



IS YOUR MARKETING DELIVERING REVENUE?

A Senior Marketer's
Guide to Advanced
Marketing Attribution

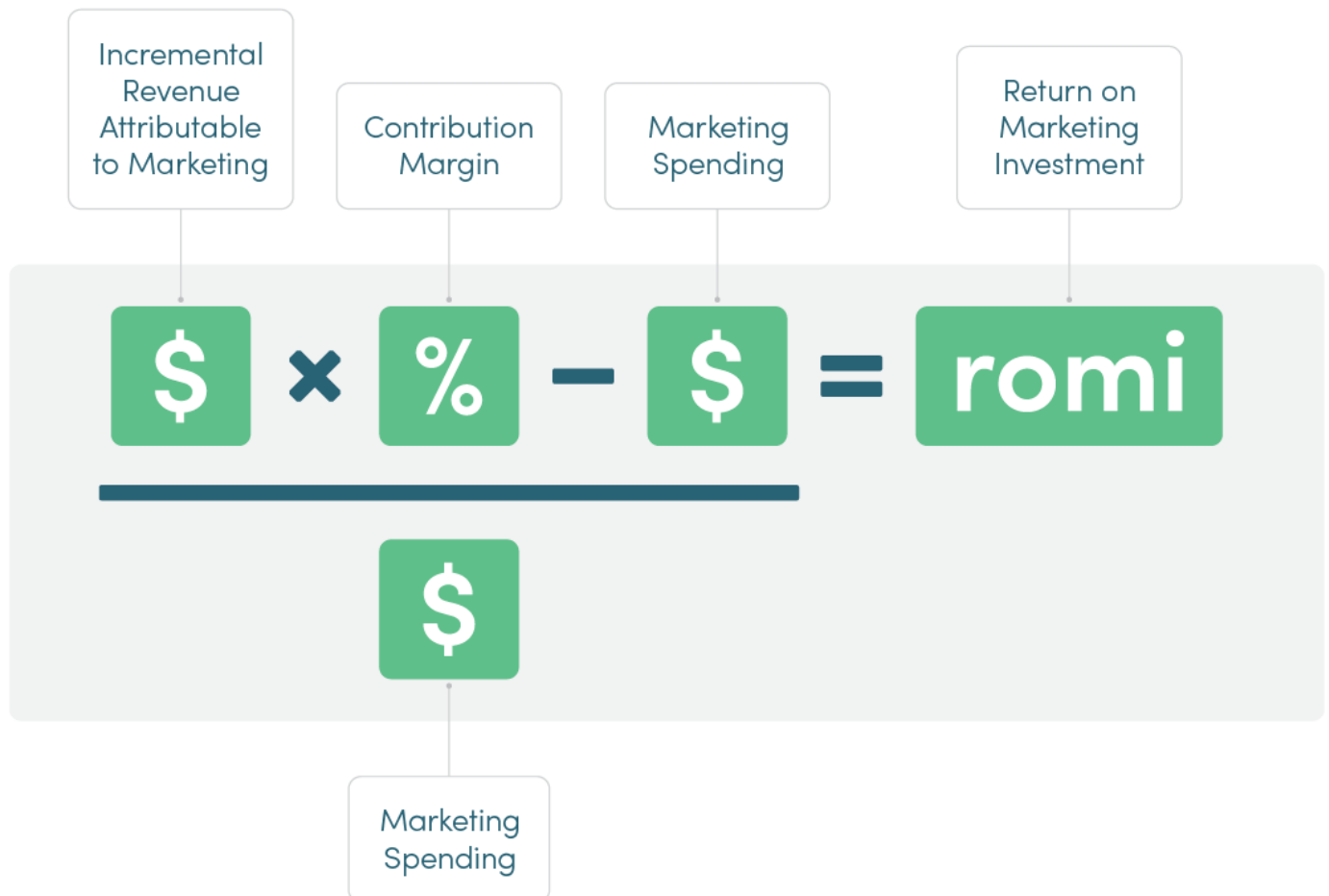
2019 EDITION

www.attribution.com

SHOW ME THE MONEY!

