

Introduction to Multivariate Attribution for Content Marketing

A powerful new framework for strategy-forward, data-driven attribution.

An Eleven Writing guide to unlocking sophisticated new insights into production, performance, and ROI.

Eleven



Fundamentals of attribution reporting

In a nutshell: Attribution reporting helps marketers understand what content is contributing to which outcomes and why.

But traditional attribution is failing marketers.

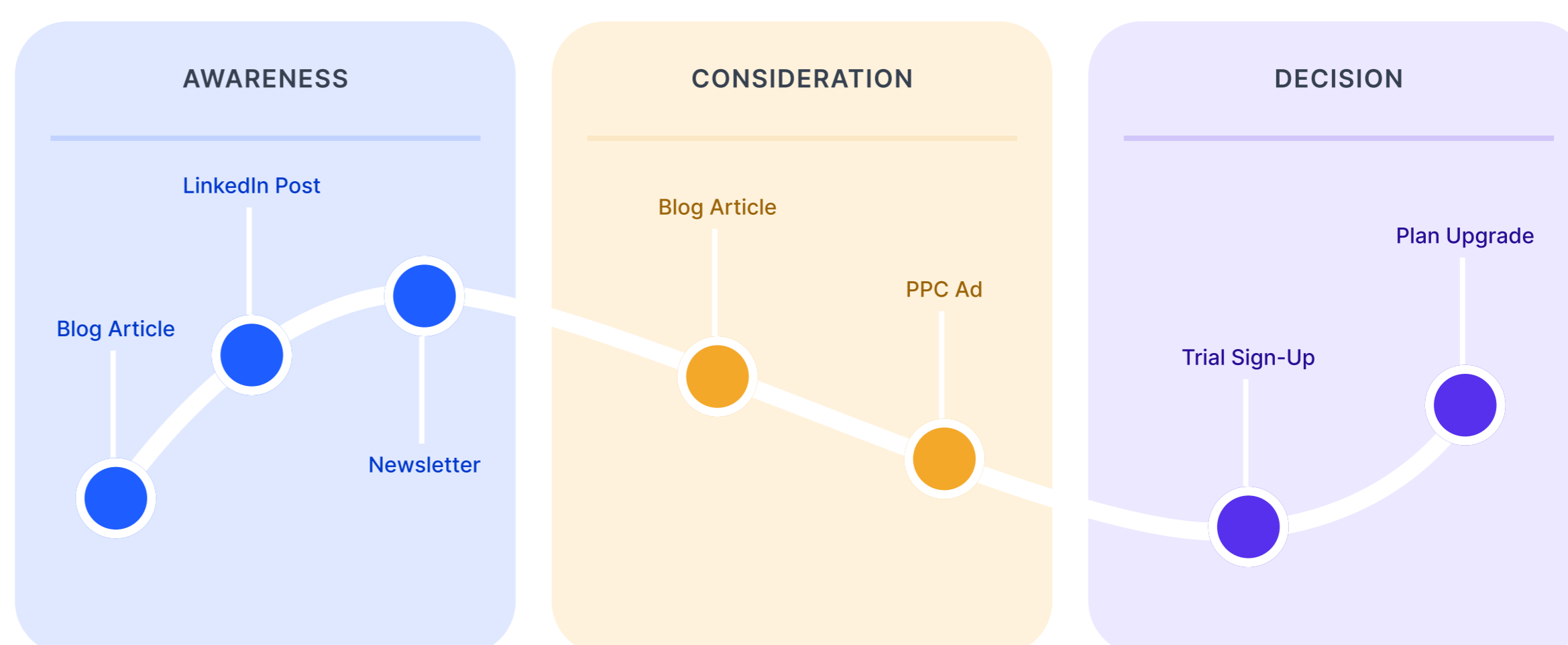
What is attribution reporting?

A fundamental challenge in content marketing is understanding [what content works and why](#).

How do you know [which of your content](#) is having the biggest impact on your customers? Which pieces attract their attention, and which have contributed the most to their decision to make a purchase?

One way to answer this is to [track a user's journey](#) from the first piece of content they interact with right up to the moment they make a purchase. This could include any number of newsletters, blog articles, LinkedIn posts, ads, and landing pages.

Attribution reporting involves [analysing patterns in this behaviour](#) across users to better understand which pieces have had the greatest impact and should be “attributed” the most credit for a given outcome.



An example user journey involving multiple touchpoints. Attribution reporting involves recording these touchpoints and then “attributing” credit for conversions to specific ones. By aggregating this data from thousands of user journeys, we can start to understand which pieces of content drive conversions most effectively.

Different models (see below) assign credit to content in different ways, but all of them share the same goal of helping marketers understand which pieces of content perform best. Despite the sophistication of some of these models, though, the most common forms of attribution reporting in use today [leave many crucial questions unanswered](#).

In this eBook, we explore a fundamental shortcoming of traditional attribution and introduce a practical new framework for overcoming it. This approach, called [Multivariate Attribution \(MVA\)](#), offers marketers a more nuanced understanding of content performance and effective new ways of driving performance through strategy.

Attribution Models 101

There are many different kinds of attribution models businesses use to understand performance. These include:

- Single-Touch Models, such as First-Touch and Last-Touch, where all credit is given to a single piece of content.
- Multi-Touch Models, such as Linear, Position-Based, and Time Decay, where credit is assigned to multiple pieces of content according to a set of rules.
- Next-Generation Models, such as Full-Path and Data-Driven Attribution, use machine learning and complex algorithms to assign credit based on past performance.

To learn more and decide which is best for you, see our full [Guide to Attribution Models](#).

The trouble with attribution...

A fundamental issue plagues attribution reporting today.

We recently surveyed 30+ marketers from a variety of industries, roles, and businesses. As part of these interviews, we asked respondents to describe their experience with attribution reporting and how useful it was in driving content strategy. These conversations helped reveal a [fundamental issue](#) in attribution reporting facing the marketing community today.

