CLAIMS

1. A computer-implemented method comprising:

prior to publication of a first digital media identifier on a remote software platform separate from an attribution software platform:

receiving, by the attribution software platform and from a first user account, a selection of an identification of a product from a catalog of a vendor user account listed on the attribution software platform;

generating, by the attribution software platform, the first digital media identifier based at least in part on the selected identification, wherein the generating the first digital media identifier further comprises encoding one or more portions of the first digital media identifier representing a first account identifier of the first user account and the identification of the product;

storing, by the attribution software platform, a first provenance data in a first provenance of the first digital media identifier; and

providing, by the attribution software platform, the first digital media identifier to the first user account;

after publication of an instance of the first digital media identifier on the remote software platform:

receiving, by the attribution software platform and from the remote software platform, an interaction data associated with an interaction by a remote software platform user account with the published instance of the first digital media identifier, wherein a second user account on the attribution software platform is associated with the remote software platform user account;

in response to the received interaction data, generating, by the attribution software platform, a second digital media identifier related to the second user account; and

encoding, by the attribution software platform, one or more portions of the second digital media identifier as referring to the first digital media identifier, wherein the encoding one or more portion of the second digital media identifier comprises:

encoding a first portion of the second digital media identifier to identify the product;

encoding a second portion of the second digital media to identify the second user account; and

encoding a third portion of the second digital media identifier to identify the first digital media identifier;

storing, by the attribution software platform, a second provenance data in a second provenance of the second digital media identifier;

receiving, by the attribution software platform, a transaction request comprising the second digital media identifier;

decoding, by the attribution software platform, one or more portions of the received second digital media identifier, wherein the decoding one or more portions of the second digital media identifier further comprises identifying the first digital media identifier from the one or more decoded portions of the second digital media identifier; and

determining, by the attribution software platform, network fees associated with the transaction request for purchase of the product based on the decoded second digital media identifier, the second provenance and the first provenance.

2. The computer-implemented method of claim 1, further comprising:

accessing, by the attribution software platform, one or more payment rules associated with the first digital media identifier;

accessing, by the attribution software platform, the first provenance of the first digital media identifier;

accessing, by the attribution software platform, the second provenance of the second digital media identifier;

identifying, by the attribution software platform, at least one payment rule that attributes a first transaction allocation to the first provenance of the first digital media identifier; and

identifying, by the attribution software platform, at least one payment rule that attributes a second transaction allocation to the second provenance of the second digital media identifier.

3. The computer-implemented method of claim 2, wherein:

the identifying at least one payment rule that attributes a first transaction allocation to the first provenance of the first digital media identifier comprises: determining, by the attribution software platform, a first network fee for the first user

account resulting from applying the first transaction allocation to a transaction cost identified in the transaction request; and

the identifying at least one payment rule that attributes a second transaction allocation to the second provenance of the second digital media identifier comprises: determining a second network fee for the second user account resulting from applying the second transaction allocation to the transaction cost identified in the transaction request.

4. The computer-implemented method of claim 1, wherein the storing a first provenance data associated with a first provenance of the first digital media identifier comprises:

storing an indication that the first digital media identifier corresponds to the first user account; and

storing an indication of an external publication of the first digital media identifier.

5. The computer-implemented method of claim 4, wherein prior to the publication of the first digital media identifier on the remote software platform, the method further comprising:

receiving, by the attribution software platform, an identification of the remote software platform from the first user account; and

storing, by the attribution software platform, an indication that the first digital media identifier corresponds to the identification of the remote software platform.

6. A system comprising: an attribution software platform comprising one or more processors; and a non-transitory computer-readable medium storing one or more sequences of instructions that, when executed by the one or more processors, cause the one or more processors to perform operations comprising:

prior to publication of a first digital media identifier on a remote software platform separate from the attribution software platform:

receiving, from a first user account, a selection of an identification of a product from a catalog of a vendor user account listed on the attribution software platform;

generating the first digital media identifier based at least in part on the selected identification, wherein the generating the first digital media identifier further comprises encoding one or more portions of the first digital media identifier representing a first account identifier of the first user account and the identification of product;

storing a first provenance data in a first provenance of the first digital media identifier; and

providing the first digital media identifier to the first user account;

after publication of an instance of the first digital media identifier on the remote software platform:

receiving, from the remote software platform, an interaction data associated with an interaction by a remote software platform user account with the published instance of the first digital media identifier, wherein a second user account on the attribution software platform is associated with the remote software platform user account;

