



The 5-Minute Attribution Quiz

What 89% of Founders Get Wrong

Discover exactly where your marketing attribution is leaking money. In just 5 minutes, you'll uncover the hidden attribution gaps that are secretly costing your startup \$200-600 monthly in wasted ad spend.

How to Use This Quiz

01

Read Each Item Carefully

Review every checklist item to understand what's being measured

03

Add Up Your Points

Calculate your total score across all three categories

Let's begin your attribution assessment...

02

Check What Applies

Honestly assess your current setup and mark applicable items

04

Calculate Your Health Score

Discover your Attribution Health Score and what it means

Foundation Tracking

5 points each - Total possible: 25 points

Google Analytics 4 Properly Installed

Your GA4 tracking code fires on every page without errors

Google Tag Manager Implemented

You're managing all tracking through GTM, not manually adding code

UTM Parameters Used Consistently

Every link you share externally has proper utm_source, utm_medium, utm_campaign tags

Cross-Domain Tracking Configured

If you have multiple domains, users are tracked seamlessly across them

Conversion/Goal Tracking Active

You're tracking form submissions, demo requests, sign-ups, purchases

Foundation Score: ____ / 25



Channel Attribution

4 points each - Total possible: 24 points

Pixel & Tag Tracking

- Facebook Pixel firing correctly on all pages (verified with Facebook Pixel Helper)
- Google Ads conversion tracking active and verified
- LinkedIn Insight Tag installed and tracking

Traffic Source Tracking

- Email marketing platforms tracking clicks properly
- Organic social traffic properly tagged with UTMs
- Referral traffic sources identified and tracked

