

# Package ‘ChannelAttributionApp’

July 14, 2020

**Type** Package

**Title** Shiny Web Application for the Multichannel Attribution Problem

**Version** 1.3

**Date** 2020-07-14

**Author** Davide Altomare

**Maintainer** Davide Altomare <davide.altomare@gmail.com>

**Description** Shiny Web Application for the Multichannel Attribution Problem. It is a user-friendly graphical interface for package 'ChannelAttribution'.

**License** GPL-3 | file LICENSE

**URL** <http://www.channelattribution.net>

**Imports** ChannelAttribution, shiny, data.table, ggplot2, utils

**LazyData** TRUE

**NeedsCompilation** no

**Repository** CRAN

**Date/Publication** 2020-07-14 09:40:02 UTC

## R topics documented:

ChannelAttributionApp-package . . . . .	2
CAapp . . . . .	2
env0 . . . . .	3
<b>Index</b>	<b>4</b>

---

ChannelAttributionApp-package

*Shiny Web Application for the Multichannel Attribution Problem*

---

### Description

Shiny Web Application for the Multichannel Attribution Problem. It is a user-friendly graphical interface for package 'ChannelAttribution'.

### Details

Package: ChannelAttributionApp  
Type: Package  
Version: 1.3  
Date: 2020-07-14  
License: GPL-3

Package contains function CAapp which launches a Shiny Web Application.

### Author(s)

Davide Altomare

Maintainer Davide Altomare <davide.altomare@gmail.com>

### References

Davide Altomare (2015). [Markov Model for the Online Multi-Channel Attribution Problem](#).

---

CAapp

*Shiny app for the multichannel attribution problem*

---

### Description

Shiny web application the multichannel attribution problem

### Usage

CAapp

### Author(s)

Davide Altomare (<davide.altomare@gmail.com>).

## Examples

```
#uncomment the following line before running  
#CAapp()
```

---

env0

*Environment env0*

---

## Description

Environment env0

## Author(s)

Davide Altomare (<davide.altomare@gmail.com>).

# Index

- \* **G1**
    - env0, [3](#)
  - \* **channel attribution**
    - ChannelAttributionApp-package, [2](#)
  - \* **channel marketing**
    - ChannelAttributionApp-package, [2](#)
  - \* **customer journey**
    - ChannelAttributionApp-package, [2](#)
  - \* **marketing attribution**
    - ChannelAttributionApp-package, [2](#)
  - \* **multi channel funnel**
    - ChannelAttributionApp-package, [2](#)
  - \* **multi channel marketing**
    - ChannelAttributionApp-package, [2](#)
  - \* **online attribution**
    - ChannelAttributionApp-package, [2](#)
  - \* **shiny app**
    - CAapp, [2](#)
    - ChannelAttributionApp-package, [2](#)
  - \* **web marketing**
    - ChannelAttributionApp-package, [2](#)
  - \* **web statistics**
    - ChannelAttributionApp-package, [2](#)
- CAapp, [2](#)
- ChannelAttributionApp
  - (ChannelAttributionApp-package),  
[2](#)
- ChannelAttributionApp-package, [2](#)
- env0, [3](#)