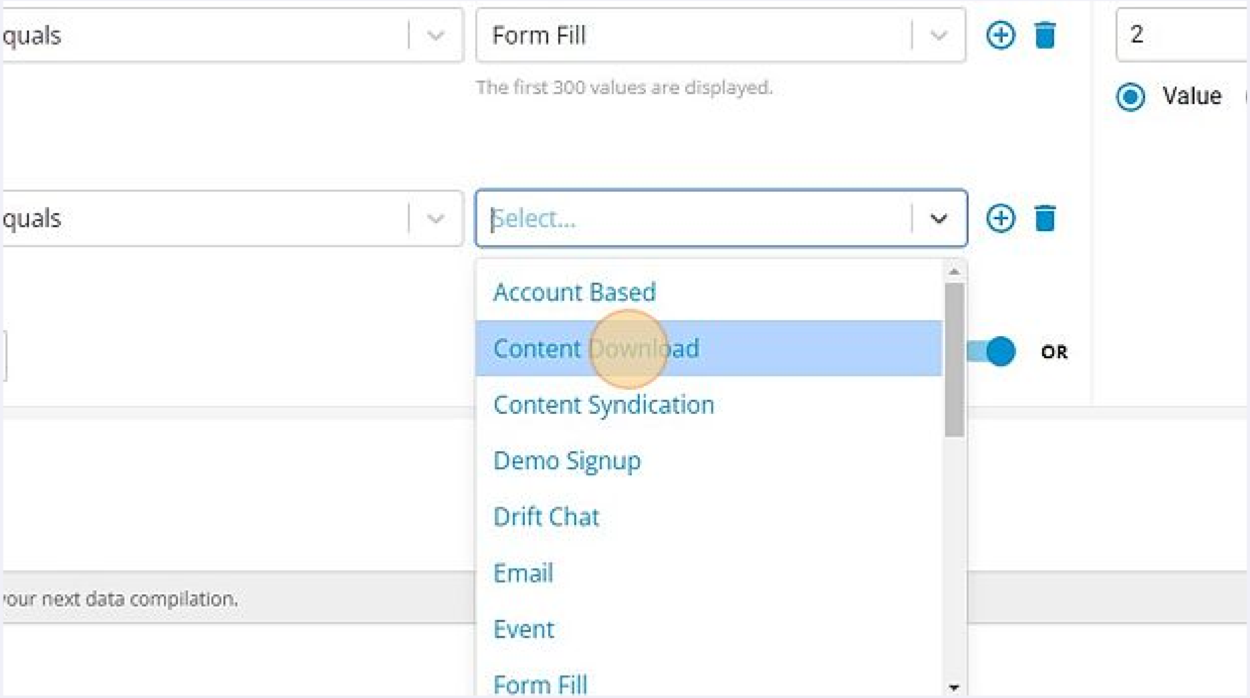
23 Click "equals"