Channel Attribution Score: ____ / 24

Advanced Attribution

3 points each - Total possible: 21 points

Multi-Touch Attribution Model

You're tracking the full customer journey, not just the final touchpoint

Customer Journey Stages Mapped

You know the typical path from first visit to paying customer

Offline Conversions Imported

Phone calls and in-person meetings are connected to your online tracking

Revenue Attribution Connected

You can see which channels generate actual revenue, not just leads

Customer Lifetime Value Tracked

You know which channels bring customers with the highest LTV

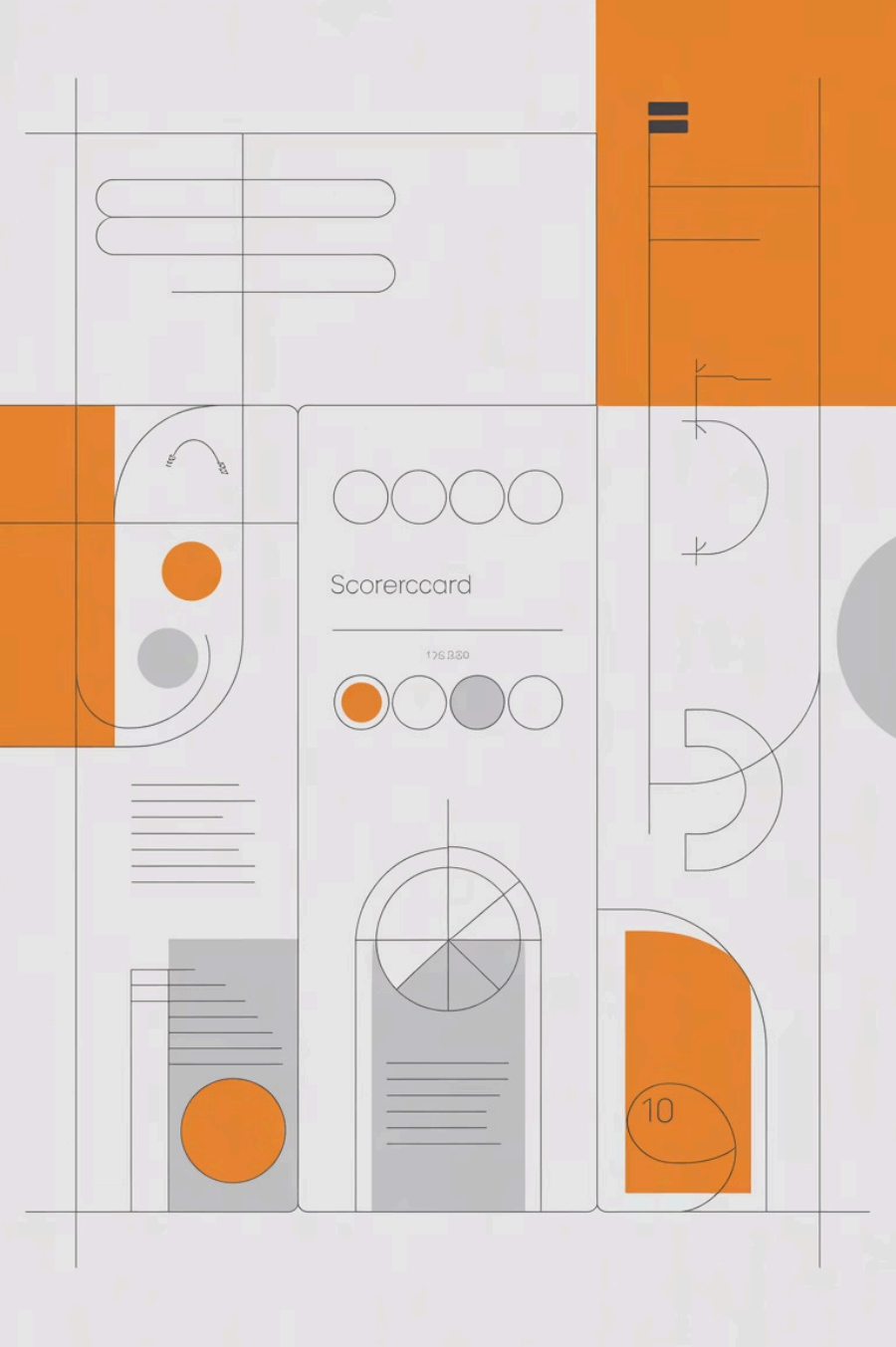
Attribution Windows Set

Your tracking accounts for longer sales cycles (7, 30, 90 days)

Data Exports Automated

Attribution data flows automatically into your business intelligence tools

Advanced Attribution Score: ____ / 21



Calculate Your Attribution Health Score

25

**Foundation
Tracking**

Maximum possible points

24

**Channel
Attribution**

Maximum possible points

21

**Advanced
Attribution**

Maximum possible points

70

Total Score

Add up all three categories

What Your Score Means



0-27 Points: Attribution Emergency

You're flying blind and hemorrhaging marketing budget. Immediate action required.

Estimated monthly loss: \$800+



28-41 Points: Major Gaps

Significant attribution problems are costing you real money. Priority: Fix Channel Attribution.

Estimated monthly loss: \$400-800



42-55 Points: Good Foundation

You have the basics covered but missing key optimizations. Address Advanced Attribution gaps.

Estimated monthly loss: \$200-400



56-70 Points: Attribution Expert

You have minimal attribution leaks. Focus on optimization and testing advanced models.

Estimated monthly loss: Less than \$100

Red Flags That Need Immediate Attention



No Google Tag Manager

You're missing 30-50% of attribution data



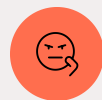
No Conversion Tracking

You can't optimize what you can't measure



Inconsistent UTM Usage

Your channel performance data is meaningless



Only Tracking Last-Click

You're misattributing 60-70% of conversions

What to Do Next



Scored 56+ Points

You're ahead of 89% of founders. Keep refining your attribution model and test advanced strategies like cohort analysis and predictive attribution.



Scored 42-55 Points

You have a solid foundation. Focus on implementing multi-touch attribution and connecting revenue data to your marketing channels. You're leaving money on the table but not bleeding cash.



Scored 28-41 Points

Major gaps are costing you serious money. Every month you delay fixing this costs you \$400-800 in wasted ad spend. Consider professional help if you're spending \$5K+ monthly on marketing.



Scored Under 28 Points

This is an emergency. You're essentially gambling with your marketing budget. With the attribution gaps you have, you could be wasting 40-60% of your marketing spend on channels that don't work.

There's a Better Way

The Reality Check

If you scored under 42 points and you're spending \$5,000+ monthly on marketing across multiple channels, you're likely losing **\$2,400 to \$9,600 annually** in wasted ad spend and missed opportunities.

Most founders try to fix this themselves using expensive tools like Funnel.io (\$800+/month) or HubSpot (\$900+/month), but they still face steep learning curves and ongoing time investment.

Professional Implementation

I help founders implement professional marketing attribution tracking without the expensive monthly tool costs or DIY headaches.

- Complete 30-day implementation using Google Tag Manager, GA4, and Funnelytics
- Cross-channel attribution across your top 3 marketing channels
- Comprehensive KPI report with specific improvement recommendations
- Ongoing workspace access and data export capabilities

Normally \$1,500, but I'm testing my framework with qualified startups.

Special pilot opportunity: \$750 (50% off)



**Interested in seeing if this is right
for your business?**

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