



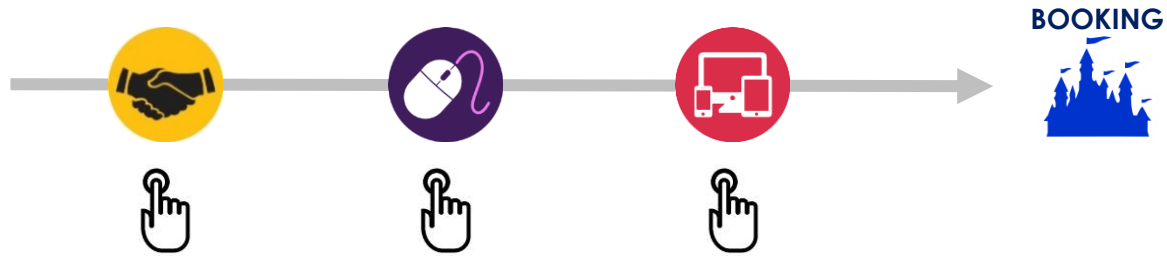
NALA SALES ATTRIBUTION MODEL

Explanation of the poly-attributive model



NALA MODEL, THE OFFICIAL SOURCE IN ATTRIBUTION

- A **poly-attributive model** which **rewards all our partners** for a conversion



PERFORMANCE RATE

x

OPPORTUNISM RATE

=

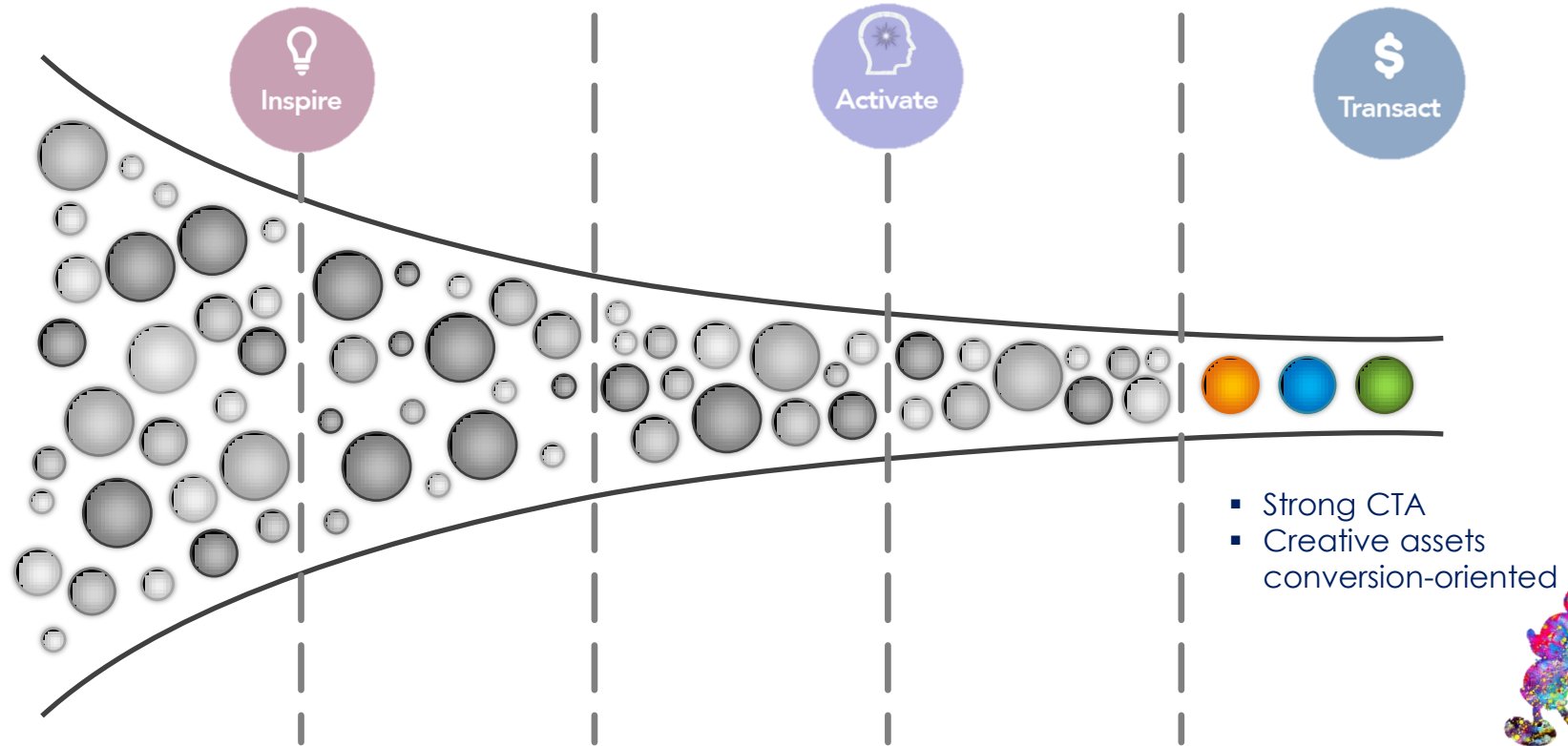
SCORE

Calculation of your **level of performance** on a booking. This represents your **conversion rate**.