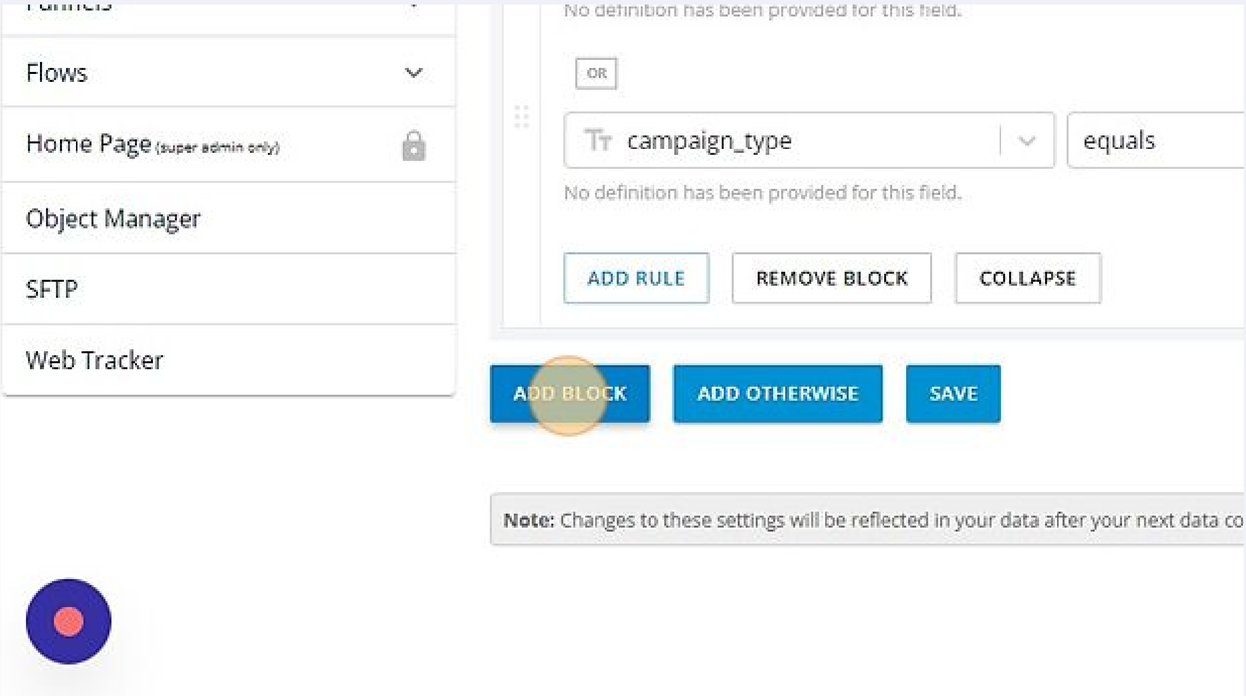
24 Click here.



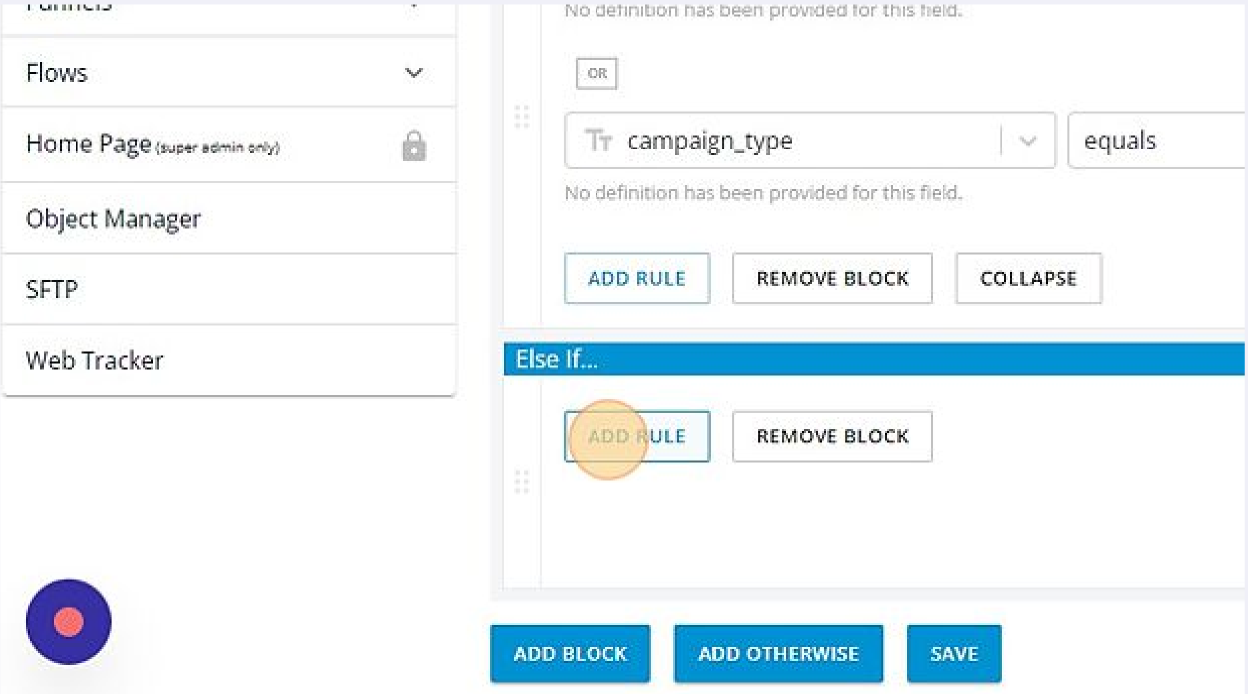
25 Click "Content Download"



