



# BlueVenn

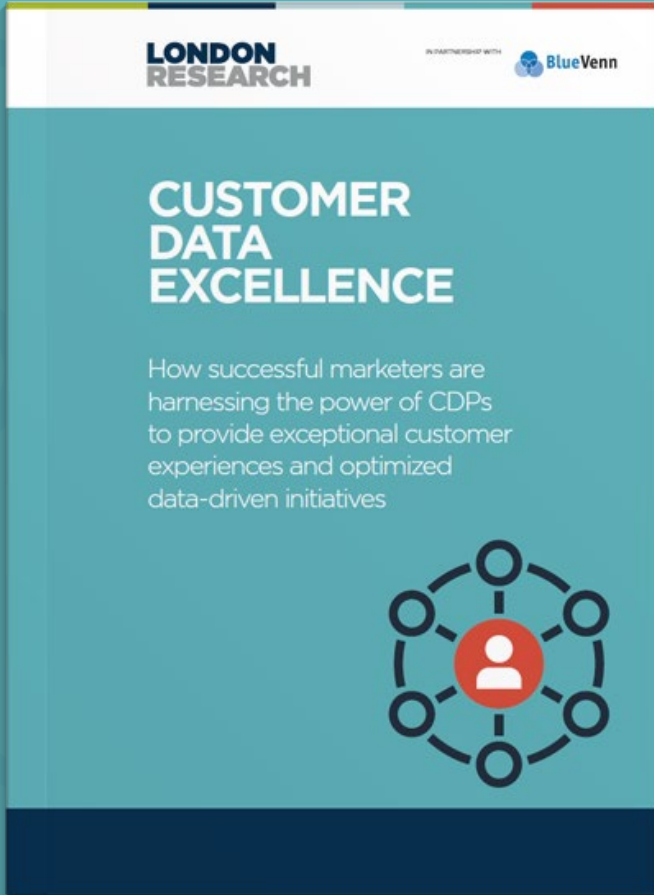
## SUMMIT 2020

Raleigh, NC | January 27 - 28

*Understanding multi-touch attribution and  
how to use it for profitable change*

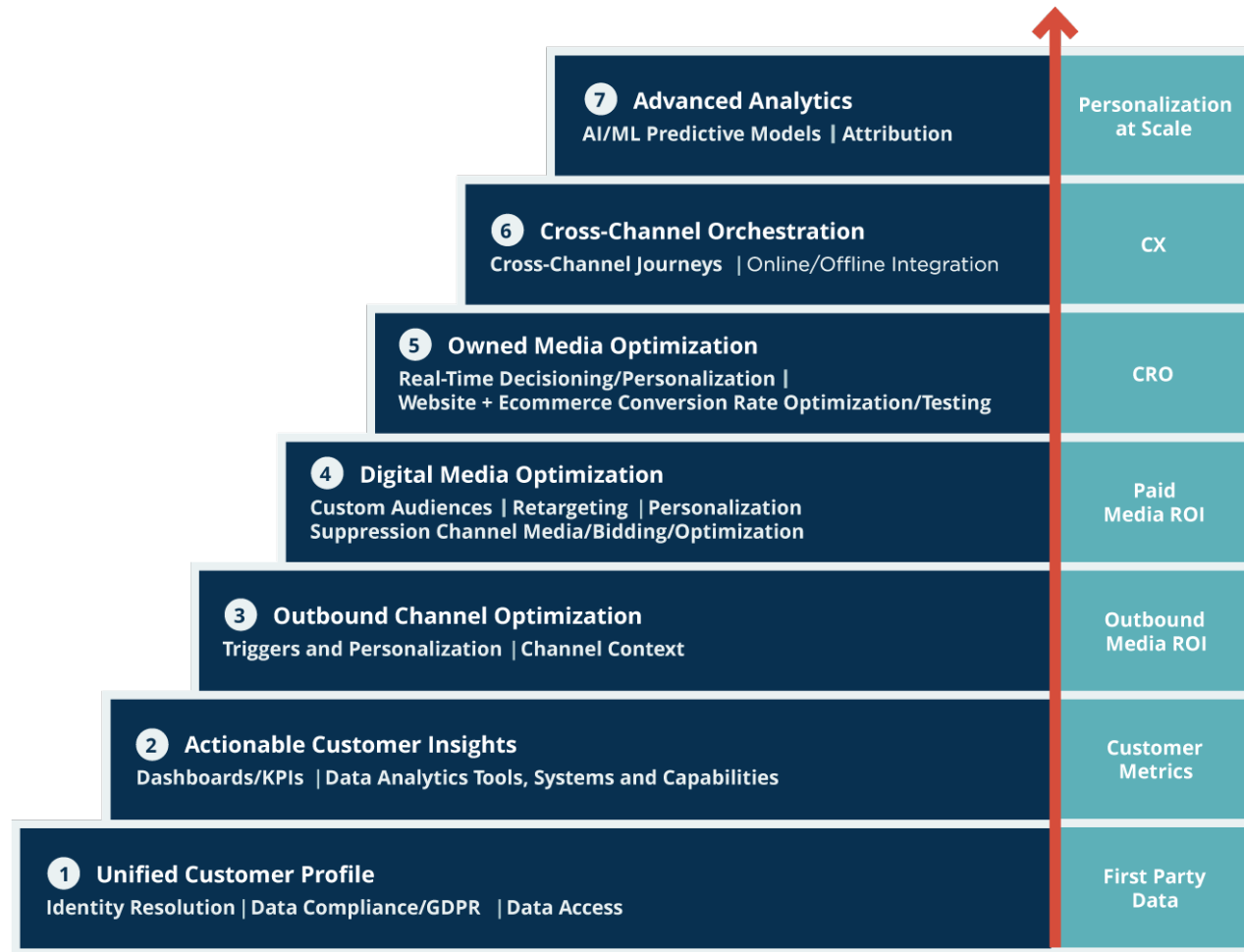
Gabrielle Schneider, Solutions Consultant

