

Attribution

THE CMO'S PLAYBOOK TO DELIVER MORE REVENUE WITH LESS SPEND

Rewire your attribution for modern B2B SaaS marketing

B2B SaaS CMO

TABLE OF CONTENTS

3 The times they are a-changing': CMOs are on the hook for the magic number

4. The full-funnel attribution problem

5 Connect your data to a modern multi-touch attribution platform that's wired for B2B SaaS marketing

6 How does multi-touch attribution fit in your B2B marketing stack?

7 Your 4-step journey to data-driven marketing

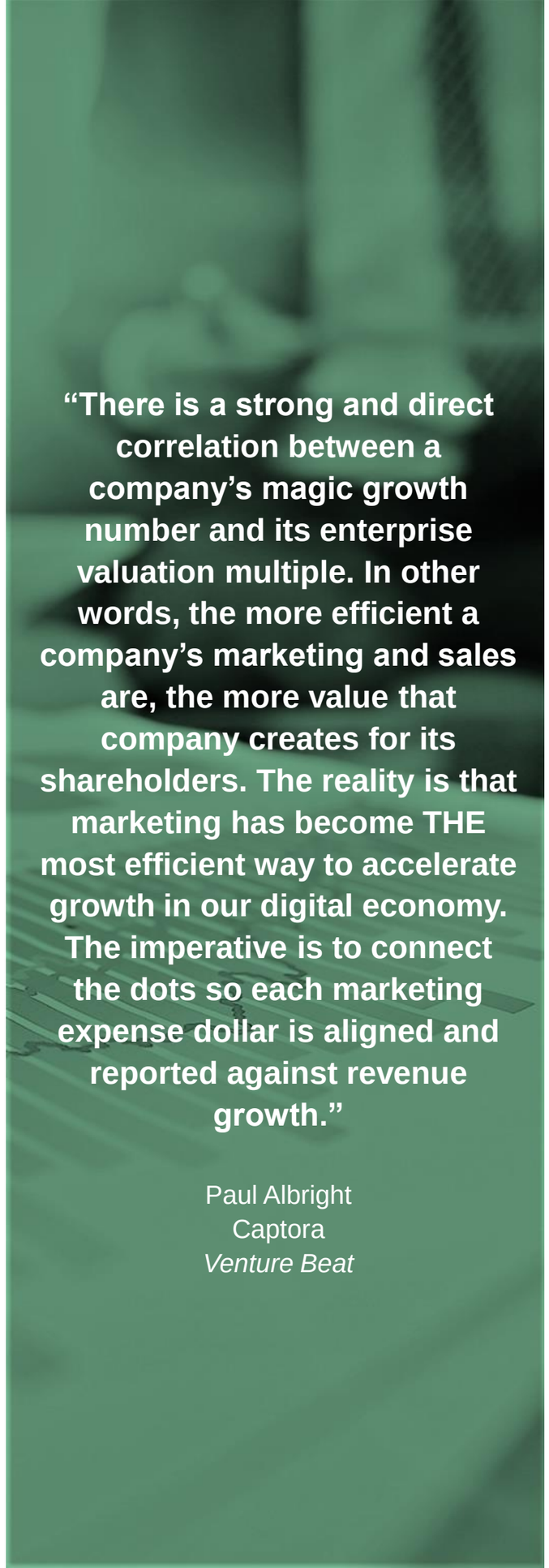
8 Find out more

THE TIMES THEY ARE A-CHANGIN': CMOs ARE ON THE HOOK FOR THE MAGIC GROWTH NUMBER

Fueled by the rapid evolution of technology, marketing has changed dramatically in the past decade. And the evidence that CMOs are on the hook for the magic growth number is overwhelming. Since the early SaaS years, marketing has proven its muscle in contributing to new business pipeline and bookings, but the days of unrestrained web traffic and lead growth are fading into the annals of SaaS history. Inefficient scaling of a SaaS business is a death knell, which is why venture capitalists (VCs) treasure the magic number (along with churn and recurring margin) as one of the best indicators of current health and future value. VCs are in your business to make money. They increasingly believe that without an efficient, full-funnel marketing engine, the odds of a SaaS business scaling up growth and creating value are slim. And throwing more SDRs and AEs (in the absence of a high performing marketing engine) only feeds the fire, where the effort to acquire a single customer can easily exceeding a hundred thousand dollars depending on sales complexity. With 67% of the B2B buying journey now being done digitally, marketing is the vital pathway to efficient growth. Hence, CMO budgets are being conditioned by investors with weighty expectations to scale recurring revenue to a given sales and marketing spend. The seminal question for CMOs is: How much recurring revenue are we getting out of your marketing? CMOs must own the answer to this question.

