


Conversion attribution

Conversion attribution is the process by which the Frosmo Platform determines the [modification](#) responsible for a [conversion](#) and registers the conversion for that modification. You can [view the conversion statistics for a modification](#) in the Frosmo Control Panel. The more conversions a modification gets attributed, the more successful the modification.

 Conversion attribution requires that the site has [conversion tracking](#) or [transaction tracking](#) set up.

The platform uses [basic modification events](#) as the basis for determining which modification was responsible for a conversion.

Conversion attribution works as follows:

1. When a visitor completes a conversion, the conversion is attributed to the last modification the visitor **clicked**.
2. If the visitor did not click any modification, the conversion is attributed to the last modification that got a **true display** in the visitor's browser.
3. If no modification got a true display, the conversion is attributed to the last modification that got a **display** in the visitor's browser.

A conversion is always attributed to a single modification. A conversion cannot be attributed to multiple modifications.

By default, the platform automatically attributes conversions to modifications. You can disable (and re-enable) automatic conversion attribution for a modification from the modification's [advanced settings](#).

Conversion attribution examples

The following examples illustrate the logic behind conversion attribution.

If the visitor views two modifications (modification 1 and modification 2) that both get a true display and the visitor then completes a conversion, the conversion is attributed to the modification last seen by the visitor.

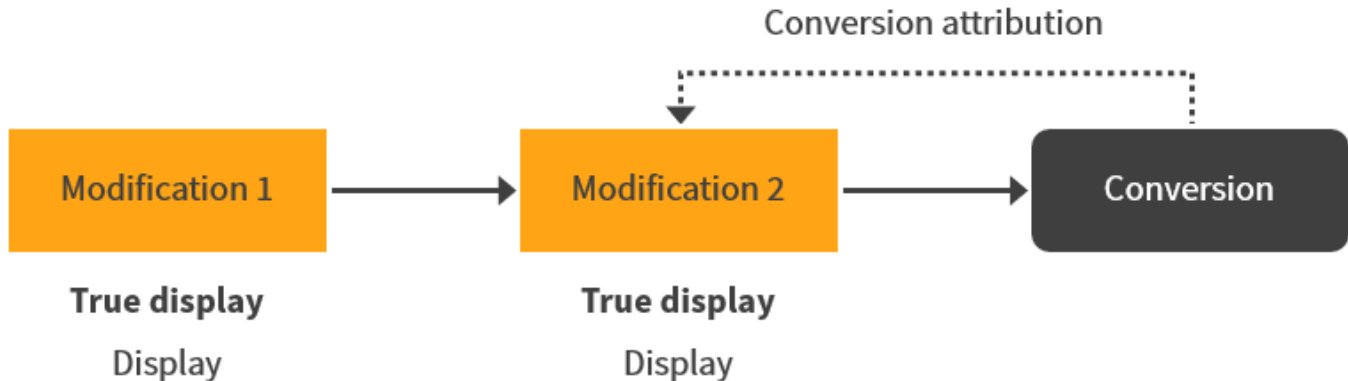


Figure: Conversion attributed to the modification last seen by the visitor

A modification that gets a click is prioritized over one that gets a true display. If the visitor first views modification 1 and clicks it, then views modification 2, which gets a true display, and finally completes a conversion, the conversion is attributed to modification 1.

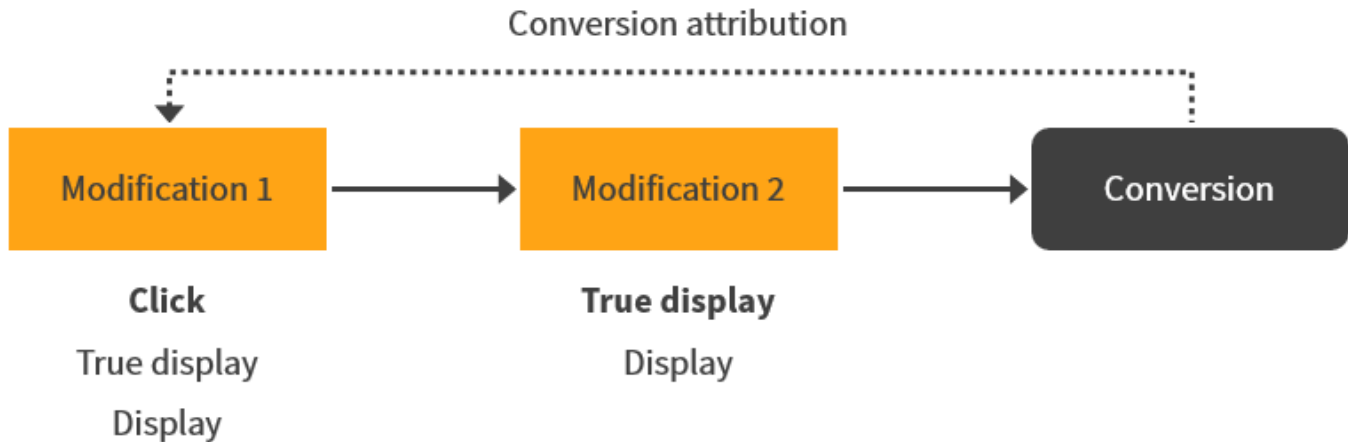


Figure: Conversion attributed to the modification last clicked by the visitor

Similarly, a modification that gets a true display is prioritized over one that gets a display.

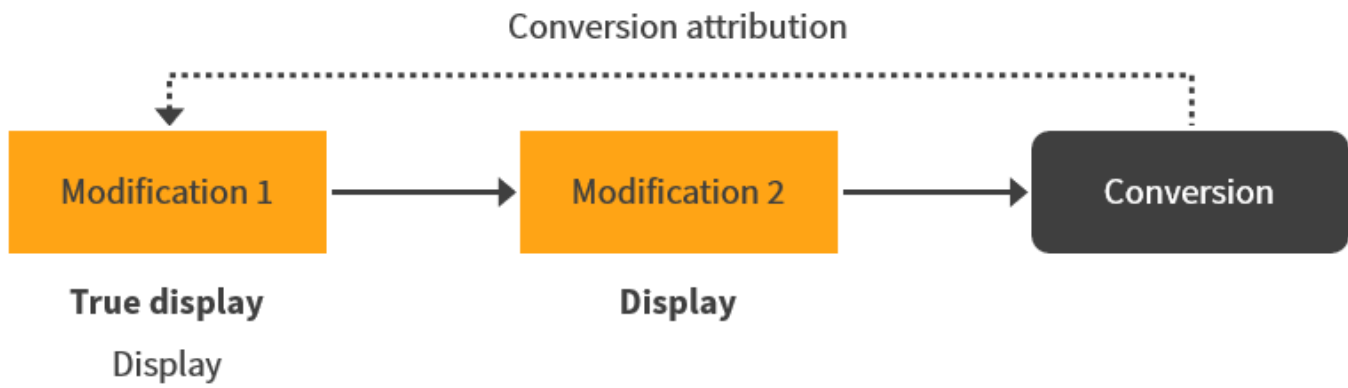


Figure: Conversion attributed to the last true-displayed modification

Conversion attribution time limit

If conversion or transaction tracking on a site is session-based, the platform attributes conversions only to modifications that are displayed or clicked during the visitor's current browsing session.

If conversion or transaction tracking on a site is not session-based, the platform can attribute a conversion to a modification displayed or clicked up to 48 hours before the conversion occurred.

To check whether the tracking on your site is session-based, contact [Frosmo support](#).