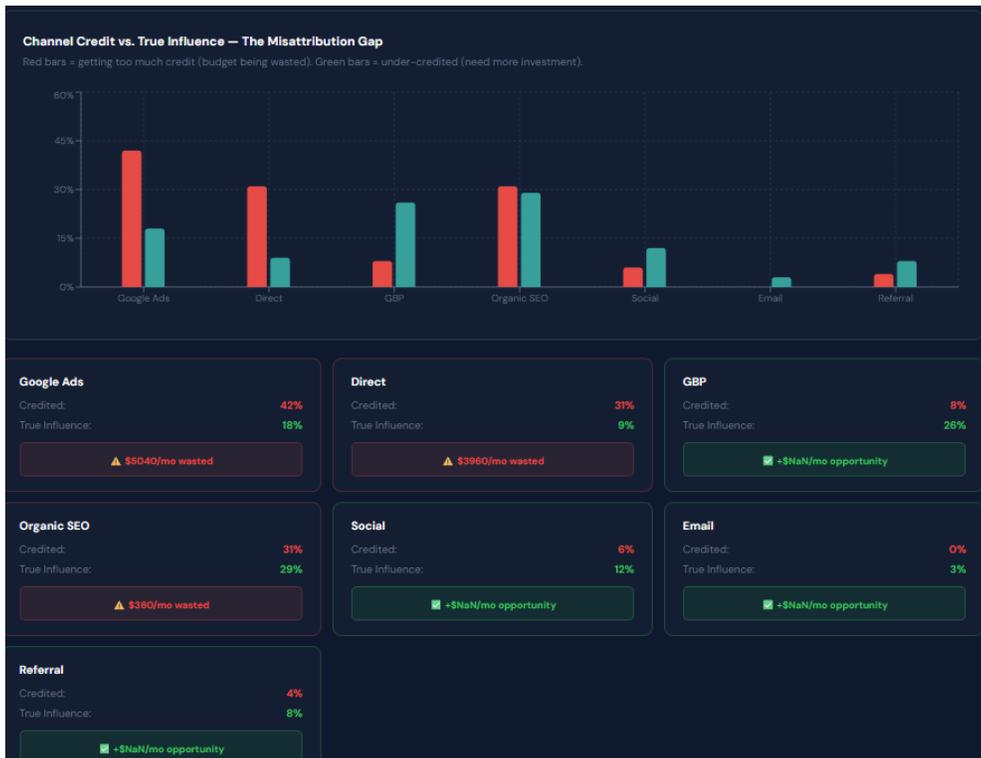


The Invisible Path to Purchase: TrendSpot Media Reveals Chattanooga Businesses are Missing 68% of Customer Data

New dynamic attribution system exposes the hidden customer journey, helping local professionals eliminate wasted ad spend and optimize marketing based on complete data.



CHATTANOOGA, TN : February 23, 2026 : [TrendSpot Media](#) today announced the launch of its "Dynamic Attribution Revolution," a comprehensive tracking system that exposes the complex, multi-touch journeys local customers take before making contact. Initial data reveals that 68% of local service leads are being attributed to the wrong marketing channel, leading to thousands in wasted ad spend monthly.



"Most business owners think a customer sees one ad and calls. That's a myth," says Damir, Senior Marketing Analyst at TrendSpot Media. "In reality, they see a Facebook post, check a Google Review, visit the site twice, and *then* call. Without dynamic tracking, the business only sees the final click, completely missing the channels that actually started the fire."

By implementing Dynamic Number Insertion (DNI) and multi-touch mapping, TrendSpot Media is

helping Chattanooga professionals: from HVAC technicians to attorneys: see the full picture. Early adopters of the system have seen an average 43% increase in marketing efficiency by simply cutting the "ghost" ads that weren't actually contributing to the customer journey.