GROW FASTER + IMPROVE CAC = MAXIMUM VALUE

	Saas 1.0 Pre-2005	Saas 2.0 - '05 to '15	Saas 3.0 - 2015+
Magic Number	.5 to .85	1.25 to 1.75	1.5 to 3
Inside AE Quota	<.$75m ARR	>$1m ARR	>$1.5m ARR
% Pipeline Sales Owns	>30%	<20%	<20%
% Mktg OPEX to Sales	<40%	~80%	<60%



"There is a strong and direct correlation between a company's magic growth number and its enterprise valuation multiple. In other words, the more efficient a company's marketing and sales are, the more value that company creates for its shareholders. The reality is that marketing has become THE most efficient way to accelerate growth in our digital economy. The imperative is to connect the dots so each marketing expense dollar is aligned and reported against revenue growth."

Paul Albright
Captora
Venture Beat

THE SINGLE-TOUCH/SOURCE ATTRIBUTION PROBLEM

How can you grow pipeline and bookings while improving the cost of acquiring new customers? Future-ready CMOs need to lead the pathway to driving an impressive return on marketing and magic growth number. They own spending and outcomes for every marketing touch and channel across the full buyer's journey from organic website clicks, social engagement and advertising CTRs to conference booth visits, nurture email downloads, on-demand demo views, and free trial requests.

While CMOs are on the hook for efficient revenue growth, the challenge is most are painfully handicapped by an archaic single-touch (or source) attribution approach, which usually culls marketing touches from a marketing automation platform (MAP) and attaches one touch to each opportunity in a CRM system – usually the first or last touch. Regardless of how influential the other touches were in influencing the buyer, the first or last touch gets all the glory. How do you know which marketing touches and/or channels are generating revenue and which ones need to go? Adding to this pile of attribution chaos is the length and complexity of the B2B journey, which typically involves multiple contacts and can take months to a over a year to close.

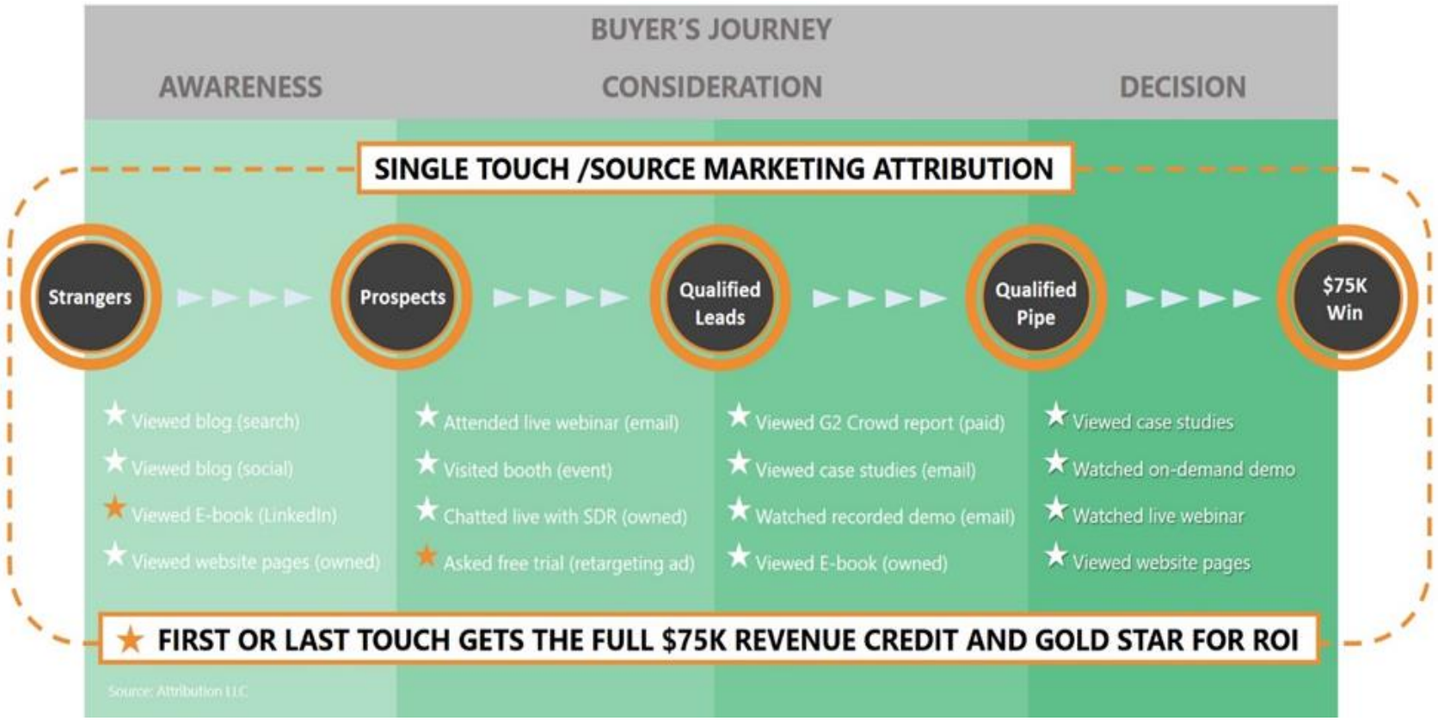
Inflaming this agony is single-touch attribution is hugely inaccurate for full-funnel, multi-touch insight. It does not tell you the impact of a given touch on revenue in relation to other touches nor does it give you the ROI granularity needed for optimization.

