

Attribution

Marketing

Deciding which touchpoint gets credit for a sale.

Model and its bias.

Model	Credits	Biases toward
Last click	Final touchpoint	Search and retargeting
First click	Initial touchpoint	Awareness channels
Linear	All equally	Nothing, but ignores importance
Time decay	Recent more heavily	Late-funnel activity
Data-driven	Modelled contribution	Whatever the data supports

Last-click attribution systematically underrates channels that create demand and overrates those that harvest it.