According to the [Gartner CMO Spend Survey 2017-2018](#), senior marketing leaders must demonstrate consistently solid return on investment. Increasingly, budgets are being conditioned with weighty expectations for future business performance and compared to industry benchmarks. The time has come for marketing to show its financial management credentials, proving it can deal with financial constraints and forecast and deliver on revenue goals. But as the challenge in converting buyers to customers rises, senior marketers struggle with lack of actionable data required to optimize their spending to revenue and show high a high return on marketing.

This guide is for senior marketing leaders in B2B and B2C who believe they a) have urgent pain with lacking the insight required to optimize their spend to revenue and/or b) know the time is coming from their investors and/or CEO and CFO to “show the money.” We will cut through the noise and give a pragmatic understanding of advanced marketing attribution in a digestible format.

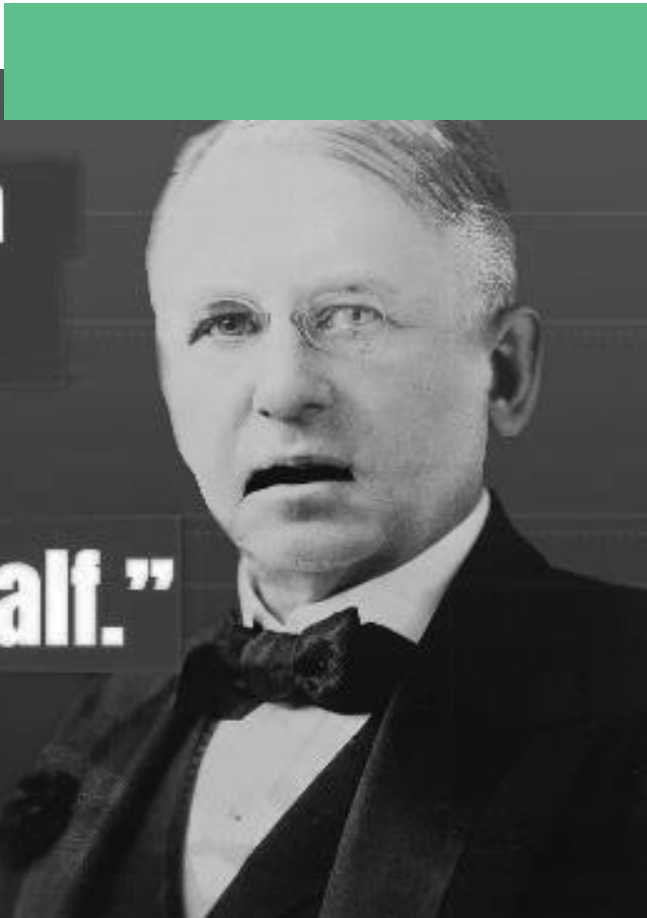


UNDERSTAND THE PAIN

Consider these scenarios for a marketing team that's accountable for new customer acquisition on a fixed budget. In their urgency to increase customer acquisition velocity and reduce cost:

- Hideki the digital marketing director stopped spending on AdRoll and increased spending on Google Ads because the vendor's reporting showed Google is delivering more clicks and their cost is cheaper.
- Scout the VP of Demand Generation increased spending on SEM and decreased spending on trade shows because the results shared by both teams clearly showed "events are very expensive and we're getting more traffic and leads from SEM for our dollar."
- Alejandro the Google and Facebook advertising manager doubled-down on Google and Facebook ad spending because "both are converting equally well."

But the team keeps missing revenue and efficiency goals. Working with marketing operations, the team spends countless days extracting data from the website, CRM and other systems, meeting with advertisers, and iterating numerous spreadsheets to discover the root cause(s) and find the "silver bullet" answer(s). They spend additional time crafting an elaborate array of "strategic recommendations" to reallocate dollars to "higher performing channels" and eliminate "underperforming channels," and share them with their CMO. Confident with the analysis, the CMO shows his/her peers and the board the "good work" in uncovering the problem(s) and assures them "the new plan" will work and commits to an uptick in performance.



