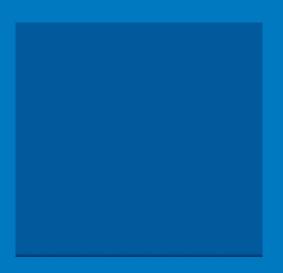# Demand Attribution

Demand Attribution failures

- Three failures in May

  - All failures were attributable to low / zero values received. The correct values were requested and once received these were input via a datafix and Demand Attribution was published successfully.

Demand Attribution by failure type

Legend: DN/Shipper Data, DN System, UKT System, Xoserve, Miscellaneous