This causes erroneous conclusions about what's working and what's not. Further, single touch attribution involves multiple tools and a laborious effort, each source giving incomplete and biased insight. For the demands of modern B2B SaaS marketing, single-touch attribution is woefully inadequate and very costly to maintain. It,

Deceptively distorts revenue and ROI, giving 100% credit to whichever touch or channel was first or last, understating the impact of other touches in the buyer's journey such as events, content or emails.

Double-counts revenue from channel-specific sources such as Google Analytics and Facebook Insights with each claiming 100% revenue credit of their respective touches to a deal, mangling the true ROI.

Keeps you in a state of "attribution anarchy" due to triaging data from multiple sources such as CRM, MAP, web, advertising and channel-specific sources, and desperately spreadsheeting your way to the truth.



CONNECT YOUR DATA TO A MODERN MULTI-TOUCH ATTRIBUTION PLATFORM THAT'S WIRED FOR B2B SAAS MARKETING

To solve this systemic and pervasive pain and give you and your organization the data to continuously optimize budgets and maximize revenue, CMOs need to lead the change to an attribution approach that can deal with the rigors of modern B2B SaaS marketing. This means a single source of attribution truth that can automatically quantify the relative ROI of all your marketing touches over a lengthy and complex buying cycle

To start your multi-touch attribution journey, you will need to rewire your current approach around the critical capabilities below:

1. **Automatically connects every marketing touch to your buyer's full path to purchase**. From anonymous website visits to email offer click-throughs, demos at an event booth to digital ad click-throughs.

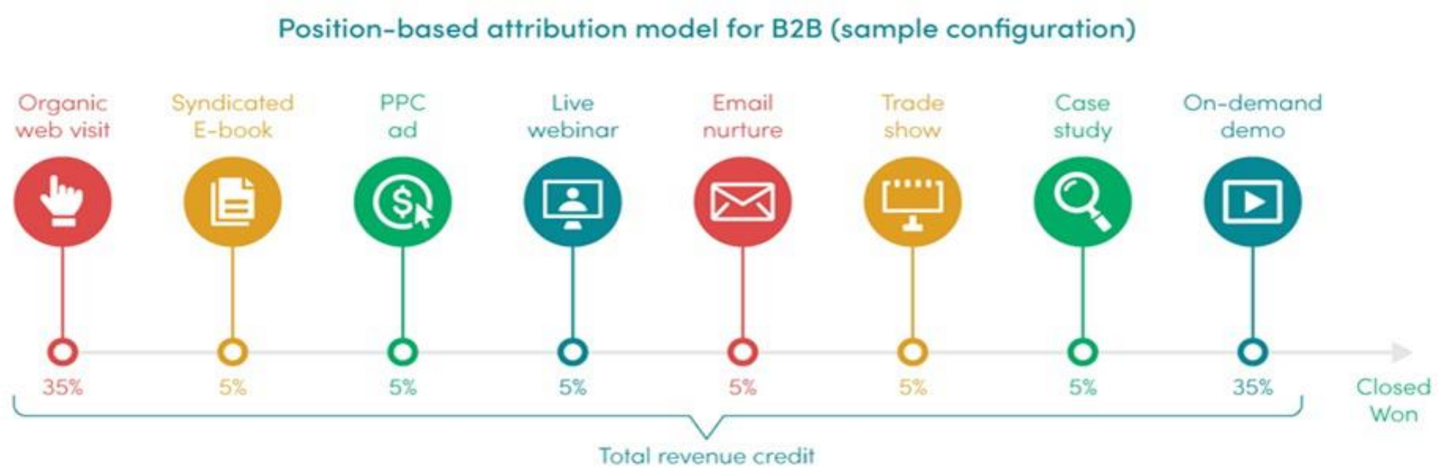
2. **Uses various multi-touch attribution models** such as time decay, linear, position-based and custom, depending on your business need. Regardless of source, channels, or funnel stage, these models must automatically allocate revenue and costs, and calculate ROI.

