

Multi-Touch Attribution Models In Digital Marketing: Customer Journey Analysis And ROI Optimization

Dr. Ajit Sane¹, Mr. Uday Pratap Singh²

Director¹, Assistant Professor²

Ramachandran International Institute of Management, Pune, Maharashtra, India

drajitsane@yahoo.com¹, udaypratapsingh.riim@gmail.com²

Abstract: *This research examines the effectiveness of multi-touch attribution (MTA) models in digital marketing and their impact on customer journey analysis and ROI optimization. Using comprehensive data from 2020-2022 covering 52% of marketers utilizing MTA solutions across various industries, this study analyzes the transition from single-touch to multi-touch attribution models and their implications for marketing performance. Our findings reveal that businesses implementing algorithmic attribution models achieved 15% improvements in marketing ROI and 34.8% market share growth. The average customer journey now involves 20+ touchpoints, making traditional last-click attribution insufficient for accurate campaign measurement. The study demonstrates that data-driven attribution models provide superior insights compared to rule-based models, with 98% of marketing professionals considering attribution vital for strategy success. The research concludes that MTA implementation, while complex, delivers significant value through enhanced budget allocation, improved customer understanding, and measurable ROI improvements.*

Keywords: Multi-Touch Attribution, Customer Journey, Digital Marketing, ROI Optimization, Marketing Attribution Models