



Improving Attribution Models Advisory Panel Call

July 10, 2018

12:00 pm - 2:00 pm ET

Participant Dial-In

Follow the instructions below 10 minutes prior to the scheduled start time.

Dial-in number: 800-768-2983; enter the access code: **291-5367**

Meeting Objectives

- Debrief from June 5 Consensus Standards Approval Committee (CSAC) meeting
- Discuss final recommendations and revisions to the white paper
- Discuss the Attribution Model Selection Guide

12:00 pm	Welcome and Introductions <i>Erin O'Rourke, Senior Director</i>
12:05 pm	CSAC Debrief <i>Erin O'Rourke</i>
12:15 pm	Finalize White Paper <i>Lead Discussants: Ateev Mehrotra, Jennifer Perloff, Brandon Pope</i>
1:05 pm	Attribution Model Selection Guide Improvements <i>Lead Discussants: Elizabeth Drye, Danielle Lloyd</i>
1:20 pm	Input on Future Directions <i>Lead Discussants: Dan Muldoon, Jack Resneck, Srinivas Sridhara</i>
1:40 pm	Member and Public Comment
1:55 pm	Next Steps <i>Kirsten Reed, Project Manager</i>
2:00 pm	Adjourn