Measuring Attribution With Digioh

Last Modified on 06/11/2026 10:06 am EDT

Digioh's stats provide insights to help you grow your business, improve your on-site campaign performance, and collect valuable zero party data.

How does Digioh assign attribution?

Digioh allows you to see which quizzes, pop-ups and other campaigns impact revenue and conversions within a specific window of time.

Digioh Attributed Revenue

Revenue attributed to Digioh based on our Attribution Model. By default, we attribute revenue for visitors engaging with Digioh Campaigns and purchasing same day.

Digioh CVR

Purchase conversion rate (CVR) for Digioh engaged attribution visitors

Digioh AOV

Average Order Value for visitors with Digioh engagement attribution

Subscribers

Email or phone number collected for unique visitors. Note that this is contacts 'new to Digioh', so may include email/phone already in your ESP.

Attribution Window

By default, we attribute revenue for visitors engaging with Digioh Campaigns and purchasing same day.

Other providers may have attribution windows that are 7-14 days or longer. However quizzes have a significant impact on same-day conversions, so we feel confident that the 1-day window is sufficient.

How to Analyze the Data

Digioh's reporting is designed to provide insight into what portion of your conversions it impacted as a touchpoint, as part of a larger data driven attribution model. It's important to have a holistic view of the customer journey in today's multi-channel, multi-device marketing landscape. A comprehensive analysis of your marketing efforts should include all of the various campaigns and touch-points and customer events that lead to a conversion.

Taking the analysis a step further, we recommend that you analyze all of your marketing channels and create your own multi-touch attribution model that assigns credit to each stage of the customer journey.

For example, if someone clicks on a Facebook ad that leads to a blog post, which suggests a product recommendation quiz, which triggers an email flow.

- A linear attribution model would give all 4 channels (Facebook, blog, quiz, email) equal credit (25% each).
- A time-decay attribution model would assign higher credit to the touchpoints closest to the time of the sale. (10% Facebook, 20% blog, 30% quiz, 40% email).