# Measuring Attribution With Digioh

Last Modified on 06/10/2026 11:07 pm 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).