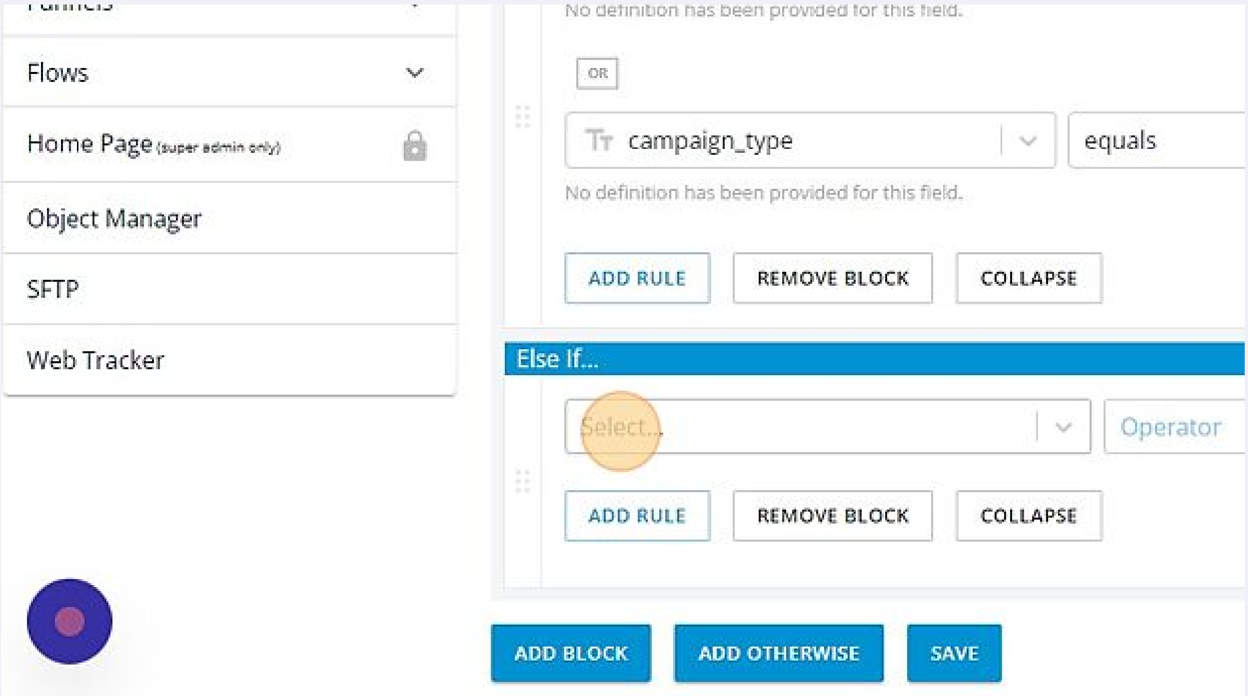
26 Click "ADD BLOCK"