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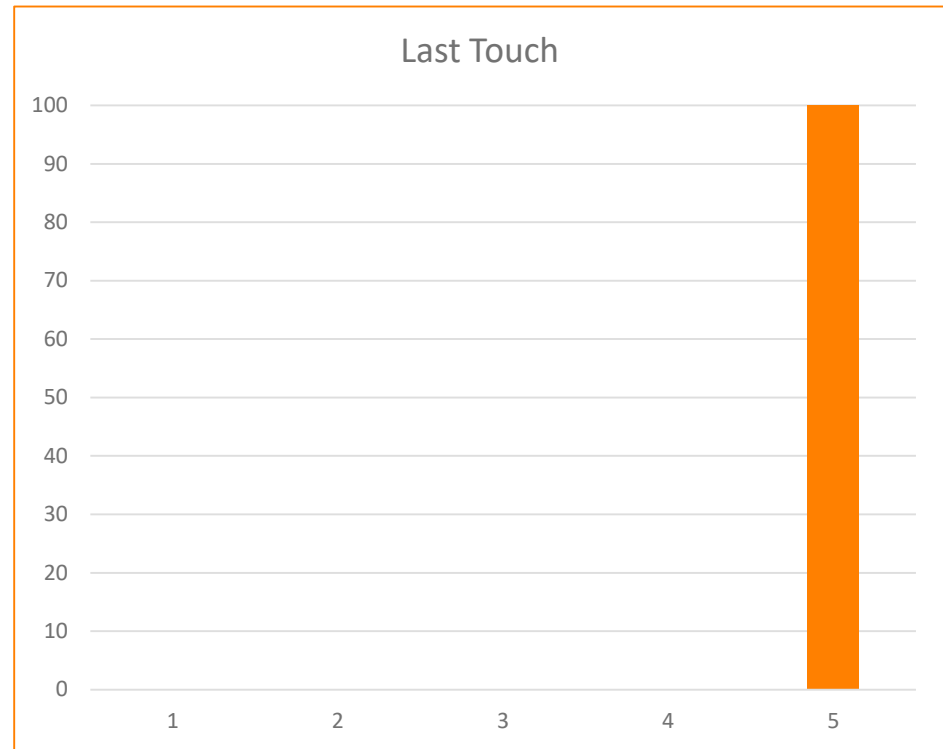
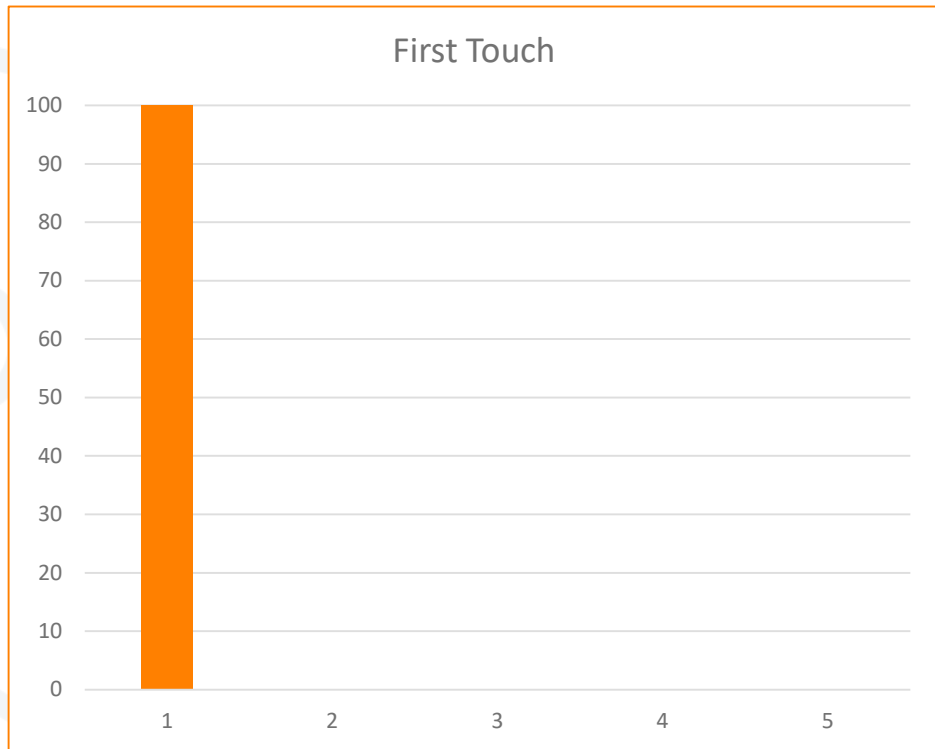
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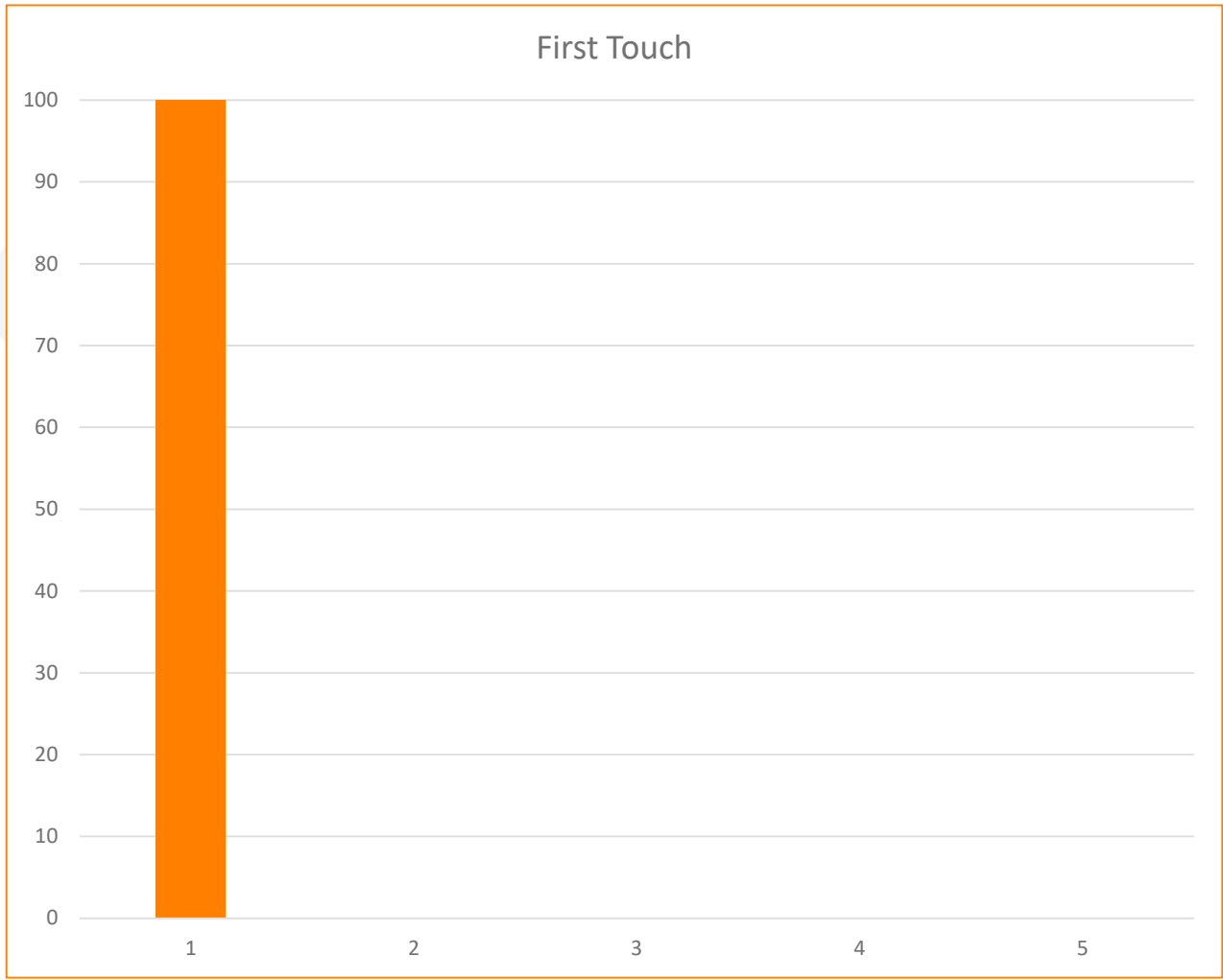
# CDP maturity model

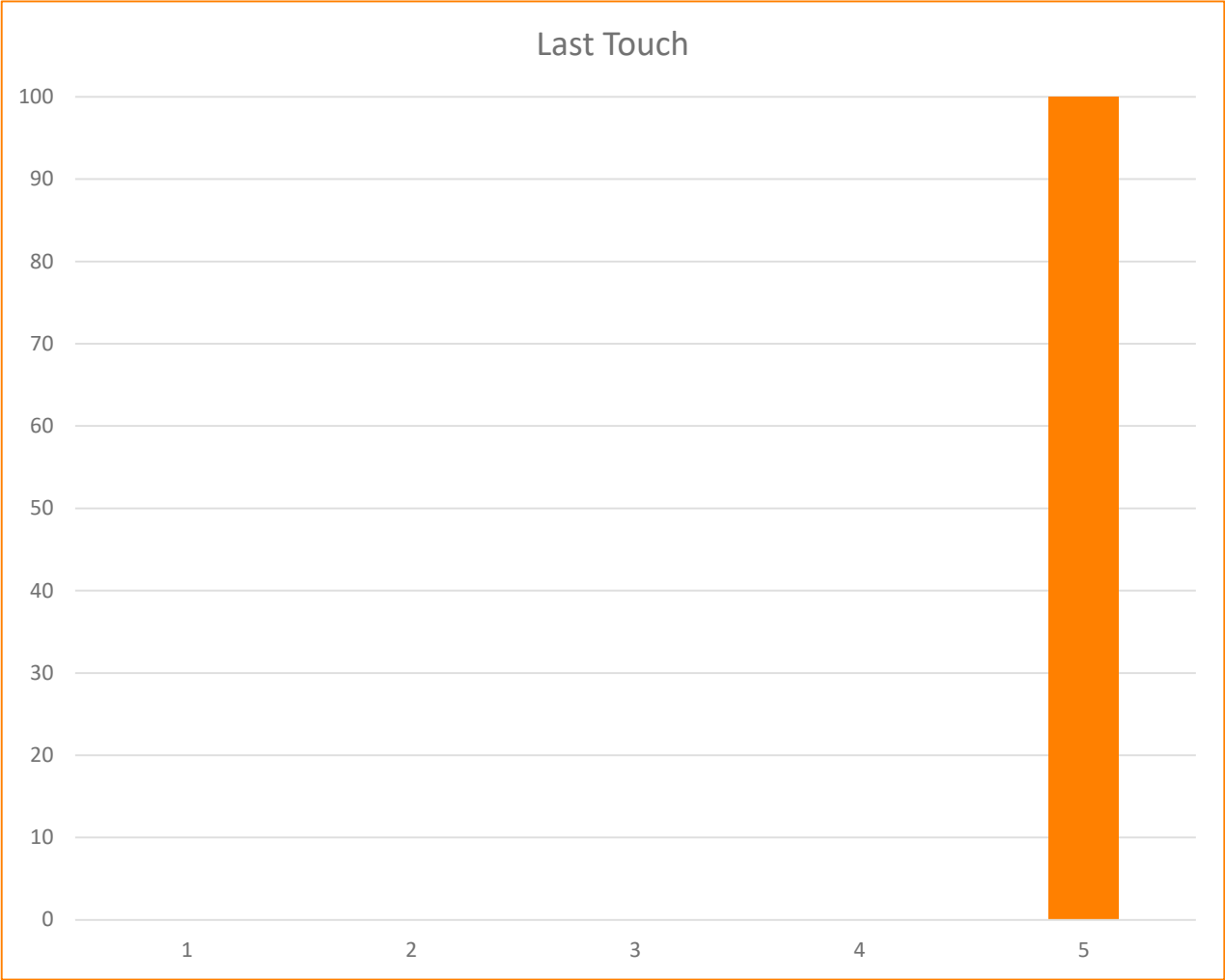




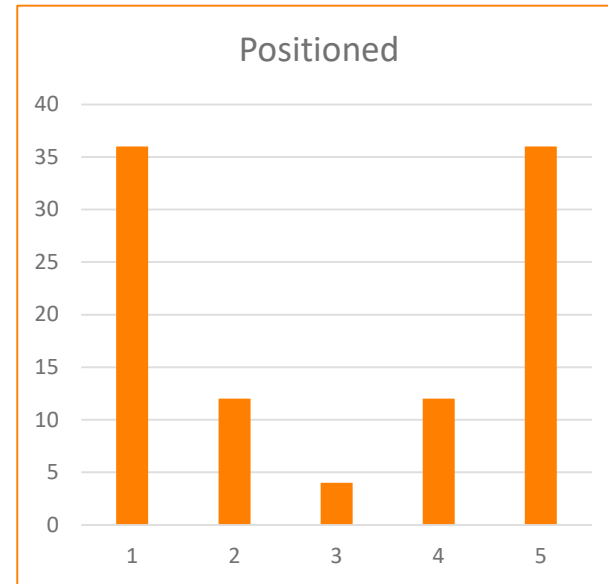
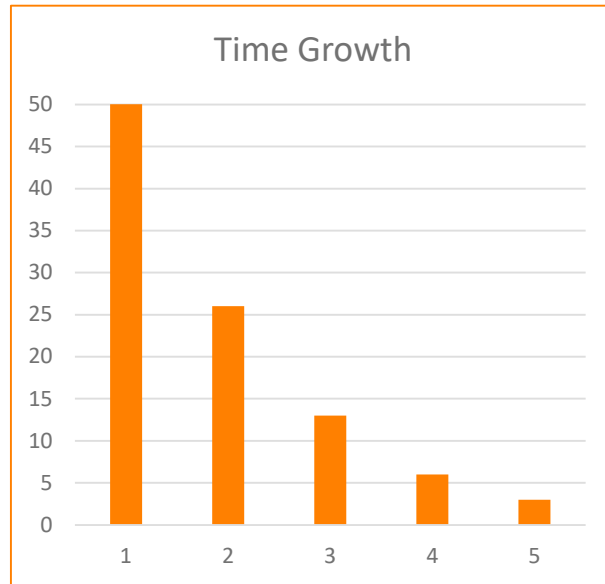
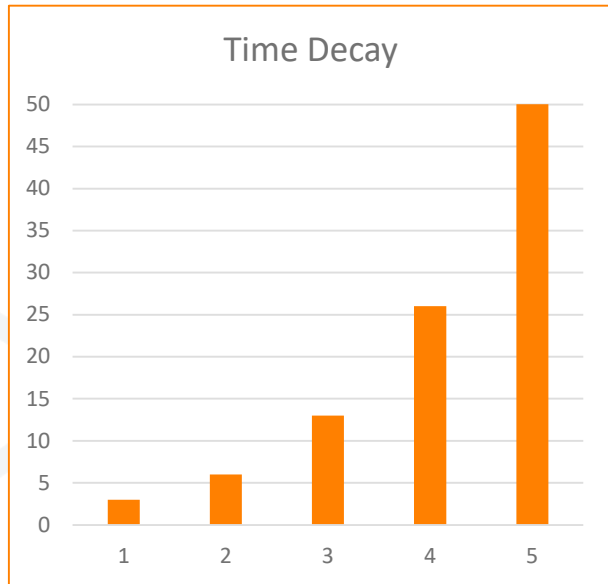
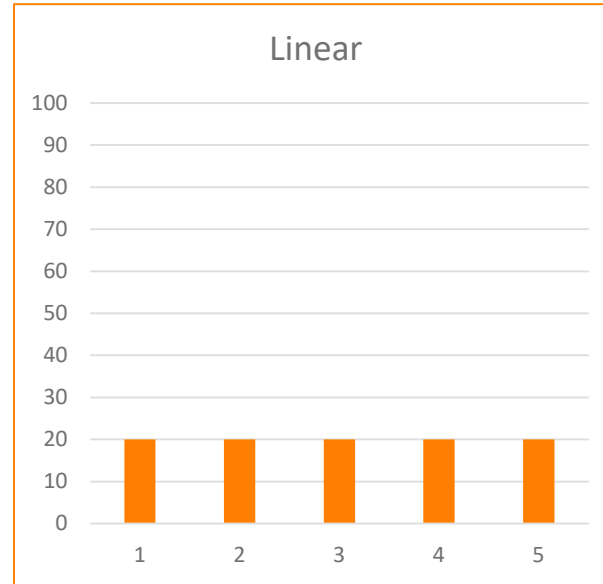
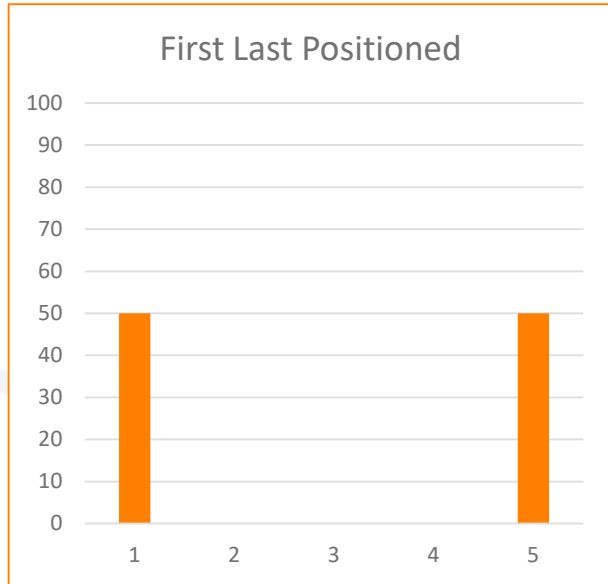
# Attribution Models

