

Ascent360 has a proprietary revenue attribution system to measure revenue from email campaigns. Because Ascent360 provides an omni-channel Customer Data Platform to capture and combine data from multiple source systems, Ascent360 is well-positioned to track revenue across multiple channels and create a holistic picture of marketing effort success.

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Email Revenue Attribution

Ascent360 has built an attribution tool that can bridge this campaign-to-revenue gap by allowing marketers to better understand how much revenue was generated at the retail store by comparing the names of individuals that received the campaign to the names of individuals who purchased products at the retail store. Of course, not every customer gives their customer information at the register so not all transactions are captured.

How Email Attribution Works

The first step in email attribution is to look at a specific transaction from the POS, Ecommerce, Product Registration or other transactional source. Ascent360 will look at this transaction and see if we can determine what was purchased and who made that purchase. If we know these things, we then try to determine if an email campaign was responsible for helping drive the transaction using the following rules:

- **Email Clicks - 15 Days:** If the customer clicked on an email sent via the Ascent 360 system in the past 15 days, then that email campaign will be attributed to the transaction. If the customer clicked on more than one email, only the most recent click will be attributed. If there are no clicks, the next rule will be reviewed.
- **Email Opens - 15 Days:** If the customer opened on an email sent via the Ascent360 system in the past 15 days, then that email campaign will be attributed to the transaction. If the customer opened more than one email, only the most recent open will be attributed. If there are no opens, the next rule will be reviewed.
- **Delivered Days 15:** If the customer was delivered an email sent via the Ascent 360 system in the past 15 days then that email campaign will be attributed to the transaction. If the customer was delivered more than one email, only the most recent delivered email will be attributed.

If there are no emails clicked, opened or delivered, the transaction will not be attributed.

Attribution Overlap

Currently, a transaction can only be attributed to 1 email campaign, so there is no overlap in attribution between

various email campaigns. However, Ascent360 has other attribution tools such as Direct Mail attribution. Transactions can be attributed to Direct Mail campaigns and Email campaigns to help understand each channel.