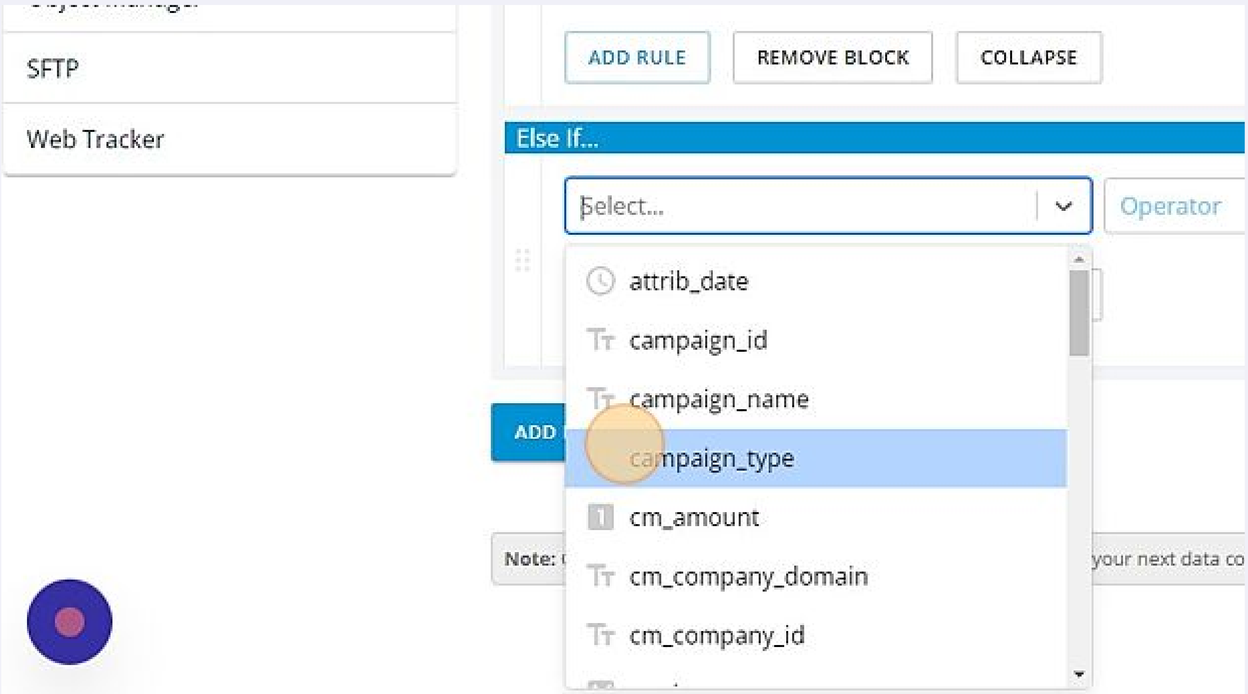
27 Click "ADD RULE"



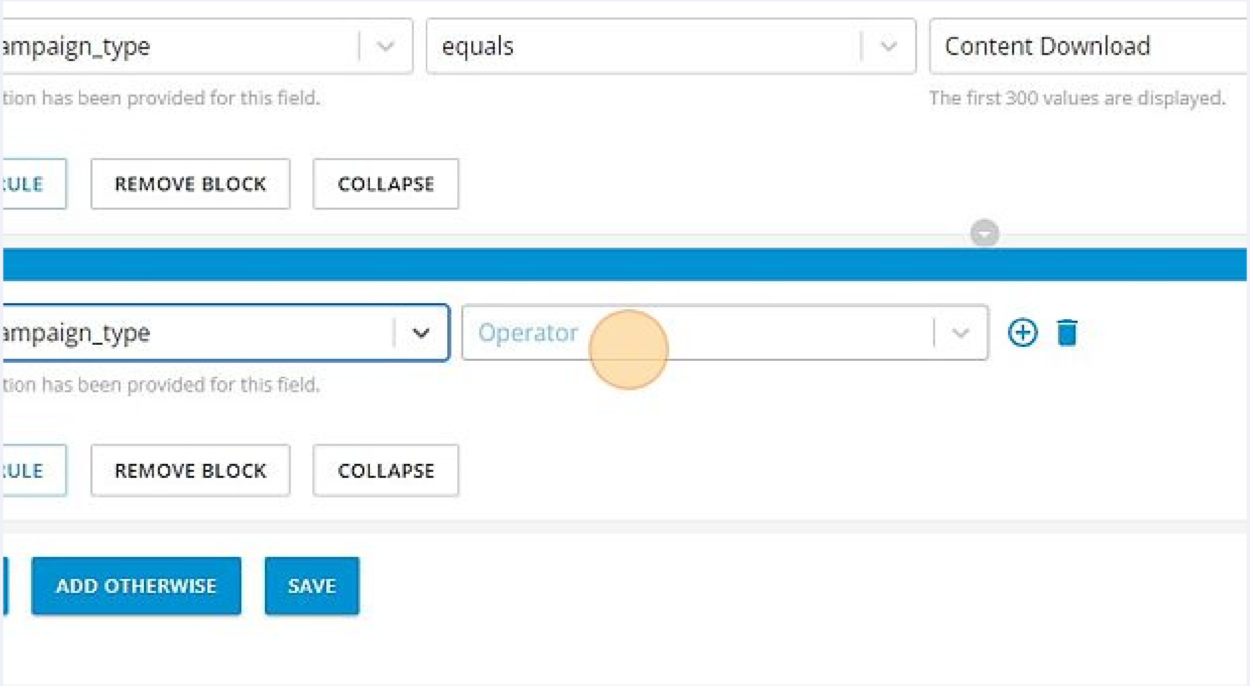
28 Click "Select..."



