

Weighted Journey Model

Quarterly weights. Real outcomes.



How scoring works

- Stage weights rise with intent.
- Recency matters.
- Repeats are capped.



Store view

- Daily ranked guest list.
- Suggested next action.



Group view

- Assist value by channel.
- Patterns in paths to sale.



Weighted Journey Model *Quarterly weights. Real outcomes.*

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What this is

For executives: Every guest gets a journey score, every channel gets assist value, and each quarter you move budget from low impact touches to high impact ones.

A plain-English playbook for turning many touches into one simple score you can act on. Treat attribution like capital allocation. Fund what moves a guest. Keep it simple for stores.

Why dealers use it

- First and last touch hide most of the journey. This model shows assist value.
- Weights adapt by quarter and by market so spend follows real behavior.
- Output is simple. A ranked list for BDC and clear budget moves for leadership.

What to track - examples mapped to ASC

Important: Your 'what to track' list can be large. You can track as many as 60+ touchpoints. Decide the right set for your stores and markets. Capture as many touchpoints as possible in each stage. A CDP helps by ingesting touches from many systems so you can run journey scoring and attribution with confidence.

Stage	Key events (name in your data)	Automotive Standards Council (ASC) event examples
Awareness	marketplace_srp_view, social_click, gmb_website	asc_pageview, asc_cta_interaction, asc_media_interaction
Consideration	srp_quality, vdp_quality, video_play_10s, save_vehicle, compare_vehicle	asc_element_configuration, asc_media_interaction, asc_pageview { page_category='vdp' }
Intent	trade_start, trade_submit, payment_calc_open, finance_prequal_submit, form_submit	asc_retail_process { step='trade' 'payment' 'prequal' }, asc_form_submission
Live contact	call_connect_60s, chat_handoff_human	asc_click_to_call, asc_comm_engagement, asc_comm_submission
Appointment	appt_set, appt_show	asc_form_submission { form_type='sales_appointment' }
Transact	deposit_paid, esign_complete, sold	asc_purchase, asc_retail_process { step='reserve' 'contract' }

Ownership	svc_ro_opened, svc_ro_closed, csi_response	asc_form_submission { department='service' } + DMS/RO feed
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Base stage weights (example)

Stage	Base weight
Awareness	0.3
Consideration	0.6
Intent	1.0
Live contact	1.2
Appointment set	1.6
Appointment show	2.0
Transact steps	2.4

How scoring works

Per-event score = base_weight x market_multiplier x time_decay x frequency_cap + sequence_bonus (if applicable).

Term	What it means	Typical range / how to set
base_weight	Default importance for a stage. Later-stage actions get higher weights.	Awareness 0.3, Consideration 0.6, Intent 1.0, Live contact 1.2, Appt set 1.6, Appt show 2.0, Transact 2.4
market_multiplier	Regional adjustment so metro and rural do not get forced into one pattern.	Start 0.9 to 1.1 by region. Refit quarterly from lift vs last quarter.
time_decay	Recent touches count more. Older touches fade.	EXP(-days_since_touch / 21). Half-life about 14 to 28 days.
frequency_cap	Avoid over-crediting repeated identical actions.	Cap 1-2 per type per day or use diminishing returns to ~0.5.
sequence_bonus	Extra credit for proven ordered pairs that lift shows or sold.	+0.3 to +0.8 for patterns like Marketplace -> VDP -> Trade in 48h. Validate with geo split.

Quick start and ops checklist

Quarterly re-weight and proof

- Refit weights each quarter on last quarter paths to sale.
- Validate with geo split or suppression tests before moving budget.
- Publish weights per region. Do not change mid-quarter unless a test proves material lift.

What the store actually sees

- A daily journey score list of top prospects with a recommended action.
- Creative guidance that matches stage. Education early. Proof mid. Offer late.

What you need to start

- Identity spine across site, CRM, DMS. Email or phone hash is fine.
- Standard event names across rooftops. Attach VIN, store_id, campaign_id, and timestamp.
- Appointment chain. Lead to set. Set to show. Show to sold.

Operator tip

Keep the math at the group level. Give stores a short list and a play. Measure on shows and sold.

Example: Shopper in Metro region

- VDP view yesterday (Consideration): $0.6 \text{ base} \times 1.1 \text{ market} \times 0.9 \text{ time_decay} = 0.59$

- Trade start same day (Intent): $1.0 \times 1.1 \times 0.95 = 1.05$

- Chat handoff to human today (Live contact): $1.2 \times 1.1 \times 1.0 = 1.32$

- Proven pattern bonus Marketplace → VDP → Trade in 48h: +0.5

Total journey score: 3.46

What you need from vendors

From your CDP or data team:

- Clean identity spine (email or phone hash).
- Standard event names across rooftops with VIN, store_id, campaign_id, timestamp.
- Quarterly refresh of weights and a simple lift report tied to budget changes.