

# Understand your attribution


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Bluecore uses an attribution window, which is a set time frame where conversions and revenue are associated with campaigns.

Bluecore recommends using a 120 hour, or five-day, attribution window, so that if a customer clicks on an email and makes a purchase within five days, the revenue and conversion are associated with the last campaign the customer clicked.

Attribution is calculated every 30 minutes.

To view your attribution window, navigate to  **Analytics** and in the Campaign Analytics section, click **Enhanced**. The [Email Report Card](#) screen displays by default and shows the Attribution Hour Window, which displays your attribution window in hours.

 If you want to use a different attribution window time frame, let your Customer Success Manager know how many days or hours you want the window to be. The attribution window can only be in 24 hour increments, and between 24 hours (one day) and 240 hours (10 days). Update the attribution window updates all historical attribution to use the new window.

## Example one: Standard attribution window

A customer clicks on an abandoned cart campaign six days after receiving it, then makes a purchase three days later. The revenue and conversion are associated with the abandoned cart campaign because the customer clicked and made a purchase within the five-day attribution window.

If the customer makes additional purchases the attribution window, they will also be associated with the abandoned cart campaign.

## Example two: No attribution

A customer clicks on a cart abandonment campaign, then purchases six days later. The revenue and conversion are not associated with the cart abandonment campaign because six days is outside of the five-day attribution window.

## Example three: Standard attribution using last click

A customer clicks on a cart abandonment campaign, then clicks on a price drop campaign and makes a purchase that day. The revenue and conversion are associated with the price drop campaign because that is the last campaign the customer clicked on, and it falls within the five-day window.

## Discrepancies with internal reporting

Internal reporting tools may report different attribution than what you see in Bluecore because they have insight into additional channels.

Bluecore only has insight into campaigns sent through Bluecore Communicate and managed through Bluecore Site, whereas internal reporting may have access to other campaign activity hosted elsewhere.

For example, a customer clicks on a Bluecore cart abandonment campaign then clicks on a search ad two days later and makes a purchase. Bluecore will attribute this to the cart abandonment campaign, but your internal reporting may associate it to the search ad.

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