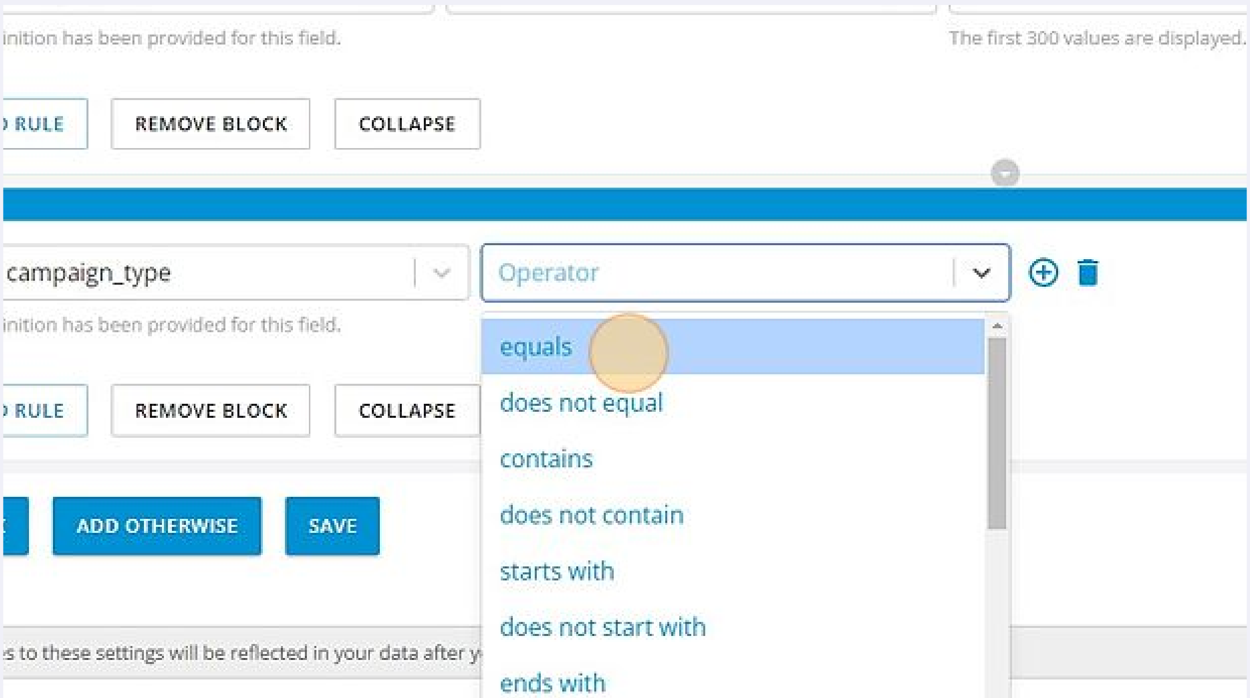
29 Click here.



