Comparison scope — the rules applied

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4 attribution windows brought to one · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. **The comparison scope is the period, the campaigns, the platforms and the counting rule applied on both sides of a comparison.** Without it, two figures that differ prove nothing — and a budget decision taken on them cannot be defended.

The four settings found, and what they made the same euros say

Platform	Attribution window found	Effect on the figure claimed	Rule retained
Social platform	7 days post-click + 1 day post-view	**+184 orders credited with no click at all**	**7 days post-click — post-view moves to a separate line**
Search engine	**28 days post-click**	**+31 % orders against the same campaign measured at 7 days**	7 days post-click

Platform	Attribution window found	Effect on the figure claimed	Rule retained
Video platform	7 days post-click	None — already on the retained scope	7 days post-click
Affiliation	30 days post-click	Overlaps the other three on long baskets	7 days post-click

Deduplication — why we reconcile on the order, not on the click

Situation	What the platforms do	What is retained
An order touched by two platforms	**Each claims it in full**	**Counted once, naming the platforms that were disputing it**
An order touched by three platforms	Counted three times	Counted once — 41 cases in the month
An order with no advertising click	Sometimes credited post-view	**Taken out of the reference figure, kept on a separate line**
Monthly total	**1,402 claimed**	**1,150 retained — 252 duplicates removed**

What every difference now carries

Statement shown	Why it is there
The two periods compared, with their dates	**Two periods of different length do not compare**
The campaigns and platforms on both sides	A difference measured on different scopes is not a difference
The attribution window applied	It is the setting that moves a figure most

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Statement shown	Why it is there
The presence or absence of a promotional operation	**Correction applied after the quarter's error — promotional weeks are excluded from the reference calculation**
The volume, not only the rate	A rate without volume does not say whether money should go there

An observation on the existing practice, with no reproach: of the last 6 trade-offs recorded in the monthly spreadsheet, **4 compared two periods of different length**. The conclusion may have been right — it was not demonstrated, and it would not have held up in front of the executive board.

For the marketing director to set

Reference attribution window for all trade-offs: _____

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