

Attribution Example 1

Read the following scenario and try to determine the numbers that should be in the grid.

- April 11 | Fred is acquired by (Tradeshow)
- April 15 | Margo attends (Webinar) - success
- April 22 | Fred is associated (role) to the opportunity
- April 22 | Opportunity is created for \$3,000

| Program Name | (Tradeshow) | (Webinar) |
|-----------------------|-------------|-----------|
| (FT) Opty Created | | |
| (FT) Pipeline Created | | |
| (FT) Opty Won | | |
| (FT) Revenue Won | | |

[Show Answers](#)



Attribution Rules

1. Credit is split evenly
2. You can't give more credit than you earned
3. You can't give credit for something that happened in the past

Try all of the examples and you will be an attribution pro!

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