

Attribution Cheat Sheet

Know which channel is actually growing your salon — ask every new lead how they found you

THE ATTRIBUTION QUESTION (EMBED IN MESSAGE 1)

"How did you hear about us? (Just curious — we love knowing how our clients find us 🌸)"

CHANNEL CODES — RECORD IN LEAD TRACKER

Code	What It Means	What It Tells You
G	Google / Maps	SEO/reviews working — invest here
IG	Instagram / Social DM	Content working — what specific post?
REF	Referral from friend/client	Word-of-mouth — who referred? Credit them.
WI	Walk-in / saw your sign	Physical visibility — footfall, signage
DIR	JustDial / Urban Company	Is the commission worth it? Check conv%
WEB	Your website	SEO or Google Ads working
FB	Facebook / FB Ads	Organic or paid — note which
?	Unknown / didn't ask	Target: keep below 10%

WHAT THE DATA CONSISTENTLY SHOWS

- 1

Referral leads convert at the highest rate
Typically 85–95% conversion. Worth ₹2,000–4,000 more per lead in lifetime value.
- 2

Google sends more leads than Instagram (usually)
Most salon owners are surprised by this. Run the data — don't assume.
- 3

Directory platforms often have the worst ROI
Commission + low conversion rate. Check your revenue-per-lead before renewing.

QUARTERLY DECISION

Review your attribution log every quarter. Make one channel investment or divestment decision based on actual revenue-per-lead data — not gut feel.