Most attribution reporting takes place either at the level of individual pieces of content or else entire campaigns or channels. Most content *strategy*, however, operates somewhere between these two: at the level of audience personas, keyword clusters, content formats, verticals, product features, and other strategic dimensions. As a result, attribution reports don't reflect the way companies organise their marketing efforts.

In other words, [strategy and attribution tend to operate at significantly different scopes](#).

Strategy and attribution operate at [different scopes](#).

It's no surprise, then, that when we asked content marketers how easily they were able to tie all the different components of their strategy to real-world business outcomes, the responses were rarely encouraging. Additionally, we found many marketers were missing important opportunities to improve strategy and return on investment (ROI) based on conversions and performance.

Dimensions like content format, keyword cluster, vertical, funnel position, user intent, and distribution channel remain hidden from performance data. Performance doesn't map onto strategy, so it's unclear which factors are driving which outcomes. Consequently, many marketers struggle to make confident, data-driven decisions about content based on real-world data.

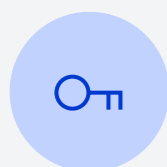
In our experience, this blind spot is so profound that even the marketers we spoke to who were *most confident* in their attribution reporting came to realise that they were seeing only a [small piece of the puzzle](#).

So, [what's the solution?](#)

To use attribution modelling effectively, marketers need to be able to do one key thing: [tie performance metrics to strategic metadata](#) about their content.

In the pages to follow, we introduce the Multivariate Attribution (MVA) framework and offer examples inspired by real-world situations encountered by Eleven Writing and its partners.

We'll also provide links to resources for building your own dashboard, with step-by-step instructions, using readily available tools such as BigQuery, Google Analytics 4 (GA4), and Looker Studio.



Where it all started...

As a content marketing agency, we help our partners explore many different avenues and approaches in their content. But we quickly noticed that most companies' attribution and content reporting isn't set up to show how these different approaches are performing.

Early in our journey, one of our partners expressed this frustration to us. They loved our content and could see the numbers going in the right direction, but we didn't yet have a good way to answer the question, "Which of the six or seven strategies we're currently implementing work best? Which works best for sign-ups, and which works best for brand awareness?"

It was clear enough which individual *pages* were performing best. But what about content categories? Calls to action (CTAs)? And more importantly — which calls to action worked best for which topics? Which feature mentions work best in which contexts?

These questions set us on the path to developing the approach to attribution outlined in the remainder of this eBook.

A holistic new approach to attribution

Multivariate Attribution bridges the gap between content strategy and performance, allowing for deeper insights and data-driven decision-making.

What is Multivariate Attribution?

Multivariate means “resulting from two or more variables.”

In the previous two pages, we saw that a fundamental issue with attribution reporting is that it rarely takes content strategy fully into account.

Think of all the different ways you organise your content: by pain point, by keyword cluster, by audience persona, etc.

Then, think about all the different decisions that impact individual pieces of content: their length, what product features get mentioned, what format they take, and how they're distributed.

Each of these is a **variable that impacts the final piece of content** and, by extension, how users respond to it.

And yet, when asked which of these factors (or combinations thereof) has the greatest impact on customers or leads to the best outcomes, many content marketers **don't have the tools to confidently answer**.

Strategy is multidimensional. Attribution should be, too.

In data analysis, each of these factors — keyword cluster, content vertical, length — is known as a “dimension.” Analysts compare and combine different dimensions to understand how they impact the data.

However, most marketers' experiences with attribution reporting don't reflect the full depth of this multidimensionality. Instead, reports are either **too granular**, tying outcomes to individual pages, or **too broad**, on the order of individual channels or campaigns.

Factorial analysis (or: Water 💧, Sunshine ☀️, and Fertiliser 🌱)

Factorial (or factor) analysis allows researchers — and content marketers — to understand how different factors or dimensions impact an outcome.

For example, crop yield can be described as a function of three primary factors: water, sunshine, and fertiliser. The right combination of these factors increases crop yield, which benefits farmers and society.

By the same token, a piece of content is the result of all the marketing strategy and decisions that led to it. The **right combination** of these factors increases outcomes like page views and product purchases.

Multivariate attribution helps us to uncover which.

In the next few pages, we take a closer look at this question of dimensions and metrics within content marketing.

Dimensions are how you **organise your content strategy**.

In marketing, there are myriad ways to organise your content strategy and plan. The goal with attribution reporting is to answer the question: Which ones work and why? That is, which themes resonate most? What products or features get people excited? Which values inspire trust?

By combining data from your content strategy with performance data from, e.g., Google Analytics or HubSpot, you can begin to understand which themes, features, keywords, CTAs, and other factors perform best. As a result, you can invest more in what works and fix what doesn't.

Here are some of the main ways Eleven Writing categorises content when planning and evaluating performance for our partners:

Dimension	Description
Vertical / Category	High-level industry or niche grouping (e.g., finance, SaaS, health)
Keyword Cluster	Thematic keyword groupings targeted in the content
Audience Persona	Demographic, psychographic, or job role-based profiles the content speaks to
Funnel Stage / Cluster Position	Top, middle, bottom or Awareness, consideration, decision / Hub, Spoke, Isolated
User intent	Informational, navigational, transactional, or commercial investigation
Region / Language	Geographical or linguistic targeting
Platform / Channel	Where the content is published (e.g., website, LinkedIn, Medium)
Content Format	Content type (e.g., blog post, video, report, landing page)
Product / Feature / USP	Focused offering or value proposition being promoted or mentioned
Content Length / Depth	Word count or structural complexity (e.g., short-form, long-form, pillar page)
Contributors	Individual contributor or team producing the content
Assets	Presence and type of rich media elements
Content Age / Freshness	How recently it was published or updated
CTA	Call to action type, placement, and wording

As we'll see shortly, you can **combine these categories** to zero in on truly performant strategies. It may be that certain CTAs work best for one feature and others for another or that content freshness is more important for one audience or subject than another.

How you organise your content is up to you, but it bears having a coherent, rational approach. Think carefully about the questions you want answered through attribution reporting, then categorise your content accordingly. You can do this in Google Sheets, Airtable, Notion — wherever you plan and organise your content.

Metrics are how you **track performance outcomes**.

