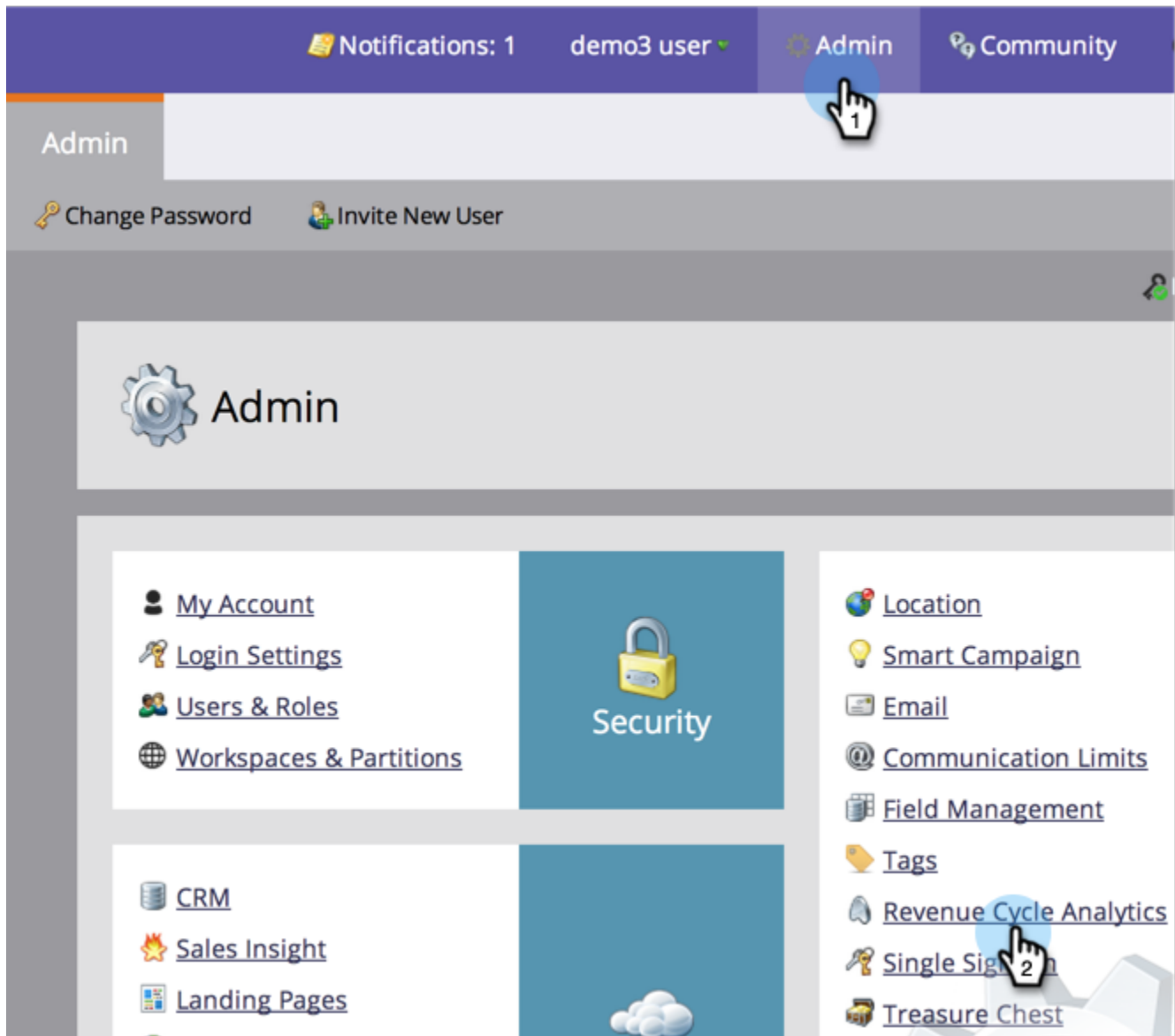


# Change Attribution Settings for Analytics

You can change the way Marketo ties contacts to opportunities for first- and multi-touch attribution, lead conversion metrics, and the marketing-influenced opportunity flag.

These settings will impact Revenue Explorer reports under the [Program Opportunity Analysis](#), [Opportunity Analysis](#), and [Lead Analysis](#) areas. This will also affect the Program Analyzer report.

1. Under the **Admin** section, click **Revenue Cycle Analytics**.




2. Click the **Edit** link under **Attribution**.

Attribution

Explicit: Only contacts with roles (default)

EDIT



## Tip

Changing this setting does not modify any Marketo data; it simply changes the way your reports run. This can be reverted at any time.

3. Select an option and click **Save**.

### Attribution Settings

It's critical to get your sales team and marketing aligned by assigning contacts roles to opportunities. This is the basis of Marketo's attribution model. However, when sales cannot or will not use this process, you can choose one of the following role settings.



Explicit: Only contacts with roles (default)

Hybrid: Contacts with roles if available. If none available, use all contacts in account

Implicit: All contacts regardless of role

NOTE: Change will take effect in the next 24 hours

CANCEL SAVE

## Definition

**Explicit:** Only contacts with roles (default).

**Hybrid:** Contacts with roles if available. If none are available, it uses all contacts in accounts.

**Implicit:** All contacts regardless of role.



## Caution

When using **Implicit**, Marketo will always examine all contacts associated to the account regardless of role. **Marketo strongly recommends using Explicit mode.** Using Implicit may create false positives; i.e., people with credit for an opportunity despite having no real influence in the opportunity. Use Implicit with caution.