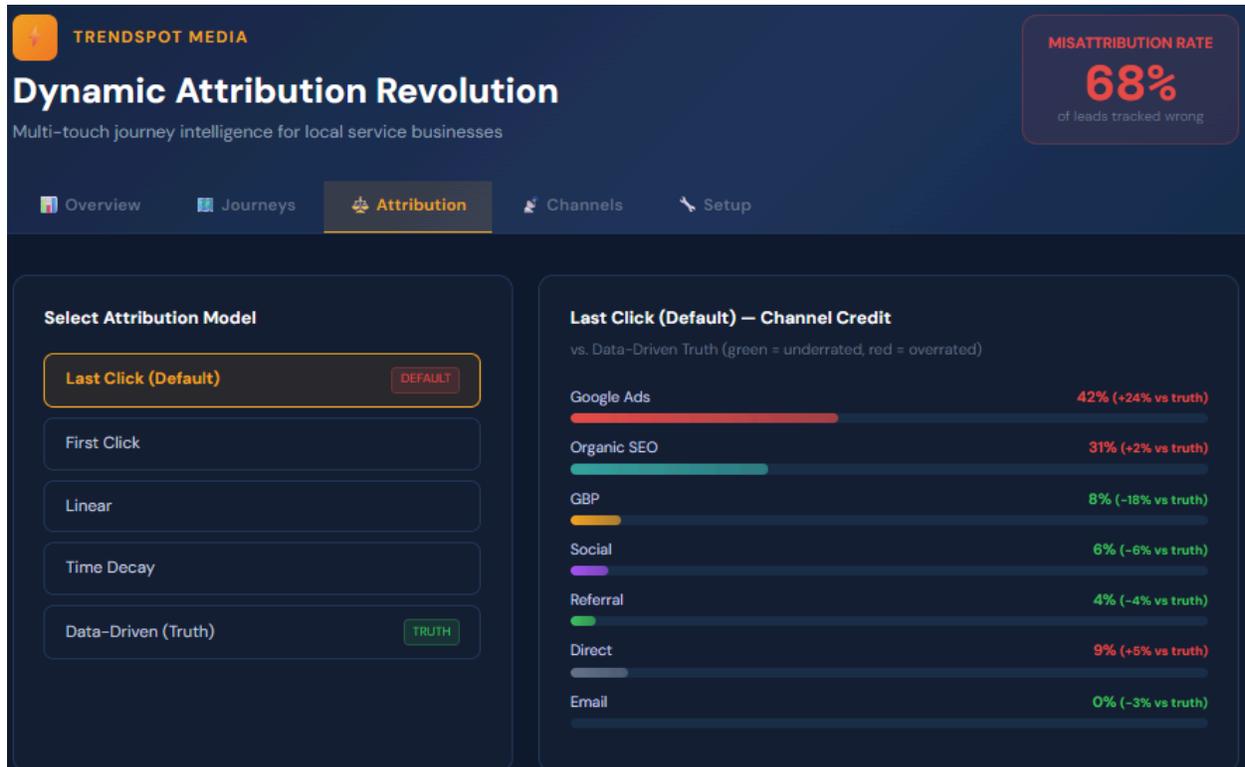


The system tracks every customer touchpoint across multiple sessions and devices. Whether prospects arrive from a TikTok ad, Google review, or organic search, the attribution system follows them through their entire decision-making process. This allows businesses to understand which marketing channels initiate interest, which nurture consideration, and which close the sale.

"We're connecting the dots that most businesses never even knew existed," Damir explained. "One contractor thought his SEO was driving all his leads. Our tracking revealed those customers actually saw his Facebook ads first, then Googled his name later. He almost cut the ads that were fueling his entire pipeline."

Businesses switching to TrendSpot's dynamic tracking typically experience 68% better data accuracy, 43% reduction in wasted spend, and 2.5x faster decision-making on campaign optimization.

For more information on the Customer Journey study or to audit your own tracking, visit [TrendSpotMedia.com](https://trendspotmedia.com) or call 423-994-3009.



About TrendSpot Media:

TrendSpot Media transforms marketing from guesswork into science through comprehensive attribution tracking. The agency serves businesses across Chattanooga and nationwide, with particular expertise in home services, professional services, restaurants, and e-commerce. Their proprietary multi-touch attribution system provides complete source-to-revenue transparency, helping businesses eliminate marketing waste while significantly improving ROI.

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