

Package ‘ChannelAttributionApp’

July 21, 2025

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'.

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

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

LazyData TRUE

NeedsCompilation no

Repository CRAN

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Contents

ChannelAttributionApp-package	2
CAapp	2
env0	3
Index	4

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](#)