Tracking user interactions is vital to understanding how your content influences customers and business outcomes. It's important here to think carefully about the user events that matter most to you and ensure they're being tracked properly (with the Google tag, for example). Button clicks, form submissions, downloads, and in-app interactions all bear tracking. Depending upon the tool you use, some interactions (e.g., clicks) may be tracked by default; others (e.g., scroll depth) may need to be manually activated or created.

For the best outcomes, bear the following in mind:

- **Go beyond the default settings.** GA4 tracks some events (e.g., clicks) by default but misses others (e.g., scroll depth).

- **Create a plan.** An Event Tracking Plan outlines what events you plan to track and where they sit in your sales funnel.

- **Add in-app events, if relevant.** SaaS companies can easily add in-app events, such as selecting an option, creating an element, starting or ending a process, or making a purchase or upgrade.

- **Don't overlook data validation.** Misconfigured events or missing tags in Google Tag Manager (GTM) can create data gaps. Regularly using [GA4's Debug View](#) helps ensure accurate tracking.

Multivariate Attribution **links strategy to performance.**

Multivariate Attribution involves combining performance data with strategic metadata from your content plan. This can be achieved using an SQL database such as BigQuery alongside a data visualisation studio such as Looker Studio. (We've outlined our own process below.)

Once each of your strategic dimensions is represented in performance data, you can start to see performance as it varies by vertical or category, keyword cluster, audience persona, user intent, content format, feature mentions, length, contributors, assets, CTAs, and more.

In other words, Multivariate Attribution enables you to understand performance at a scale and scope that **makes sense for marketers and businesses**, allowing for data-driven, strategic decisions about content marketing.

To demonstrate this potential, we'd like to invite you to access a public MVA Looker Studio report. We've included suggestions in the final chapter of this eBook to help you explore the report and discover how MVA can help transform your content strategy.

 [Test a Multivariate Attribution Report](#)

A look **under the hood.**

Before diving into the demo, it bears understanding exactly how it works and what tools are required to build your own MVA report.

There are several key components to the system. In essence, user activity is collected through various trackers (e.g., Google Tag, LinkedIn Insight Tag) and fed via a tag manager (e.g., Google Tag Manager) to an analytics engine (e.g., GA4). Performance data is then combined in a database (e.g., BigQuery) with strategic metadata from your content plan (housed in, e.g., Airtable or Notion) and visualised in a visualisation studio (e.g., Looker Studio).

Tag Management & Event Tracking (E.g., GTM, Adobe Launch, or Tealium)

Tracking performance, especially across different platforms, requires using a wide variety of tags. You also need to be able to manipulate and aggregate the data you collect on the fly. A tag manager can help you do this.

We use Google Tag Manager (GTM) as our default solution, as it plays well with GA4, Google Search Console (GSC), BigQuery, and Looker Studio.

Platform Analytics (E.g., GA4, HubSpot, Matomo, or Heap)

As users interact with your website and content, you need to be able to identify and record events.

These include page views, clicks, form submissions, conversions and purchases, chat queries, scrolling and time on page, and more.

GA4 is our default solution, although we've also built dashboards using data from HubSpot and other trackers.

Content Strategy Management (E.g., Google Sheets, Airtable, or Notion)

Every content marketer has their favourite way to plan and organise content, be that Airtable, Notion, Google Sheets, Trello, or Monday.com.

For our purposes, the most important aspect is being able to easily access the data there via API.

Data Aggregation (E.g., BigQuery or Amazon Redshift)

Multivariate analysis hinges on the ability to combine data from strategy and performance.

A queryable database like BigQuery enables you to join data from our content plan with data from our various tags and event tracking.

Data Visualisation (E.g., Looker Studio, Tableau, or Databox)

The final piece of the puzzle is data visualisation, which allows us to understand how strategic decisions impact performance and create compelling narratives to inform stakeholders and future endeavours. We typically use Looker Studio for this.

Optimising ROI through content attribution

Multivariate Attribution enables you to fine-tune content plans, win conversions, and build a truly data-driven, holistic organic content strategy.

From insight to action.

Strategy drives performance; performance informs strategy.

As we've seen, the power of MVA lies in its ability to help you understand content performance [at a scale and scope that makes strategic sense](#) — whether that's audience personas, feature mentions, or split testing variants.

In this final section of the eBook, we'll use the Demo Dashboard linked in the preceding page to explore four ways to use MVA to [improve your content strategy and maximise ROI](#).

Methods and strategies for success

- * **Understand what content drives which conversions and why.**

Get a clear understanding of how different subjects, formats, and other dimensions influence and are impacted by user behaviour. Then, focus efforts on content types that consistently lead to high-value actions. Over time, you'll build a clearer picture of what compels your audience and why.

- * **Create strategic feedback loops.**

Direct resources to where their impact will be greatest, while correcting or eliminating underperforming content. Use insights from performance data to continuously refine your messaging and targeting. This ongoing process turns data into action and action into further learning.

- * **Personalise content across audiences and regions.**

Identify trends within segments, then create content that's better suited to connect, build trust, and drive behaviour. Adapt messaging to reflect regional nuances, cultural expectations, or industry-specific language.

The more aligned your content is with audience needs, the stronger your engagement and performance.

- * **Apply split (A/B) testing and the scientific method to content strategy.**

Explore data to identify trends, then apply strategic changes to content to improve performance. Use test results to validate assumptions, discard ineffective ideas, and scale what works.

To benefit fully from the remaining pages of this eBook, click the link below to open up a demo version of a Multivariate Attribution report. We used a combination of real-world and machine-generated data to simulate performance data and metrics from an imaginary company, "Acme Projects."

 [Test a Multivariate Attribution Report](#)

What content drives conversions — and why?

Instructions

1. Open the [Multivariate Attribution dashboard](#) for our demo company, “Acme Projects,” and navigate to the “Cross-sectional” tab (default).
2. Set **Dimension A** above the table to “Personas.” Set **Dimensions B and C** to “None” (default).

