

Attribution Confidence Scorecard

Channel / Touchpoint	Data Source(s)	Completeness (1-5)	Consistency (1-5)	Verifiability (1-5)	Timeliness (1-5)	Confidence Score (%)	Notes/ Actions

Scoring Method

- **Completeness** (1–5): *Do we have all relevant data for this touchpoint?*
- **Consistency** (1–5): *Is the data format standardized across systems?*
- **Verifiability** (1–5): *Can we cross-check this data with other reliable sources?*
- **Timeliness** (1–5): *How quickly is this data updated after an interaction?*
- **Confidence Score** (%): $(\text{Completeness} + \text{Consistency} + \text{Verifiability} + \text{Timeliness}) / 20 * 100$

Attribution Confidence Scorecard Example

Channel / Touchpoint	Data Source(s)	Completeness (1-5)	Consistency (1-5)	Verifiability (1-5)	Timeliness (1-5)	Confidence Score (%)	Notes/ Actions
Google Search Ads	Google Ads	4	5	4	5	90%	Solid data, monitor click-to-lead drop-off
LinkedIn Ads	LinkedIn Campaign Manager, CRM	3	4	3	4	70%	Missing UTMs on some ads
Webinars	Zoom, Salesforce	5	5	4	5	95%	Very high confidence
Direct / Organic	Google Analytics	2	3	2	4	55%	Attribution gap, hard to track origins
SDR outreach	Outreach.io, Salesforce	4	4	3	5	80%	Need better activity tagging

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Instructions for use

1. **Identify Touchpoints**

List each channel or activity where prospects engage with your brand; ads, organic, events, outbound, partnerships, etc.

2. **Document Data Sources**

Note where the tracking data comes from (CRM, analytics platform, marketing automation, ad manager, etc.).

3. **Score Each Touchpoint**

Rate each on the four criteria above from **1 (poor)** to **5 (excellent)**.

4. **Calculate Confidence Score**

Use the formula to determine the percentage confidence for each touchpoint.

5. **Review & Prioritize Improvements**

- Focus on low-scoring areas first (under 70%).
- Address gaps with better tracking, UTM discipline, data cleaning, and integration improvements.

6. **Repeat Quarterly**

Confidence can degrade over time if new campaigns, tools, or processes are added. Schedule a quarterly review to maintain accuracy.

Pro Tip:

This tool isn't about proving attribution is perfect — it's about making it trustworthy enough for decision-making, so sales and marketing can align without debating every last click.

For more like this you can visit our homepage: www.metricdrivenmarketing.com
or check out the book that inspired this, Pipeline Proven, by scanning this QR code:

