

Attribution Integrity Check

TRIAGE Make your numbers defensible.

The second fix, once the data underneath is clean. The goal is not perfect attribution. It does not exist in B2B. The goal is a number you can defend and that sales does not dispute. Most attribution fights are definition fights wearing a costume.

Definitions worksheet. Write yours down. Then get sales to sign the last column.

Term	Your definition	Sales agrees?
Qualified lead (and at what point)		☐
Source (first touch, last touch, multi-touch)		☐
Sourced vs influenced		☐
Attribution model in use		☐

If sales would define any of these differently, that gap is your first finding.

Model fit.

- ☐ It reflects real buying paths, including long cycles and many touches.
- ☐ You know what it misses: offline, self-reported source, dark social, referral.
- ☐ It is not crediting things that no longer matter while ignoring things that do.

Reconciliation. Pick numbers you report and tie them out.

Number	CRM says	Platform says	Reconciles?
			☐
			☐

Defensibility test. Take any number you report and check.

- ☐ You can trace it to the records it came from.
- ☐ You can explain the logic in plain language.
- ☐ It would survive finance pushing on it.

If any of these is no for a number you report regularly, that is what to fix first.