3. **Enables you to compare "apples-to-apples" ROI over long buying journeys** with flexibility to group / cohort revenue and cost results by date or other parameters.

4. **Provides built-in integration with:**
   a. **Popular B2B ad platforms:** LinkedIn, Google Ads, Quora, AdRoll, others.
   b. **Any other source:** Web, 3rd party media, events, content, partners, others.
   c. **Top B2B CRM & MAP:** Salesforce, Pipedrive, HubSpot, Marketo, others.

5. **Tracks B2B account-level buying journey** and automatically allocates credit for revenue, conversions, and cost to all account-based marketing efforts.

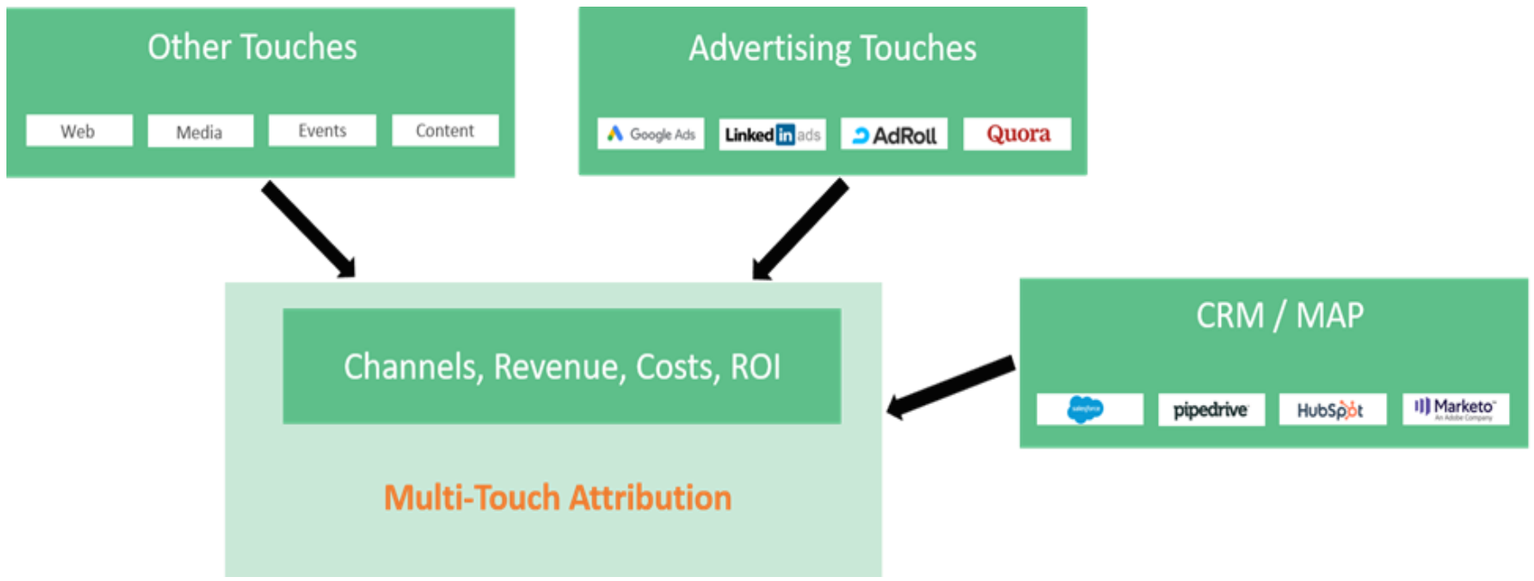
6. **Automatically reconciles revenue and cost allocations** among all your touch points to ensure your budget total equals 100% and no duplicate revenue credits are allocated to touches and / or channels that had no role in the conversion to revenue.