You should see these results:

Dimension A ▾	Articles	Cost	1st Visits	Per Article	Views	Per Article	Sign-ups	SU CVR	Demo Ca...	DC CVR	Upgrades	UG CVR
Small Businesses	74	\$57,048.68	33,925	458.45	75,760	1,023.78	452	0.41%	337	0.31%	47	0.04%
Sales & Marketing	53	\$41,318.79	25,732	485.51	49,815	939.91	340	0.45%	279	0.37%	25	0.03%
Project Managers	101	\$76,002.99	41,471	410.6	76,558	758	589	0.5%	384	0.33%	29	0.02%

Right off the bat, we can see that:

- Content targeted at Project Managers (PMs) has the highest conversion rate for sign-ups.
- Sales & Marketing content performs better for Demo Calls.
- Small Business content performs best for Plan Upgrades.

This suggests the PM audience is more inclined to sign up straight away, whereas Sales & Marketing folks prefer a demo call first. Content geared towards Small Businesses suggests this audience is likely to sign up or book a demo but more likely to upgrade after the fact.

Going further with multiple dimensions

To dig deeper into this data, we can combine two dimensions and perform a **multivariate analysis**. Set **Dimension B** to “Stage,” which indicates what stage of the funnel the content was written for (Awareness, Consideration, or Decision).

Dimension A ▾	Dimension B	Articles	Cost	1st Visits	Per Article	Views	Per Article	Sign-ups	SU CVR	Demo Ca...	DC CVR	Upgrades	UG CVR
Small Businesses	Consideration	16	\$12,231.56	4,453	278.31	10,555	659.69	60	0.4%	57	0.38%	4	0.03%
Small Businesses	Decision	32	\$26,071.53	17,434	544.81	35,219	1,100.59	215	0.41%	170	0.32%	41	0.08%
Small Businesses	Awareness	26	\$18,878.45	12,038	463	29,986	1,153.31	177	0.42%	109	0.26%	2	+0%
Sales & Marketing	Consideration	15	\$10,765.83	9,914	660.93	18,089	1,205.93	120	0.43%	132	0.47%	11	0.04%
Sales & Marketing	Decision	17	\$15,327.03	8,291	487.71	15,375	904.41	97	0.41%	86	0.36%	11	0.05%
Sales & Marketing	Awareness	21	\$15,018.32	7,527	358.43	16,351	778.62	123	0.52%	62	0.26%	3	0.01%
Project Managers	Awareness	31	\$22,924.85	13,409	432.55	25,725	829.84	233	0.6%	88	0.22%	3	0.01%
Project Managers	Consideration	42	\$31,731.56	19,769	470.69	35,897	854.69	261	0.47%	190	0.34%	14	0.03%
Project Managers	Decision	28	\$21,449.53	8,293	296.18	14,936	533.43	95	0.41%	106	0.46%	12	0.05%

This two-dimensional analysis offers some interesting insights.

We’ve got a nearly 0.60% sign-up rate for Project Managers in the Awareness stage, which suggests PMs may find this kind of content — as opposed to content written for Consideration or Decision phases — as the most compelling when it comes to signing up.

That’s a somewhat counterintuitive insight, so we’d want to look more closely at user journeys and the content itself to understand what’s going on. The trend is the same for Sales & Marketing, which is at its highest with Awareness-stage content.

Content written for Small Businesses in the Decision stage is also performing very well for Plan Upgrades: 0.08%. This suggests Small Business owners who continue to engage with Decision-stage content after signing up are finding good reasons to upgrade to higher tiers.

Conversion drivers.

You can keep adding more dimensions to explore more interactions and try out different combinations of dimensions to see how they impact conversions. This kind of exploratory analysis is useful for identifying which aspects of your content strategy work best for which audience.

To effectively act on such observations, however, it's necessary to understand *why* different dimensions lead to different outcomes. Doing so isn't always straightforward, but [the insights are always worth it](#). Here are a few ways to investigate further:

* User feedback and surveys.

Run an exit survey for users who, for instance, upgrade their plan to understand the impact content had on their decision and what they found most compelling about your company's product or service. For example, you could ask:

- "Did anything on our website influence your decision?"
- "Which feature were you most excited about?"
- "What hesitations did you have before upgrading?"

Besides helping you understand your audience, a survey will likely provide you many additional topics to write about.

* Content audits.

Auditing your content is a great way to see if editorial factors are contributing to differences in outcomes.

For example, some authors may have an easier time describing the benefits of a certain feature. Likewise, some articles may be easier to read, more compelling, better structured, or answer the user's question earlier. Different CTAs may be more visible or use more persuasive language.

Use your audit to develop hypotheses, then test them using split testing and Multivariate Attribution (see page 13).

* Competitor benchmarking.

Are the observed differences due to your content, or are they an industry-wide phenomenon? To answer this:

- Use SEO tools (e.g., Ahrefs, SimilarWeb) to analyse competitor rankings and estimated organic traffic.
- Conduct a narrative audit to understand how competitors position these features.
- Run a social listening analysis. Do discussions about certain features in your industry tend towards conversion-focused messaging?

If differences are industry-wide, capitalise on this by investing more in the topic. If they're unique to your brand, double down on what's working and investigate why your other content isn't performing as well.

* Factorial (factor) analysis.


Factorial analysis is an important statistical technique that involves comparing the impact of different factors on data. One aggregates data based on different combinations of dimensions for a better understand their individual and collective impact.


For example, how can we be sure the variations observed in page views and conversions based on audience persona and stage are due to *these* dimension and not something else, like the author or the features being mentioned?


Factor analysis helps determine which dimensions have the greatest impact and how likely it is that other factors are at play. You can also use factorial analysis to understand which combinations of factors offer the best results.


Looking to go further?

You can use these powerful statistical methods to explore your data and validate findings:

 **Interaction Effect:** Examines whether the performance observed among different instances of one content element (e.g., keyword cluster) depends on another (e.g., CTA type).

 **Linear Regression:** Models the relationship between a dependent variable and one or more independent variables to quantify the impact of each factor while controlling for others.

 **Two-Way ANOVA (Analysis of Variance):** Quantifies how much of the difference in performance is attributable to each factor and their interaction.