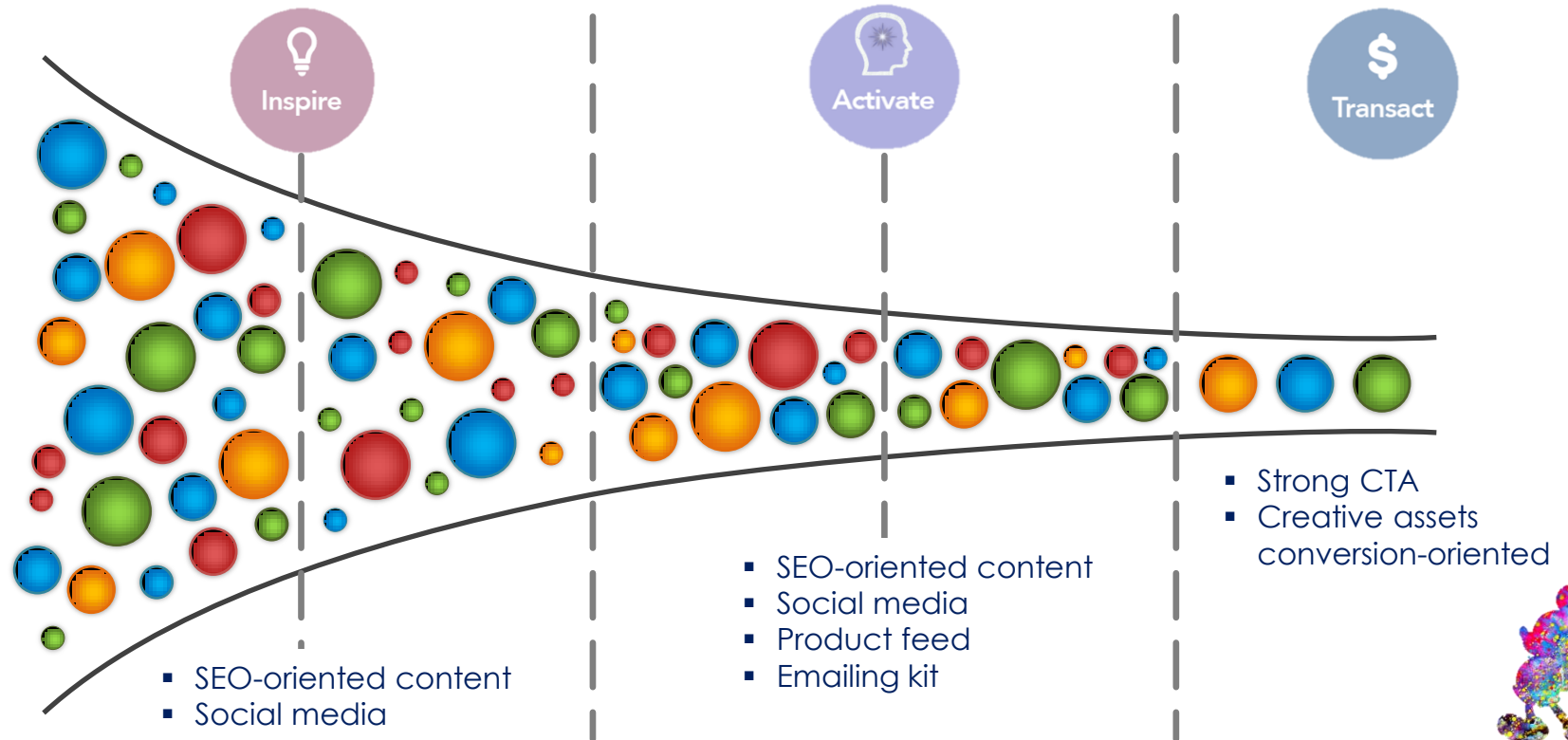
Calculation of your **level of opportunism** on a booking. This represents how much of a trigger you are for each conversion.

Ratio of your **real contribution** to a booking. This number can be decimal.

WITH A LAST-CLICK MODEL, YOU ARE ENCOURAGED TO TARGET HOT PROSPECTS TO GROW YOUR BUSINESS



WITH NALA MODEL, YOU ARE ENCOURAGED TO TARGET A LARGER AUDIENCE TO GROW YOUR BUSINESS



TO HELP YOU ALWAYS CONVERTING BETTER

- It is essential to diversify your communication and run some tests:
 - Use different types of promotional materials (eg. Banner, emailing, article, etc.)
 - Adapt the tones of your content (eg. offer-oriented message, product-oriented message)



Thank you

And let's keep
collaborating together!