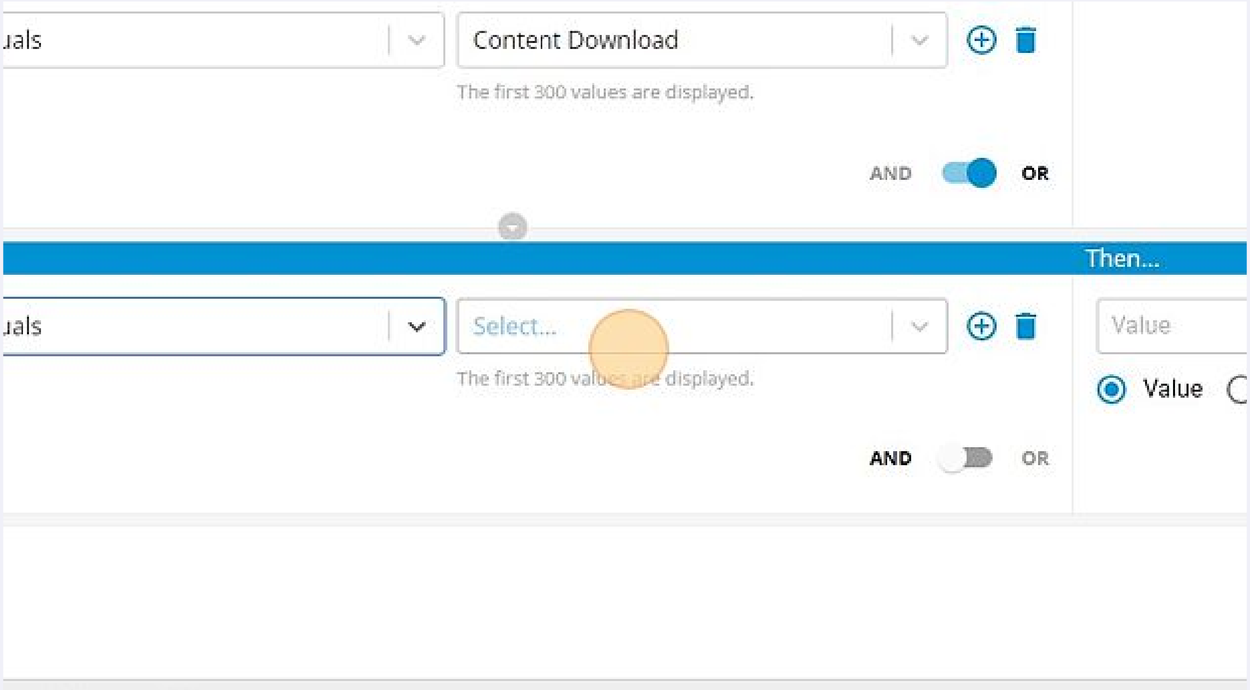
30 Click here.



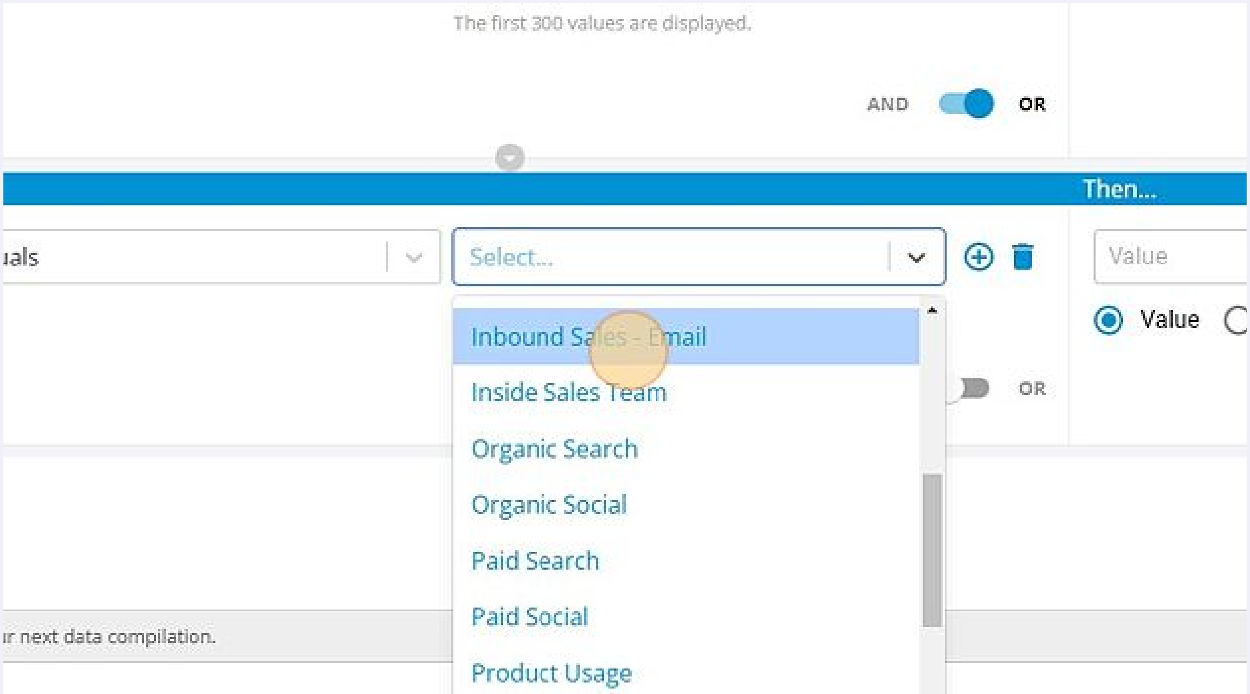
31 Click "equals"