 **Principal Component Analysis (PCA):** Reduces the dimensionality of large datasets by identifying combinations of variables (components) that explain the most variance.

Building strategic feedback loops.

Instructions

1. Open the [Multivariate Attribution dashboard](#) and navigate to the “Dimension Drilldown” tab (default). The Drilldown page enables you to examine the impact of up to four dimensions on a single outcome (e.g., sign-ups or first visits).
2. Set **Dimension A** to “Cluster” and **Dimension B** to “Features.” Set **Comparison Metric** to **Sign-Ups CVR** (Conversion Rate).

Here’s what you should see:

		Dimension B / Sub B / Comparison Metric					
Dimension A	Sub A	Tasks	KPIs	Integrations	Dashboards	Automations	AI Assistant
Efficiency & Productivity		0.5	0.5	0.49	0.5	0.51	0.54
Data & Insights		0.3	0.42	0.3	0.43	0.44	0.18
Communication & Alignment		0.41	0.46	0.4	0.39	0.39	0.35

We can see that Acme Project’s content is divided into three keyword clusters (Efficiency & Productivity; Data & Insights; Communication & Alignment) and there are six main features that get mentioned across across articles. From the above two-way multivariate analysis, we can see some interesting trends:

- The **AI Assistant** feature converts very well on articles dealing with Efficiency & Productivity (0.54%, the highest on the board), then poorly and very poorly for Data & Insights (0.35%) and Communication & Alignment (0.18%, the lowest on the board).

This suggests AI **sparks a lot of interest** for readers interested in Efficiency & Productivity (unsurprising) but may be having a negative impact elsewhere.

- The **Integrations** feature is performing relatively poorly in the Data & Insights cluster. That’s a surprising outcome, as we would expect Data & Insights content to benefit from mentions of integrations.

Could it be that Acme Projects’ offering isn’t as strong as competitors, or is positioning off?

The impact to Data & Insights seems poor, too.

- Overall, the strongest converting cluster is **Efficiency & Productivity**, regardless of features mentioned. Data & Insights is performing the poorest, due mainly to Tasks, Integrations, and the AI Assistant feature.

- The **KPIs** feature does well across all clusters, with **Dashboards** and **Automations** performing well, too.

This offers several clearly marked paths for building strategic feedback loops in the content plan that *increase* investments to high-performing areas and *decrease* investments to poorer ones.

Maximising ROI through performance feedback.

Additional analyses, like those mentioned in the previous two pages, could help strengthen our confidence in these conclusions. Once we’re sure these trends reflect reality and the dimensions in question are impacting conversions, we can act on it in two stages.

i. High-performing content.

High-performing content drives the most traffic — from organic search, social channels, email, etc. — and delivers the highest conversions.

Insights from pieces can be used to refine your content strategy and should be carefully analysed to maximise ROI. Consider these three questions:

- **Can the content be repurposed to another channel?**

If an email is generating exceptional responses and click-through rates, for example, could you adapt it into a blog post or a YouTube video? Look for opportunities to expand its reach across different platforms.

(Find more repurposing ideas in our blog, [How to Maximise ROI From Your Existing Blog Content](#).)

- **What makes this content successful, and how can my team leverage it?**

Analyse why this content performed well. Was it the topic, format, timing, or distribution channel? Consider expanding on the topic with follow-up articles or a Q&A session, featuring the writer on similar pieces or using their style as a model, or applying the same storytelling techniques to future content.

- **How can I create a repeatable formula for success?**

Once you understand the key factors behind the content's success, document them.


Then, consider creating templates for other writers to follow and training them on the approach through an internal workshop


ii. Under-performing content.


Not all content performs similarly. Some pages attract a lot of organic traffic but fail to convert, while others convert well but struggle to get enough traffic. Both scenarios present opportunities to maximise your content's ROI by improving conversions or increasing visibility.


By making data-driven optimisations and strategic distribution choices, you can ensure your best content works harder for your business.


In our blog article, [How to Deal with Underperforming Content](#), we outline six strategies for improving outcomes for content with high organic traffic but lower conversions and three more strategies for content with high conversions but low traffic. These include:


 **Checking engagement metrics.** High traffic alone won't drive conversions — your content must engage visitors and guide them toward action. Evaluate bounce rate, engagement rate, and scroll depth to identify potential roadblocks.

 **Matching content to search intent.** If conversions are low, the issue may be a misalignment between the offer, audience, and intent — and not necessarily the quality of the copy.

 **Optimising for mobile conversions.** Most users browse on mobile devices, so optimising for smaller screens is crucial. View pages on mobile and ensure they load quickly, CTAs are easy to find and click, images load correctly, all forms are short and simple, and nothing looks broken.

 **Checking internal links.** Even if a page isn't directly converting, it can contribute to conversions. Add strategic internal links to high-performing pages to boost overall conversions. (A multi-touch attribution model will help capture this activity.)

 **Optimising CTAs.** Are your CTAs optimised for conversions? Run split tests, try different formats, and ensure they're appearing at the right place and time.