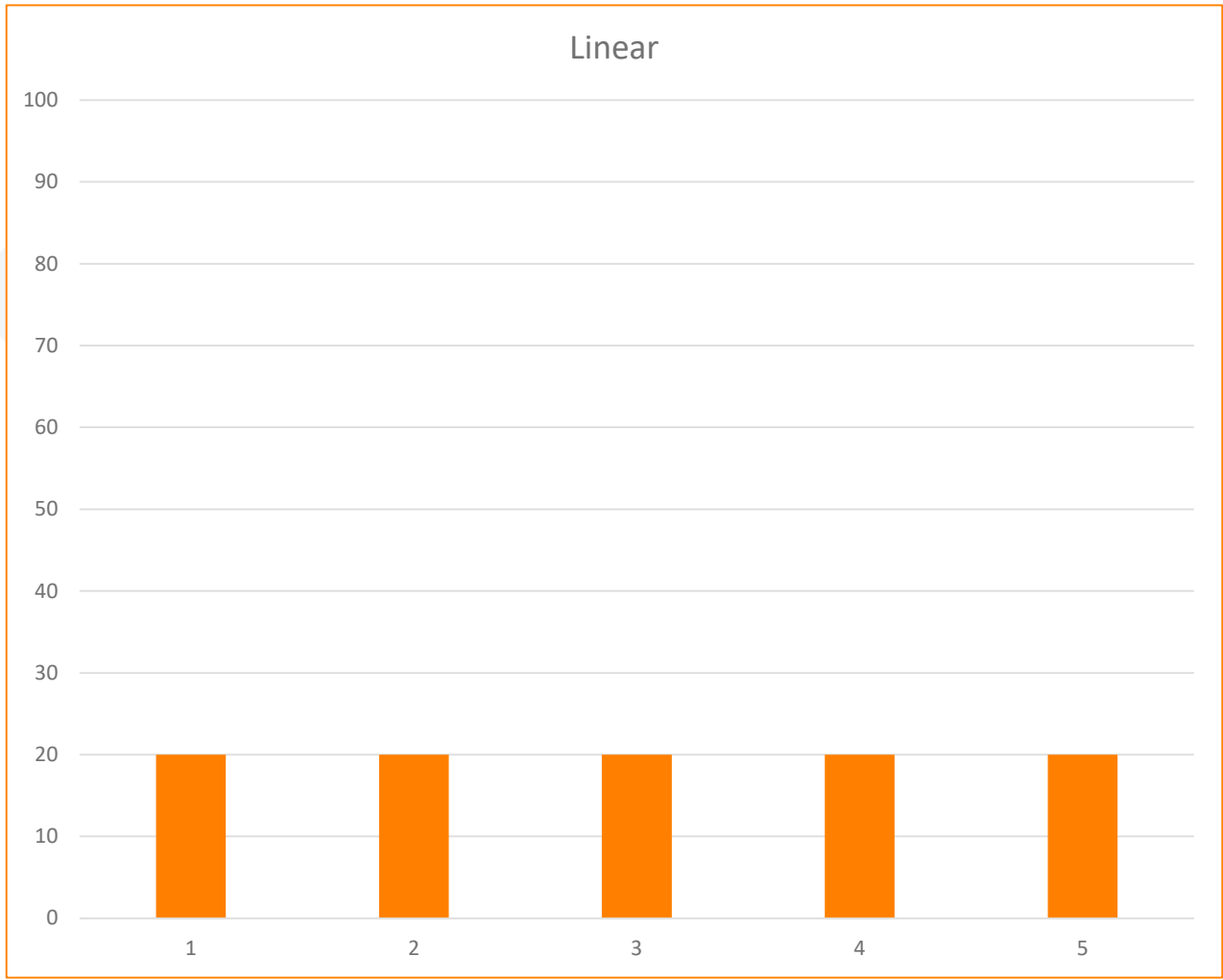


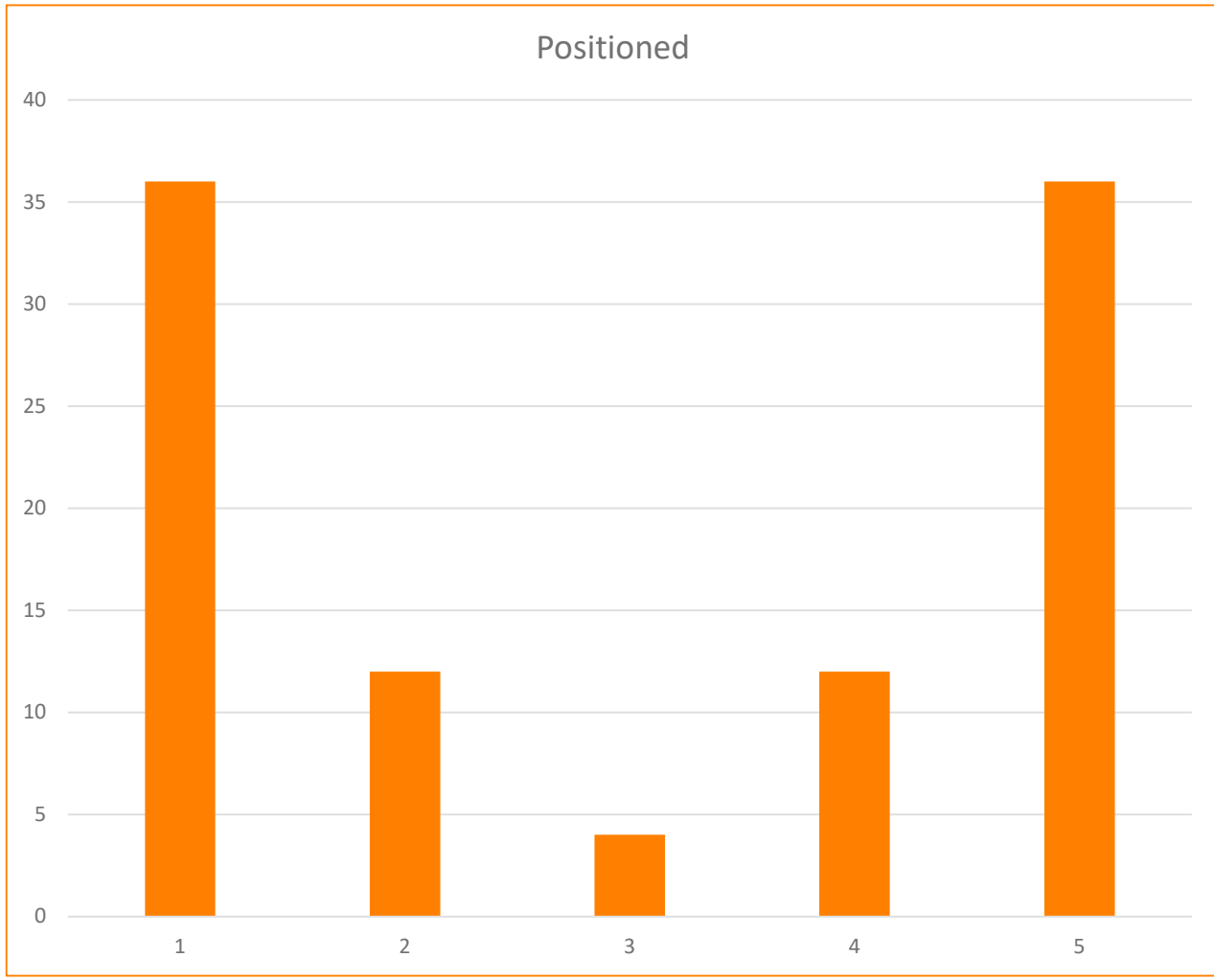


