**Google Shifts To Data-Driven Attribution Model**

Google is dropping its last-click attribution model and other measurements in favor of data-driven attribution, driven by machine learning, as the default to deliver more accurate results that are based on relevant data before a conversion while respecting users' privacy, the company says in blog post. Google says that marketers can still manually switch to any of the five rule-based attribution models.

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[*https://martech.org/google-ads-announces-machine-learning-based-attribution-models-in-new-privacy-landscape/*](https://martech.org/google-ads-announces-machine-learning-based-attribution-models-in-new-privacy-landscape/)