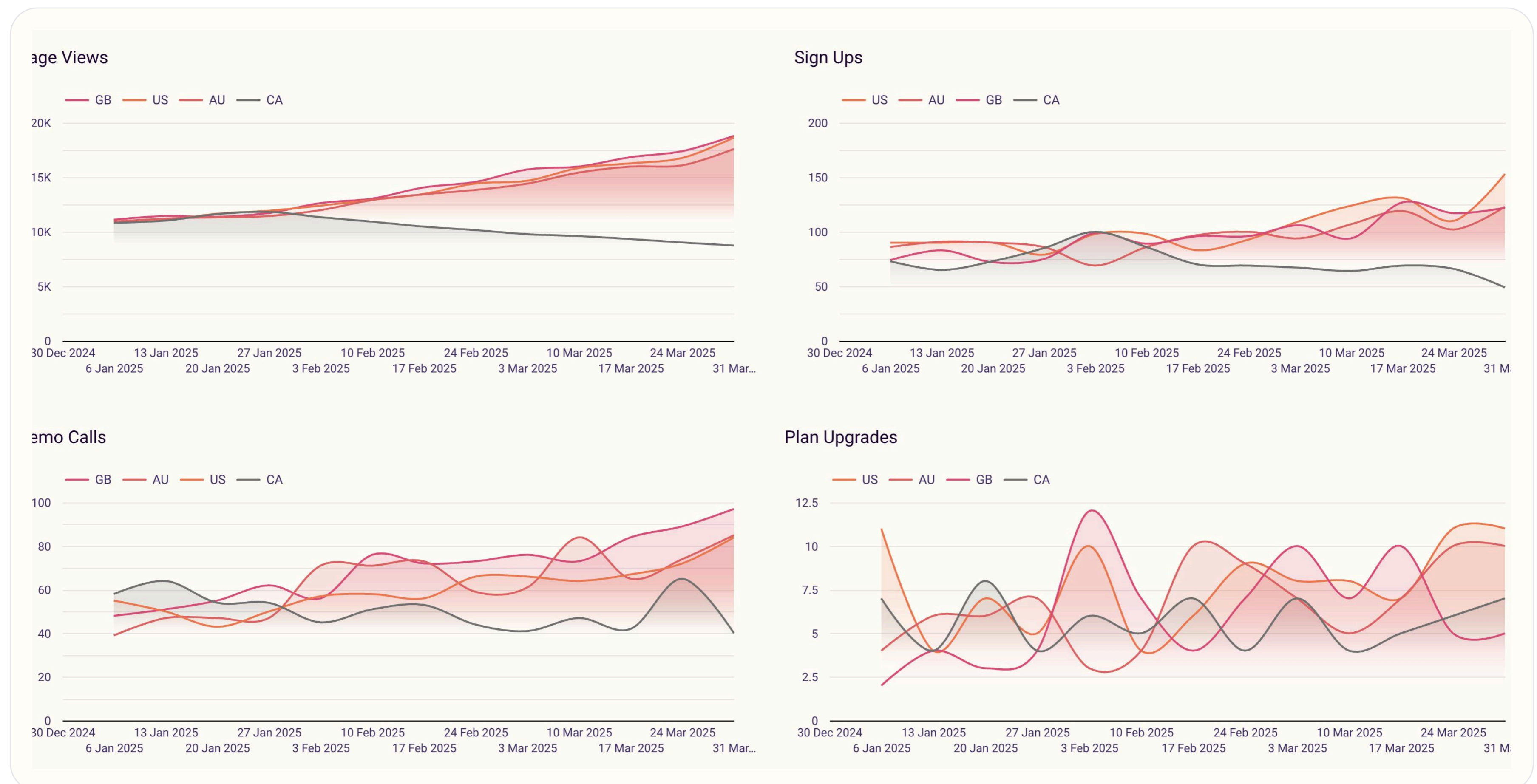
 **And more...** Read the [full article](#) for in-depth guidance, along with links to resources and tools.

Personalise content for different regions and audiences.

Instructions

1. Open the [Multivariate Attribution dashboard](#) and navigate to the “Longitudinal” tab.
3. Set **Dimension A** to “Country” and **Metric Type** to “Attributed.” This shows the total number of attribution conversions (rather than the conversion rate). Set the **Filter Dimension A** to just “US” and “CA” to focus on North America. Then, set the **Date Range** to “The Last Quarter.”

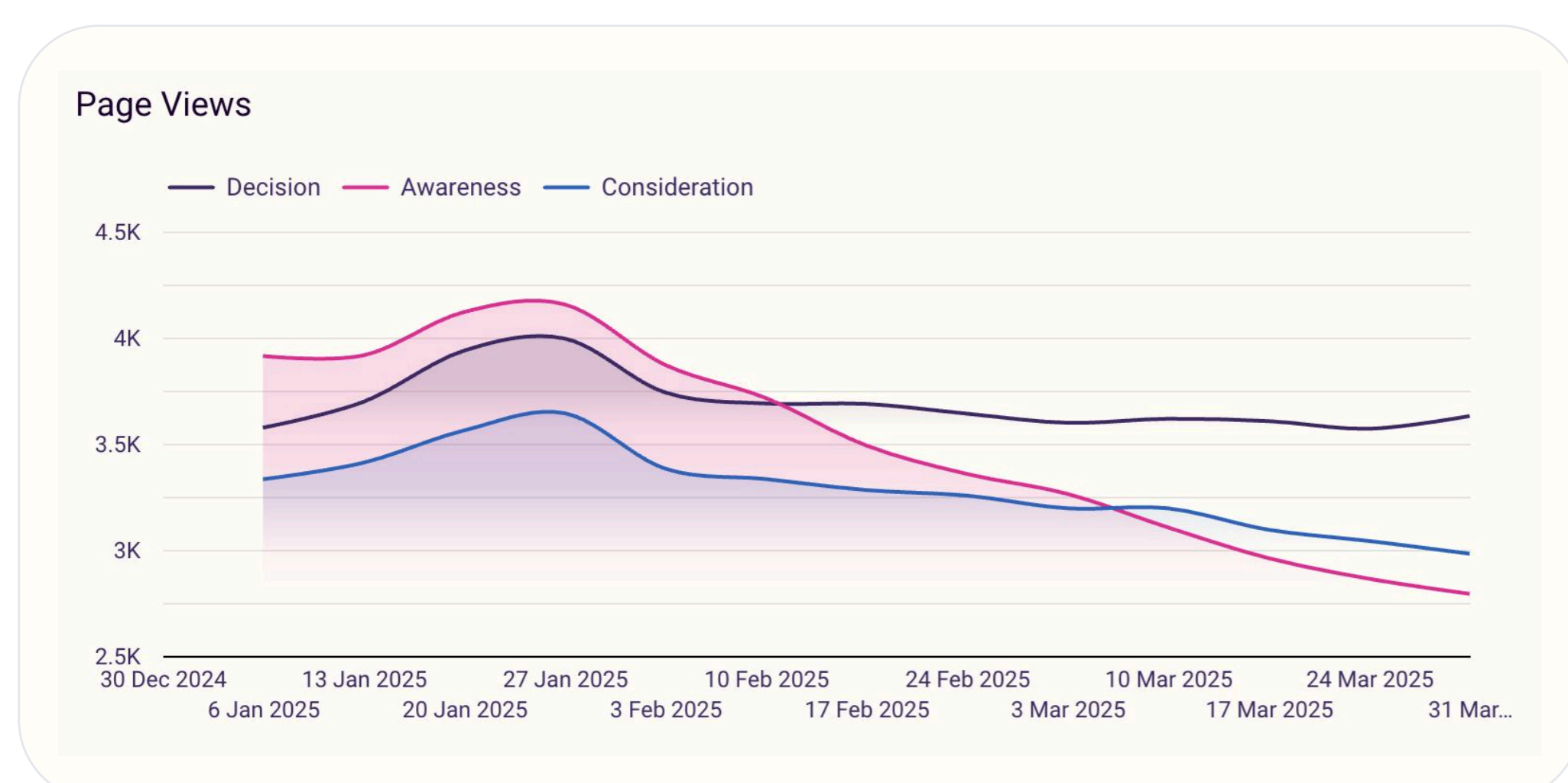
Here’s what you should see:



There are two very interesting things to notice here. Firstly, growth for Canada has **stagnated** over the last several months, while US audiences continue to grow. However, we’re *not* seeing a significant impact in sign-ups, demo calls, or plan upgrades for Canada. This suggests that even though page views aren’t increasing, the conversion rate *is* — at a rate that roughly cancels out the loss of page views.

There could be many reasons for this. By looking through other dimensions, perhaps we can find out exactly what’s causing this drop.

Let’s take a look at the different stages our content sits in: Awareness, Consideration, and Decision. Set **Dimension A** to “Stage” and set the **Event Filters: Country** to “CA.”



A-ha! It looks like Awareness-stage pages have been *significantly* more impacted than Decision-stage pages and, to a lesser degree, Consideration-stage ones. This may be why Page Views are declining but conversions are staying roughly the same: Content further down the funnel isn’t being impacted as much.

While this bodes well for overall conversions, it still needs to be addressed. Over time, it’s likely our lost visibility among a Canadian audience would start to impact conversions. Failing to act now could have a significantly negative impact on revenue down the road.

There are a number of ways you can address different regions and audiences in your content:

*** Align content to local search intent and SERP features.**

Regional differences affect [search queries, formats, and Search Engine Results Page \(SERP\) layouts](#).

Even for the same topic, users search — and expect results — differently.

🇩🇪 Example: Germany: “logistics compliance regulations 2025”

🇬🇧 Example: UK: “fastest delivery solutions UK 2025”

✅ What to do:

- Use GSC to filter queries and performance by country.
- Use Ahrefs or Semrush to identify local keyword and content gaps.
- Review SERPs: Do videos, FAQs, or carousels dominate? Match the format.

⚙️ Tools to try:

- Google’s [Rich Results Test](#)
- [ChatGPT](#) (for writing schema!)
- Semrush’s [Keyword Gap & Position Tracking](#)

*** Adapt storytelling to local decision-making preferences.**

[Culture shapes persuasion](#).

Some markets love emotional stories; others want hard facts.

🇺🇸 US & Canada: Case studies, testimonials, and narrative brand content perform best.

🇩🇪 Germany & France: Data-heavy formats like white papers and independent reports drive results.

✅ What to do:

- Analyse performance by content type and region.
- Invest in research-based content for analytical audiences.
- Expand narrative-driven formats where they perform well.
- Align storytelling with how local buyers make decisions.

*** Map content’s role in regional customer journeys.**

[Same content, different journey stages](#).

A guide might spark initial interest in North America (top-of-funnel) but seal the deal in Europe (bottom-of-funnel). Multi-touch attribution reveals these shifts.

✅ What to do:

- Segment attribution reports by region.
- For top-of-funnel content, add email nurtures and retargeting.
- For bottom-of-funnel content, place high-intent CTAs directly on page.
- Show leadership that content’s influence goes beyond the last click.

*** Segment by content consumption.**

Segment based on [how users behave](#) — not just who they are.

Demographics are useful, but behaviours tell you more.

✅ Try segmenting by:

- Content type preferences (e.g., thought leadership vs. comparison).
- Consumption depth (e.g., 2–5 pieces before converting vs. 5–10).
- Repeat visits and assist roles in conversion journeys.

🔧 Pro tip: Use GA4’s `user_pseudo_id` to approximate unique visitors, even post-cookie.

Split testing.

Instructions

1. Open the [Multivariate Attribution dashboard](#) and navigate to the “Cross-Sectional” tab.
3. Set **Dimension A** to “Personas” (default) and **Dimension B** to “Test Variant.” In our example, we have three test variants: CTA_Top, CTA_Inline, and CTA_Bottom.

You should see:

Dimension A	Dimension B	Articles	Cost	1st Visits	Per Article	Views	Per Article	Sign-ups	SU CVR	Demo Ca...	DC CVR	Upgrades	UG CVR
Small Businesses	CTA_Bottom	29	\$23,195.63	15,043	518.72	37,219	1,283.41	179	0.34%	179	0.34%	25	0.05%
Small Businesses	CTA_Inline	23	\$16,557.89	8,391	364.83	16,863	733.17	100	0.4%	89	0.35%	10	0.04%
Small Businesses	CTA_Top	22	\$16,638.20	10,491	476.86	21,678	985.36	174	0.54%	69	0.21%	12	0.04%
Sales & Marketing	CTA_Inline	21	\$16,219.66	9,219	439	15,994	761.62	126	0.5%	108	0.43%	7	0.03%
Sales & Marketing	CTA_Top	16	\$12,877.05	11,615	725.94	20,297	1,268.56	161	0.5%	96	0.3%	11	0.03%
Sales & Marketing	CTA_Bottom	16	\$11,762.66	4,898	306.13	13,524	845.25	52	0.28%	75	0.41%	7	0.04%
Project Managers	CTA_Inline	30	\$21,391.74	15,006	500.2	25,535	851.17	198	0.49%	141	0.35%	14	0.03%
Project Managers	CTA_Bottom	45	\$33,353.97	10,664	236.98	23,338	518.62	126	0.37%	139	0.41%	9	0.03%
Project Managers	CTA_Top	26	\$20,619.59	15,801	607.73	27,685	1,064.81	265	0.61%	104	0.24%	6	0.01%

Let’s take a look at how different CTAs have impacted performance across articles aimed at different personas. There are some interesting trends:

- Content for Project Managers with the CTA at the top have the highest sign-up rate: 0.61% compared to just 0.49% for inline and 0.37% for bottom.
- CTA_Bottom performs even more poorly for Sales & Marketing folks, where inline and top CTAs perform reasonably well at 0.5%, and Small Business content, where CTAs at the top also perform well.