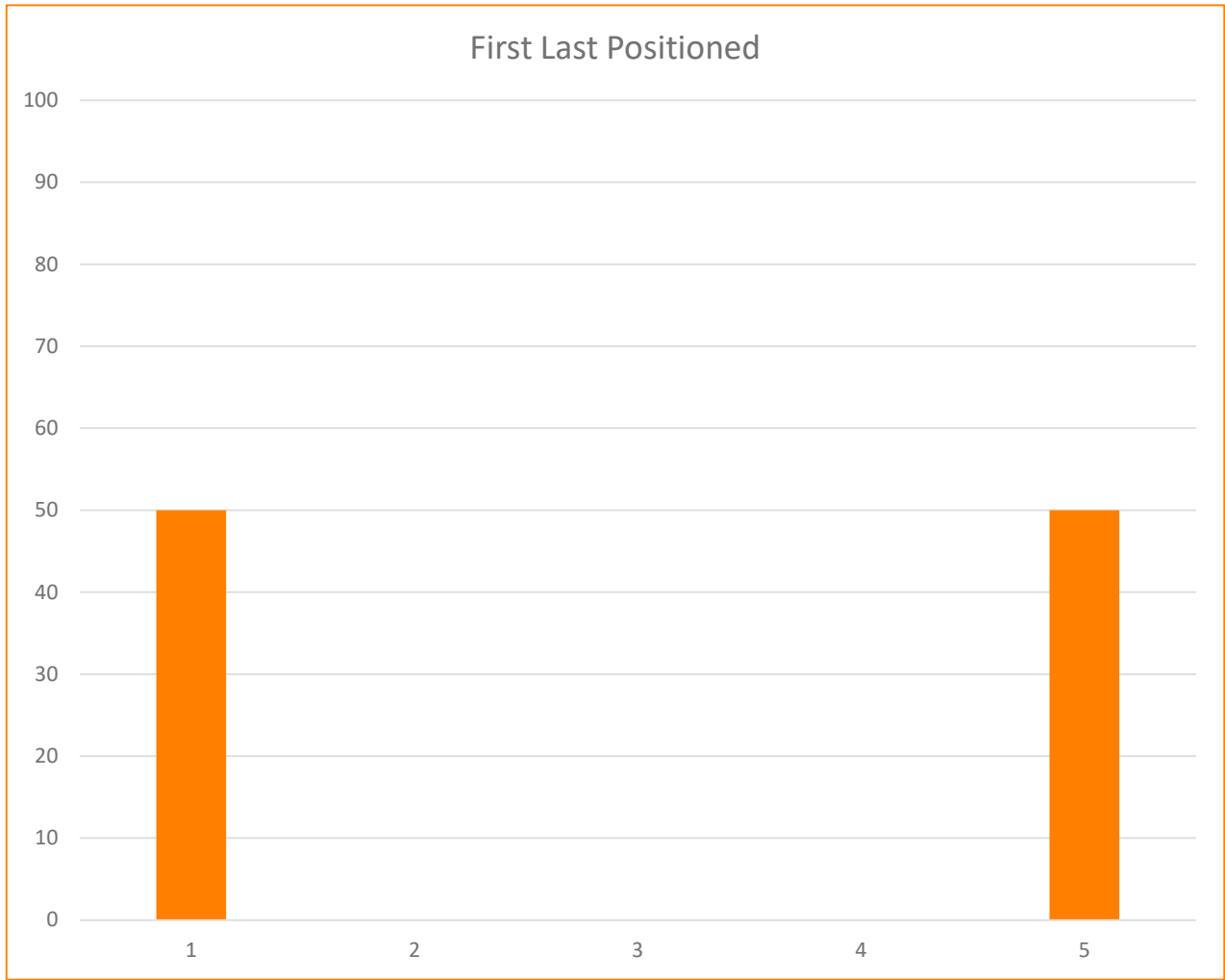


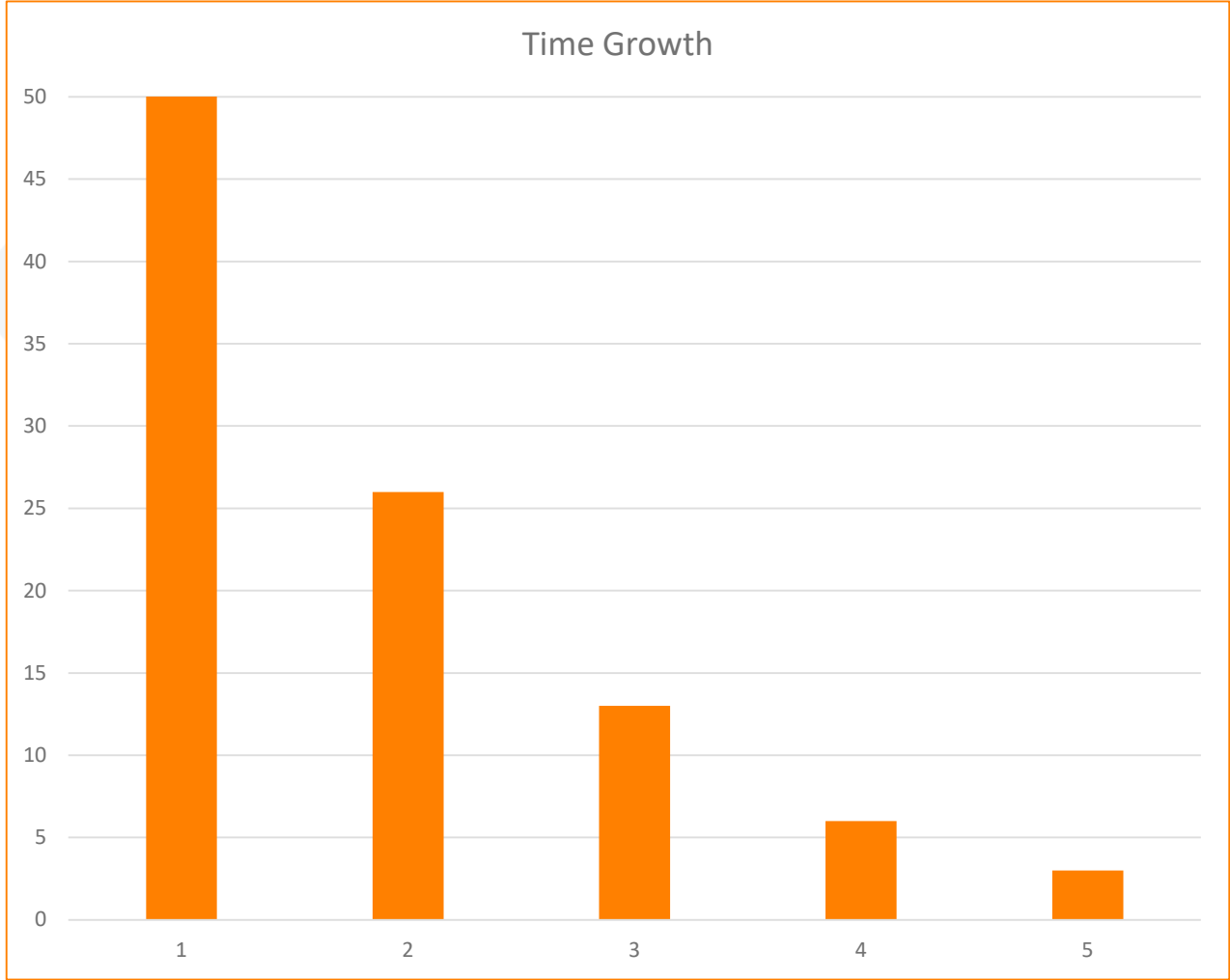


