OUTSELL PLAYBOOK

OUTSELL JOURNAL - DECISION WORKSHEET

AWS attributed revenue: an evidence map for partner marketing

QUESTION

How should an AWS Partner use the Attributed Revenue dashboard without confusing measured cloud consumption, deal allocation and marketing causality?

GUIDE TAKEAWAY

Use AWS attributed revenue as a governed measure of eligible AWS consumption associated with a partner solution. Keep implementation coverage, deal allocation, marketing influence and causal contribution as separate evidence layers.

START HERE

Define the decision, unit, period and non-claims.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. Define the decision, unit, period and non-claims

Evidence or input

Output or decision

Owner and review point

2. Choose and verify the architecture-fit measurement method

Evidence or input

Output or decision

Owner and review point

3. Trace product-level measurement to deal allocation

Evidence or input

Output or decision

Owner and review point

4. Join commercial and marketing evidence without collapsing definitions

Evidence or input

Output or decision

Owner and review point

5. Reconcile monthly and approve every external claim

Evidence or input

Output or decision

Owner and review point

COMPARE THE OPTIONS

Resource or identity tagging

Useful when: Attribution follows resources or operating identities

Limitation: Coverage depends on implementation and supported activity

Suggested action: Verify method health and architecture changes

Why this fits our situation

Evidence needed before acting

SaaS account tagging

Useful when: Partner-owned accounts are dedicated to one product

Limitation: Shared-product accounts are not eligible

Suggested action: Document account ownership and product boundary

Why this fits our situation

Evidence needed before acting

Revenue Attribution ID

Useful when: Product revenue must map to offers or ACE opportunities

Limitation: Allocation inputs are not causal proof

Suggested action: Version percentages, identifiers and owners

Why this fits our situation

Evidence needed before acting

Marketing attribution analysis

Useful when: The team asks which activity influenced an outcome

Limitation: Observational joins can overstate contribution

Suggested action: Keep experiments and qualitative evidence separate

Why this fits our situation

Evidence needed before acting

COMMIT TO A BOUNDED NEXT STEP

Chosen action

Responsible owner

Required approval

Success measure and definition

Review date

Continue, revise, or stop criteria

Guide: https://outselll.com/blogs/aws-attributed-revenue-evidence-map/

Publisher and evidence policy: https://outselll.com/editorial-policy/