# MMA MTA DataMap®

A reference tool of all the data assets needed for successful Multi-Touch Attribution execution





The map is organized into wedges and rings. The wedges (pie slices) depict the different types of data that need to be brought together.

The concentric rings provide additional information about each wedge. Working from the center out, this is how to navigate the map:



#### THE CENTER

Represents the creation of unified user data that brings together different devices and customer interactions. A Unique User ID links user information across multiple data sets.



### THE CRESENT

Represents advertising cost; some markters will want to bring in cost data to calculate ROI.



#### RING 1

The main data categories, which include Linkable Marketing, Aggregate Data, Conversions and Audience Segments.



## RING 2

Identifies the technology for linking each type of data, such as Cookies or IDs and GPS.



#### RING 3

Delineates the types of data within each sub-type, such as website visits and sales.



#### RING 4

The important sub-types of data, such as desktop and mobile.







