HOW DOES ATTRIBUTION FIT IN YOUR B2B MARKETING STACK?

Multi-touch attribution doesn't replace your CRM or MAP. It complements and enhances them by focusing each tool on doing what they do best: automate and scale lead and opportunity management activities — marketers dictate the lead tasks and let the software manage it from lead generation to opportunity creation to closed–won. And on the sales side of things, CRM is about tracking and organizing leads, opportunities and customers. Concurrently, multi-touch attribution focuses solely on quantifying which marketing lead and opportunity activities (touches, campaigns, channels, etc) are working (or not) to help marketers make better decisions across the entire (not just one touch or source) funnel. It also provides the data that fuels effective budgeting and optimization by helping marketers to know where to place their best bets to drive efficient revenue growth.

Multi-touch attribution also complements your advertising and other channels by integrating synergistically and standardizing the attribution method to see an unbiased impact of every customer interaction from search keywords to remarketing ads to conference booth visits. It enhances workflow with existing tools and channels, and eliminates the chaos and inefficiency of extracting and normalizing channel-specific analytics.





YOUR 4-STEP JOURNEY TO DATA-DRIVEN MARKETING

A multi-touch attribution cheat sheet for CMOs

1	2	3	3
BUSINESS ALIGNMENT & REQUIREMENTS	**DATA INTEGRATION**	**BETA SETUP & RUN**	**VALIDATION & CONTINUOUS IMPROVEMENT**
> Form revenue operations steering team (marketing, sales, finance, CEO) > Align marketing plans with corporate objectives > Prioritize funnel stages & milestones (MQL, opportunity creation, middle, closed, etc) > Align attribution framework with revenue operations steering team	> Prioritize lead source taxonomy > Connect to lead source channels (digital ad, events, content, web) > Link to CRM	> Set up attribution model > Configure basic dashboards and reports > Run and learn	> Evaluate data where marketing is effective (i.e., marketing channels, funnel stage) in driving revenue > Refine attribution model, dashboards and reports to business needs > Expand and connect to additional channels > Align with revenue operations steering team

FIND OUT MORE

Become a future-ready CMO with modern marketing attribution.

Multi-touch attribution has been re-thought for the modern, B2B SaaS marketing organization. Find out how you can solve the pain of single touch / source attribution and become a multi-touch attribution champion, giving you and your team the vision and data they need to deliver more revenue with less spend.

Stop juggling or delaying attribution problems. Take the first step of taking control of your attribution analytics operation.

Visit attributionapp.com

Want more informative content to help you simplify data-driven marketing?

[Blog] 6 Best Practices for Successful B2B Multi-Touch Attribution

[On-demand Webinar] Using Multi-Touch Attribution to Make the Most of your B2B Ad Spend

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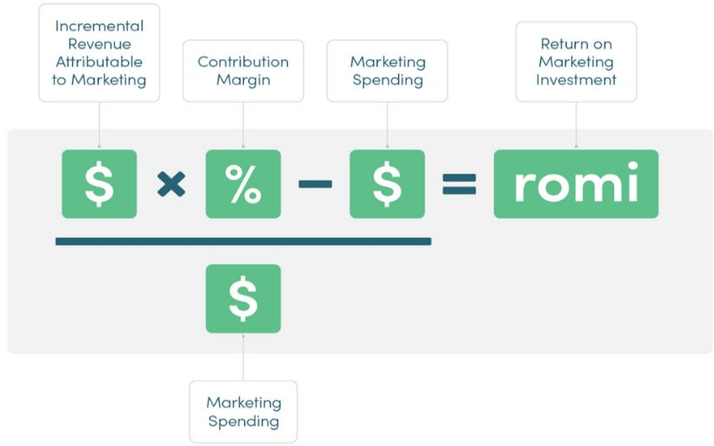
[Integrations] Popular B2B Integrations with CRM, MAP, advertising and other channels

[Blog] Attribution and Salesforce for B2B Marketing

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Ready to check out how Attribution can help you? Schedule a demo or contact us at sales@attributionapp.com.



ABOUT ATTRIBUTION

Attribution is an advanced multi-touch attribution company that empowers every marketer with the data to convert more buyers AND maximize ROI. With a patent pending approach and machine learning, Attribution delivers the most complete performance visibility with unmatched usability and 100% data fidelity to help you continuously optimize your marketing mix in your buyer's journey. To request a free demo, visit attributionapp.com/request-demo.

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