in response to the received interaction data, generating a second digital media identifier related to the second user account; and

encoding one or more portions of the second digital media identifier as referring to the first digital media identifier, wherein the encoding one or more portion of the second digital media identifier comprises:

encoding a first portion of the second digital media identifier to identify the product;

encoding a second portion of the second digital media to identify the second user account; and

encoding a third portion of the second digital media identifier to identify the first digital media identifier;

storing a second provenance data in a second provenance of the second digital media identifier;

receiving a transaction request comprising the second digital media identifier;

decoding one or more portions of the received second digital media identifier, wherein the decoding one or more portions of the second digital media identifier further comprises identifying the first digital media identifier from the one or more decoded portions of the second digital media identifier; and

determining network fees associated with the transaction request for purchase of the product based on the decoded second digital media identifier, the second provenance and the first provenance.

7. The system of claim 6, wherein the instructions, when executed by the one or more processors, further cause the one or more processors to perform operations comprising:

accessing one or more payment rules associated with the first digital media identifier;

accessing the first provenance of the first digital media identifier;

accessing the second provenance of the second digital media identifier;

identifying at least one payment rule that attributes a first transaction allocation to the first provenance of the first digital media identifier; and

identifying at least one payment rule that attributes a second transaction allocation to the second provenance of the second digital media identifier.

8. The system of claim 7, wherein:

the identifying at least one payment rule that attributes a first transaction allocation to the first provenance of the first digital media identifier comprises: determining a first network fee for the first user account resulting from applying the first transaction allocation to a transaction cost identified in the transaction request; and

the identifying at least one payment rule that attributes a second transaction allocation to the second provenance of the second digital media identifier comprises: determining a second network fee for the second user account resulting from applying the second transaction allocation to the transaction cost identified in the transaction request.

9. The system of claim 6, wherein:

the storing data associated with a first provenance of the first digital media identifier comprises:

storing an indication that the first digital media identifier corresponds to the first user account; and

storing an indication of an external publication of the first digital media identifier; and

prior to the publication of the first digital media identifier on the remote software platform, the instructions, when executed by the one or more processors, further cause the one or more processors to perform the operations of:

receiving an identification of the remote software platform from the first user account; and

storing an indication that the first digital media identifier corresponds to the identification of the remote software platform.

10. A computer program product comprising a non-transitory computer-readable medium storing computer-readable program instructions that, when executed by one or more

processors of an attribution software platform, cause the one or more processors to perform steps comprising:

prior to publication of a first digital media identifier on a remote software platform separate from the attribution software platform:

receiving, from a first user account, a selection of an identification of a product from a catalog of a vendor user account listed on the attribution software platform;

generating the first digital media identifier based at least in part on the selected identification, wherein the generating the first digital media identifier further comprises encoding one or more portions of the first digital media identifier representing a first account identifier of the first user account and the identification of product;

storing a first provenance data in a first provenance of the first digital media identifier; and

providing the first digital media identifier to the first user account;

after publication of an instance of the first digital media identifier on the remote software platform:

receiving, from the remote software platform, an interaction data associated with an interaction by a remote software platform user account with the published instance of the first digital media identifier, wherein a second user account on the attribution software platform is associated with the remote software platform user account;

in response to the received interaction data, generating a second digital media identifier related to the second user account;

encoding one or more portions of the second digital media identifier as referring to the first digital media identifier, wherein the encoding one or more portion of the second digital media identifier comprises:

encoding a first portion of the second digital media identifier to identify the product;

encoding a second portion of the second digital media to identify the second user account; and

encoding a third portion of the second digital media identifier to identify the first digital media identifier;

storing a second provenance data in a second provenance of the second digital media identifier;

receiving a transaction request comprising the second digital media identifier;

decoding one or more portions of the received second digital media identifier, wherein the decoding one or more portions of the second digital media identifier further comprises identifying the first digital media identifier from the one or more decoded portions of the second digital media identifier; and

determining network fees associated with the transaction request for purchase of the product based on the decoded second digital media identifier, the second provenance and the first provenance.

11. The computer program product of claim 10, wherein the instructions, when executed by the one or more processors, further cause the one or more processors to perform steps comprising:

accessing one or more payment rules associated with the first digital media identifier;

accessing the first provenance of the first digital media identifier;

accessing the second provenance of the second digital media identifier;

identifying at least one payment rule that attributes a first transaction allocation to the provenance of the first digital media identifier; and

identifying at least one payment rule that attributes a second transaction allocation to the second provenance of the second digital media identifier.

