
MULTI-TOUCH ATTRIBUTION · THE NEXT LENS

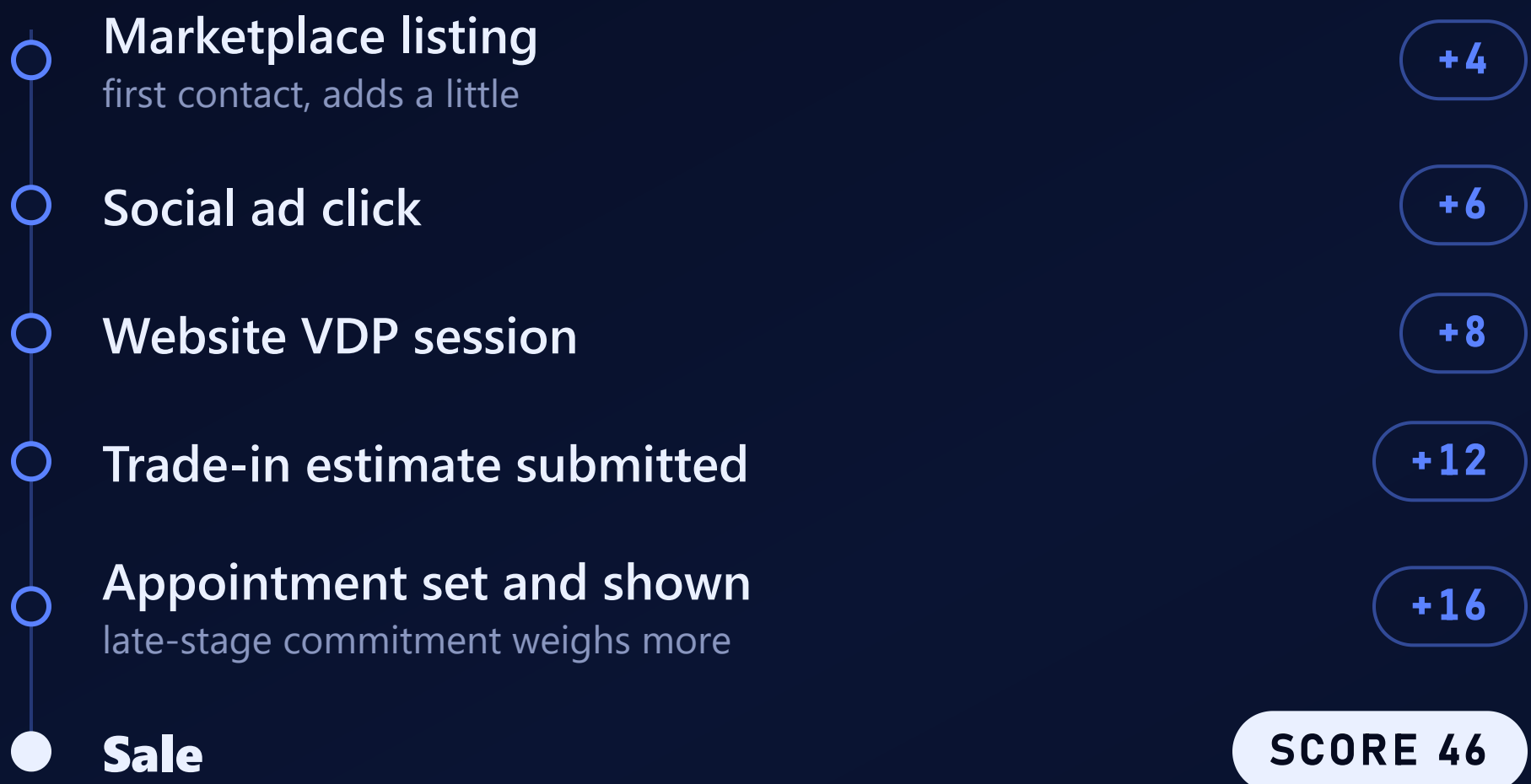
Your attribution
knows the guest.
It should also
know the F-150.



The customer journey was chapter one. The next evolution of multi-touch attribution pivots around **the vehicle.**

— THE LENS WE ALL BUILT

One guest. Many touches. One score.



The journey model works. Every channel earns assist value. **Capital allocation instead of credit assignment.** But it answers one question only: **where did this buyer come from?**



THE MONDAY MORNING PROBLEM

The lot asks a different question.

FORD F-150 • 10 UNITS • 62 DAYS ON LOT

Guest-level attribution scores the shoppers you already have.

It says nothing about the metal you need to move. It cannot tell you which channels to fund, which listings to push, or where the next F-150 buyer is already forming.

**Aged trucks do not care
which channel gets credit.**

They care which channels sell trucks.

— THE FLIP

Same events. Different pivot.



Every closed deal already ties a journey to a VIN. Group won journeys by **what was bought**, not only who bought it — and every model on your lot earns **its own attribution profile**.



— WHAT THE VEHICLE LENS SHOWS

Truck buyers do not shop like EV buyers.

F-150

Assist value share across won journeys



EV CROSSOVER

Assist value share across won journeys



Assist value by channel changes with the vehicle. **One budget cannot serve both.**

ILLUSTRATIVE MIX



— WHAT IT CHANGES

The next dollar gets a destination.

◆ Aged units get a channel plan

Fund the channels proven to assist F-150 wins instead of boosting everything and hoping.

◆ Merchandising follows the buyer

Feature the unit where that buyer actually shops, at the depth they actually research.

◆ Vendor conversations change shape

Pay for assist value by segment, not impressions by month.

THE FOUNDATION

Not new math. One join deeper.

GUESTidentity resolved across
channels**EVENT**timestamped, governed,
exportable**VEHICLE**VIN-linked, make and
model aware

Vehicle-level attribution needs the same clean, event-level data — where every touch carries **two identities: the guest and the vehicle.**

If your events cannot make that join today, that is the place to start. Not the dashboard.

The journey tells you where the guest came from.

The vehicle lens tells you where the next dollar goes.

Would attribution by make and model change how you spend?

Tell me in the comments.



YURIY DEMIDKO

CTO & CPO · Leadership through data, AI, and execution

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