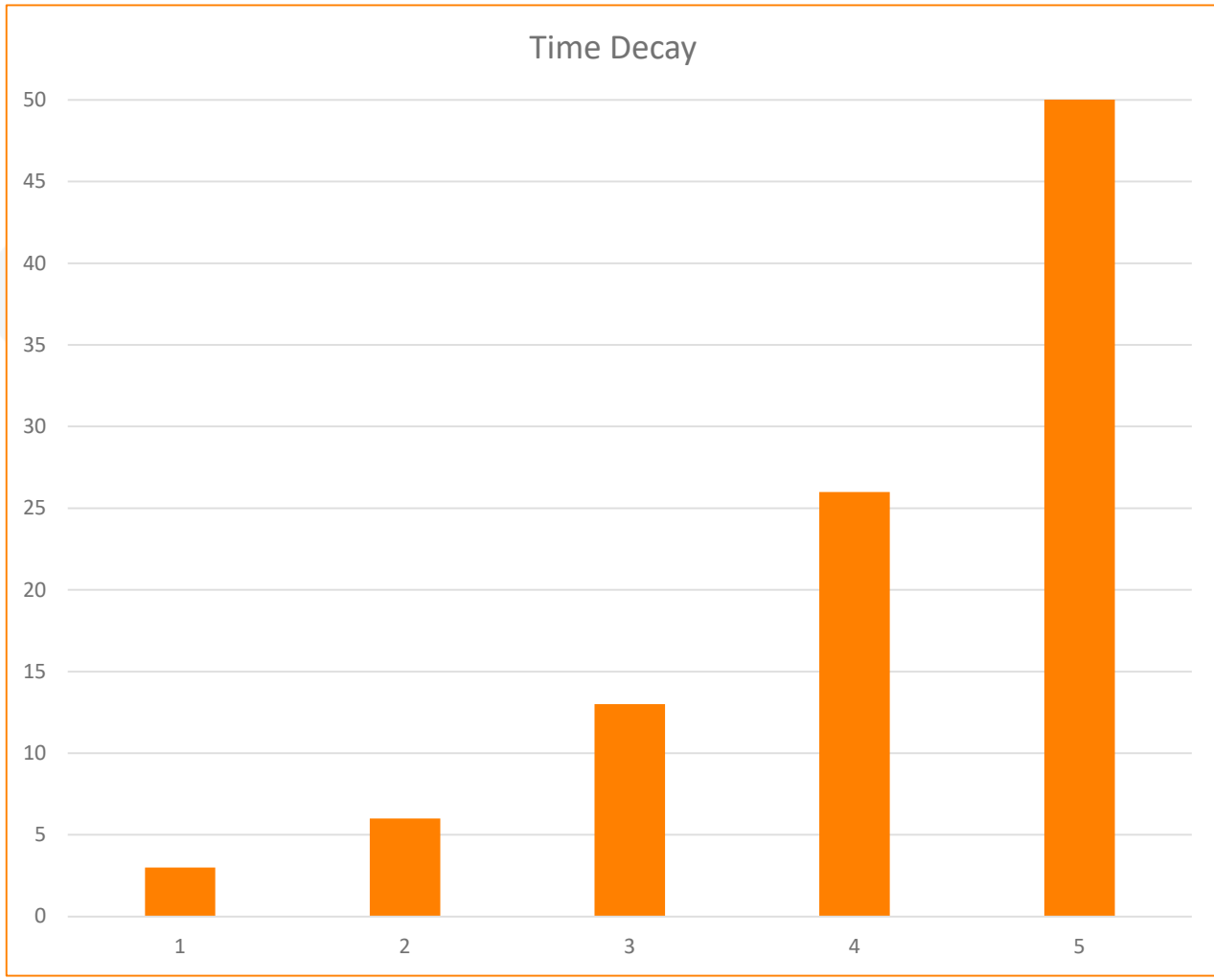




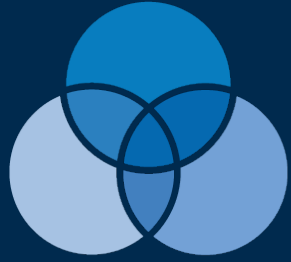








**Demo**



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# Questions?