

**MBA09**

## **Algorithmic Multi-Touch Attribution for Advanced Measurement in Retail Endemic Advertising - a Case Study"**

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### **Abstract**

Multi-Touch Attribution (MTA) is a digital advertising measurement technique that assigns fractional credit across all touchpoints in the consumer journey, reflecting each channel's influence on a final sale. By algorithmically distributing credit, MTA reduces bias, making it more accurate than traditional models like First or Last Touch attributions. Algorithmic MTA further tailors scalable models based on individual user behavior through the purchase funnel, from initial views and clicks to purchase and conversion data. This approach performs effectively on large-scale datasets, such as those for Amazon retailers. This abstract explores click- and view-based attribution algorithms in MTA for Amazon retail advertising.

### **Conference Track**

MIS and Business Analytics