Based on this, we can make some conclusions about where we ought to position our CTAs. For example, the CTA_Top variant performs very well for sign-ups across the board. We should start applying this variant to the other pages, as it’s likely to boost sign-ups. After making this change, we’ll want to carefully watch the data and ensure the change has had the desired effect.

That being said, if we look at Demo Calls and Upgrades, the same trend doesn’t show up. CTA_Top does poorly for Project Managers when it comes to demo calls and upgrading their plan. The same is true for Sales & Marketing (although the difference for Upgrades is smaller) and Small Businesses.

As a next step, we might want to add a third dimension to see if we can explain this reversal of trends for Demo Calls and Upgrades through some other interaction — for example, place in the funnel, region, what features are being mentioned, or the keyword cluster. Keep exploring and see if you can unlock any further insights with our CTA variants.

The scientific method.

Testing is an essential part of marketing, and attribution reporting enables you to evaluate the outcomes of split testing with greater nuance and granularity.

The approach in this eBook is flexible, making it easy to add new columns to your data (e.g., “Test Group” and “Control Group”) and compare outcomes. Plus, you can combine any of your categories and dimensions to better understand the impact of changes across audiences, regions, topics, USPs, CTAs, and more.

Split testing works well on a variety of content types and elements, including landing pages, product pages, newsletters, email campaigns, and CTAs. You can also split test the efficacy of meta titles and descriptions, page titles, and headers. Finally, you can test different elements of user interface (UI) and user experience (UX) for organic content, such as blog design, content length, and article structure.

Here's how to get started:

1. Formulate a hypothesis. 🤔

First, formulate a hypothesis that your findings will either validate or reject.

A strong hypothesis will include a specific change and a specific outcome—for example: “Adjusting the placement of our CTAs will have a positive impact on the number of conversions.”

2. Vary a dimension across different pieces of content. 🧑‍🔬

It's important not to make more than one change at a time. If you experiment with different titles while also adjusting CTAs, it will be harder to know which change is driving the outcome.

What's more, you need sufficiently large test and control populations to maintain statistical significance. Multiple variants require a greater testing population. The number of visitors to your site or members on your email list, for example, will limit how many tests you can run at a single time. The smaller the population, the longer the runtime to statistical significance.

In short, simpler tests = quicker turnaround times and greater confidence.

3. Analyse the results. ✍️

Based on the results, you'll either validate or reject your hypothesis. Even if your hypothesis isn't validated, though, it bears digging into the data to see if there are any unexpected correlations. For example, you may not see an increase in demo sign-ups, but you could see an increase in social media shares. This is an interesting result on its own and merits further testing.

As with previously discussed methods, you can also combine different metrics to better understand outcomes and further segment audiences. It may be that your hypothesis was valid in one region but not another or for one type of content or USP and not others. Just be careful when adding factors, as you can quickly lose statistical significance in this way.

4. Adjust, observe, and repeat. 🔄

Once you've determined which variants work best for which scenarios, you can start implementing changes that will improve performance.

However, your work doesn't stop here. After adjusting, you'll need to carefully monitor your content to ensure the changes are having the intended effect. It's often a good idea to start with just a few pieces of content to validate the results before making sweeping changes.

Finally, remember that a content strategist's job is never done! Once you're satisfied with the results, it's time to head back to the drawing board to develop and test new hypotheses. Content strategy is an ongoing process of testing and improving content.

Conclusion

[Get in touch](#) with Eleven Writing today to book a free, no-obligation consultation on attribution reporting and learn how to build your own Multivariate Attribution dashboard today.

Multivariate Attribution offers a practical new way to tie content strategy together with real-world performance, helping marketers make smarter, faster decisions.

With MVA in your tool-belt, you can:



See which strategic dimensions drive conversions and focus efforts where impact is highest.



Refine content plans based on real-world performance across channels and audiences.



Make confident, data-backed decisions through testing and strategy-led analysis.



Measure conversions and ROI according to any scale and combination of dimensions.



Communicate performance in meaningful ways to senior stakeholders and investors.



Discover hidden opportunities by exploring trends across topics, formats, and audiences.

By bridging the gap between strategy and performance, Multivariate Attribution promises marketers a new level of understanding and control over content marketing as a whole.

An important piece of a much larger puzzle

Attribution modelling is a powerful tool for understanding how customers interact with your digital presence. However, it's important to remember that it's just one piece of a larger puzzle.

There will always be parts of the user journey that remain hidden to analytics software. Word of mouth, podcast ads and mentions, and online (e.g., Slack, Reddit) and in-person communities are known to significantly impact buying decisions.

That's why it's essential to consider the full picture of customer behaviour and use a variety of data points and reporting methods.

No one source is "right" or "wrong"; they're simply different representations of the same reality. Bear this in mind when drawing insights from attribution modelling, and do your best to build a hybridised approach over time that draws on multiple approaches, such as Marketing Mix Modelling (MMM) and Incrementally Measurement.

Next steps

To get started with your own Multivariate Attribution dashboard, check out the resources below or [contact Eleven Writing today](#).

- [Introduction to tagging and the Google Tag](#)
- [Getting Started with Google Tag Manager](#)
- [Introduction to BigQuery](#)
- [Welcome to Looker Studio](#)
- [GA4BigQuery - Querying GA4 data in BigQuery](#)

[Get in touch today](#)