12. The computer program product of claim 11, wherein:

the identifying at least one payment rule that attributes a first transaction allocation to the first provenance of the first digital media identifier comprises: determining a first network fee for the first user account resulting from applying the first transaction allocation to a transaction cost identified in the transaction request; and

the identifying at least one payment rule that attributes a second transaction allocation to the second provenance of the second digital media identifier comprises: determining a second network fee for the second user account resulting from applying the second transaction allocation to the transaction cost identified in the transaction request.

13. The computer program product of claim 10, wherein:

the storing a first provenance data associated with a first provenance of the first digital media identifier comprises:

storing an indication that the first digital media identifier corresponds to the first user account; and

storing an indication that the first digital media identifier corresponds to the external publication; and

prior to the publication of the first digital media identifier on the remote software platform, the instructions, when executed by the one or more processors, further cause the one or more processors to perform the steps of:

receiving an identification of the remote software platform from the first user account; and

storing an indication that the first digital media identifier corresponds to the identification of the remote software platform.

14. A system comprising: an attribution software platform comprising one or more processors, and a non-transitory computer-readable medium storing one or more sequences of instructions that, when executed by the one or more processors, cause the one or more processors to perform operations comprising:

receiving a request from a first attribution user account, wherein the request is for initiation of generation of an initial instance of a first digital media identifier associated with product data selected by the first attribution user account, wherein the product data is stored at the attribution software platform;

generating the initial instance of the first digital media identifier, wherein the generating the initial instance of the first digital media identifier further comprises:

encoding a first portion of the initial instance of the first digital media identifier identifying the first user attribution account; and

encoding a second portion of the initial instance of the first digital media identifier identifying the product data;

storing at a first location in a persistent ledger of the attribution software platform, the first digital media identifier-in association with a first provenance data;

receiving an interaction data of an interaction on a first remote social network software platform with a published instance of the first digital media identifier on the first remote social network software platform by a first social network user account, wherein the first social network user account is linked to the first attribution user account associated with publication of the published instance of the first digital media identifier on the first remote social network software platform;

determining the interaction with the published instance of the first digital media identifier on the first remote social network software platform is associated with social network activity of a second social network user account that corresponds to a second attribution user account of the attribution software platform;

based on the determination, detecting the interaction as a request from the second attribution user account for generation of a second digital media identifier that references the product data;

generating the second digital media identifier, wherein the generating the second digital media identifier further comprises:

encoding a first portion of the second digital media identifier with the production data;

encoding a second portion of the second digital media identifier with information of the second attribution user account; and

encoding a third portion of the second digital media identifier with the first location of the first digital media identifier in the persistent ledger referenceable by a decoded version of the second portion of the second digital media identifier;

storing at a second location in the persistent ledger, the second digital media identifier in association with a second provenance data;

receiving a transaction request comprising the second digital media identifier;

decoding one or more portions of the received second digital media identifier, wherein the decoding one or more portions of the second digital media identifier further comprises identifying the first digital media identifier from the one or more decoded portions of the second digital media identifier; and

determining network fees associated with the transaction request for purchase of a product associated with the product data based on the decoded second digital media identifier, the second provenance and the first provenance.

15. The computer-implemented method of claim 1, wherein:

prior to the publication of the first digital media identifier on the remote software system, the method further comprises:

receiving, by the attribution software platform, an identification of the remote software platform selected by the first user account; and

storing, by the attribution software platform, the first provenance data associated with the first provenance of the first digital media identifier on a persistent ledger; and

a portion of the first provenance data associated with the first provenance is based at least in part on the identification of the remote software platform selected by the first user account.

16. The computer implemented method of claim 15, wherein the receiving an identification of the remote software platform selected by the first user account comprises: receiving an identification of a remote social network platform selected by the first user account.

17. The computer-implemented method of claim 1, further comprising:

prior to the publication of the first digital media identifier on the remote software platform:

receiving, by the attribution software platform, an identification of the remote software platform selected by the first user account;

after publication of an instance of the second digital media identifier by the second user account on the remote software platform:

receiving, by the attribution software platform, additional interaction data associated with a second interaction with the second digital media identifier on the remote software platform by a third user account, the third user account comprising a third user account for accessing the remote software platform having a corresponding third user account for accessing the attribution software platform; and

in response to the received additional interaction data related to the further interaction by the third user account, generating, by the attribution software platform, a third digital media identifier related to the second interaction by the third user account, wherein the third digital media identifier comprises one or more encoded portions referring to the second digital media identifier.