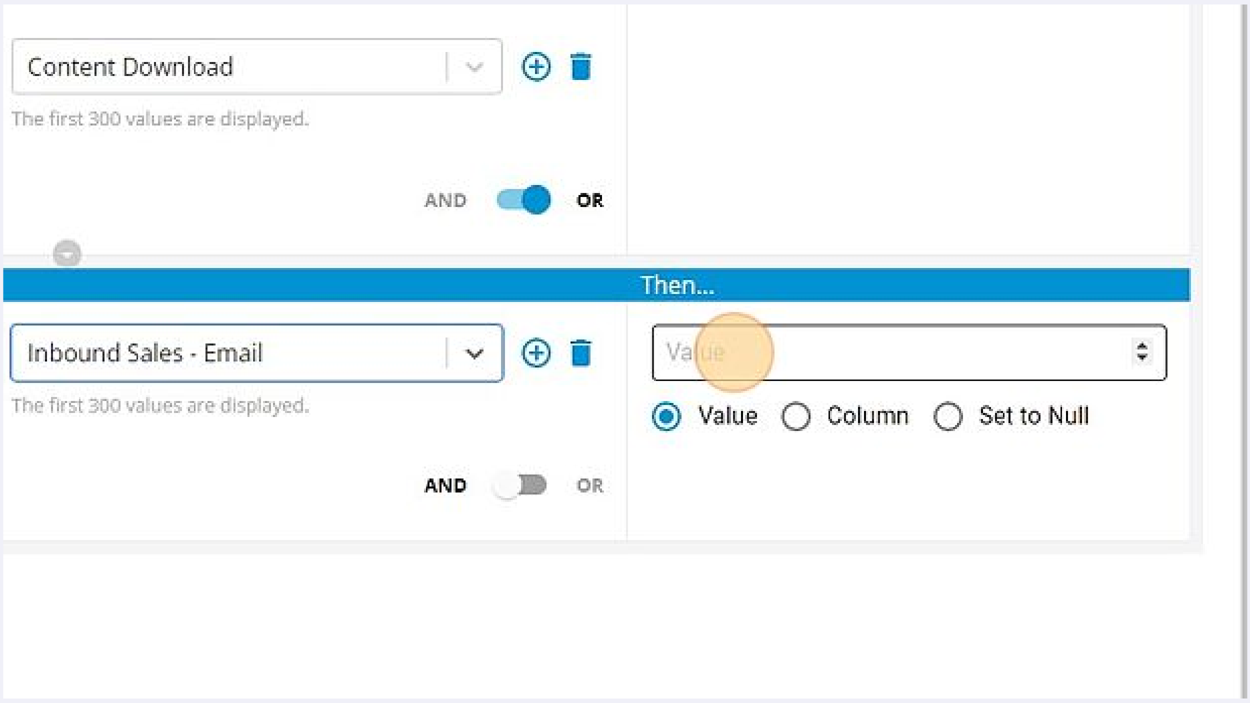
32 Click here.



33 Click "Inbound Sales - Email"



34 Click the "Value" field.



35 Type "1"

36 Click "SAVE"