

# Customer and Partner Engagement

Practical insights on loyalty, incentive, referral, rewards, and engagement programs that help organizations create stronger customer and partner relationships.



# Machine Learning for Attribution



Rohit Singh • VP of Customer Engagement • [Schedule Free Consultation](#)

Understanding how Machine learning for attribution works is crucial if you want to further implement and improve the process to adapt it to your own needs. One of the major challenges with Machine learning is that it constantly expands so you have to find the right methods and tools needed to eliminate the hassle and just improve on it as you go along. With Machine learning for attribution you never really know how to handle everything correctly unless you add the right system and make it work in a proper manner.

The attribution model is a method that helps you figure out how the conversion credit is added to the marketing touchpoints. This can be very helpful for marketing and it has many implementations in other industries too. It all comes down to understanding the entire process and how everything committed here was added to bring in better support and results.

An attribution model can be single or multi-touch, and based on that you can understand the results a lot better. Once you figure out how Machine learning for attribution works and what type of models are used for it, things become simpler and better. But it's a matter of adaptability and actively assessing and figuring out how the entire process works and how you can actually make it better than ever before.

### **Algorithmic attribution**

This is a rather new approach when it comes to attribution analysis. But it works because it's dependable, convenient and it brings in front a very good set of results. That's what you want to achieve here, the fact that you use algorithmic systems to eliminate guesswork and model everything to suit a specific set of requirements.

There are multiple models that you can go with, be it game theory models, survival analysis models or even the Markov models. These ideas are really dependable and unique because they are constantly pushing the boundaries and you will notice they work all the time without any issues. They can help you understand the situations where you have to make rational decisions. Once you start doing that, you will notice Machine learning for attribution works a lot better and it can be implemented with way simpler and certainly better benefits and results. This is all a matter of perspective and of knowing that once you implement something, it has the potential to shine quite a bit.

Now, this is most certainly some complex information to process and if you are wondering how this relates to your business, you don't have to worry at all. We at NextBee are a group of an experienced and knowledgeable professionals who cares about your business as much as you do! We will help you use the right attribution model for each aspect of your business. Attribution can be used in any industry and can be applied to improve business processes. We at [NextBee](#) have been studying how Attribution and Machine Learning can work across segments, geographies, and industries and are glad to assist you.

# Our Pledge to You



“Our relationship with you, our client is a strong partnership between our two companies. We bring to you years of best practices, a complete solution, our commitment, and unwavering dedication to your business’ success.”

## Rohit Singh

VP of Customer Engagement

[Request Free Consultation](#)



# Learn More About Our Proven Approach

We have worked with 300+ brands and helped them succeed. To learn more case studies

[Contact Us](#)



Align Your Company, Your Teams, And Your Individual Employees To Foster A Company Culture Rooted In Success.



## Company

[Our Story](#)

[Careers](#)

[Resources](#)

[Contact](#)

[Privacy Policy](#)

[Terms & Conditions](#)

## Products

[CX360](#)

[Catalyst](#)

[Symbio](#)

[Spotlights](#)

## Community Templates

[Member Advocacy](#)

[Insurance Referrals](#)

[Personal Wellness](#)

[Team](#)

[Collaboration](#)

[Neighborhood Connections](#)

[Local Business Connections](#)

## Contact

NextBee Corporation  
155 Bovet Rd Suite 700  
San Mateo, CA 94402



**Call us now**  
**1-800-547-1618**