"Half the money I spend on advertising is wasted; the trouble is, I don't know which half."

Fast forward and the team showed no material improvement in outcomes. With pressure from investors mounting, the CMO and CFO bring in an outside “team of experts” to do a thorough examination of the end-to-end buyer’s journey/marketing funnel and come up with “strategic recommendations” to improve marketing efficiency and revenue output. The “waterfall analysis” or “media mix modeling” project is expensive and time consuming, and yields only high-level (often templated) guidance on where to spend marketing dollars. In meantime, money is being wasted on doing the same things over and over again with no improvements to show – at the same time, sales is pointing the finger at marketing for not providing enough leads or traffic.

Are these pains familiar? Do they keep you up at night?

FOCUS ON POSITIVE BUSINESS OUTCOMES

Why advanced marketing attribution? There's no question advanced marketing attribution provides a superior framework for measuring the performance of marketing programs and optimizing future spend. It provides a list of important benefits such as increased transparency, buyer’s journey visibility, and return on ad spend (ROAS) insight. In fact, the interest in multi-touch attribution is gaining momentum according to a [2017 research study by the Marketing Attribution Think Tank](#) that showed “75% of respondent marketers said they are or will be using multi-touch attribution within 18 months.”

Advanced marketing attribution is really about “connecting marketing to business outcomes.” The fact that traditional brand advertisers are embracing this connection speaks to a growing desire to hold agencies, vendors, and internal marketing resources accountable for what really matters to the organization: top and bottom line growth. And unless you are focused on these outcomes, moving to advanced marketing attribution would likely lead to marginal success at best. As you internalize what keeps you up at night and the benefits of changing your attribution approach, here are a few of the most critical positive business outcomes to build your business case around:

POSITIVE BUSINESS OUTCOMES	
B2B	B2C
<ul style="list-style-type: none"> • New customers, up/cross sale • Growth efficiency (revenue growth to \$1 spend) • Customer acquisition cost (CAC) payback period • Customer lifetime value to acquisition cost (CTV:CAC) <p>Sources: theSaaS CFO</p>	<ul style="list-style-type: none"> • New customers, wallet share • Return on Ad Spend (ROAS) • Cost per acquisition (CPA) <p>Source: Big Commerce</p>

KNOW THE KEY CAPABILITIES

What is marketing attribution? Here are some answers:

- The managing of the complicated interplay of online and offline interactions with customers to discover the pathways they take to Is about connecting marketing and sales data.
- The way in which marketers assess the value or ROI of the channels that connect them to potential customers.
- Is the means by which the customer came to know and buy your product or service.

In lay terms, advanced marketing attribution *is the science of quantifying the relative impact your marketing touches have on revenue*. The term “relative” is critical because it means your individual touches such as a retargeting ad or email offer are always being compared to others in terms of their impact on revenue.

Without advanced marketing attribution capabilities, your marketers cannot “see the forest for the trees.” They are forced to use metrics that are proxies for revenue impact. Most marketers use the default conversion data within their silo such as site traffic, ad click-throughs or lead forms, essentially guessing that some percentage will eventually make its way revenue. While using this approach to decide how to optimize spend may appear “data-driven,” it’s actually shortsighted in that it does not connect a given marketing touch to the end goal of revenue. Nor does it tell you the impact of the touch on revenue in relation to other touches, which causes erroneous conclusions about what’s really working and what’s not.



Advanced or multi-touch marketing attribution allows you to “see the forest and the trees.” Rather than look at the collection of disconnected conversions mentioned earlier, multi-touch marketing attribution automatically captures all the marketing touches throughout the entire buyer’s journey or purchase path. It’s assigning relative revenue credit to every touch including anonymous touches, email offers, paid ads, conferences, and even commercials and direct mail, resulting in a significantly higher degree of attribution precision. This precision enables marketers to *continuously* optimize budgets to revenue outcomes. Let’s revisit the earlier scenarios and decisions, and see how they may have been handled differently with using multi-touch attribution:

In the customer acquisition team’s urgency to drive more revenue with the same budget, they made the following decisions:

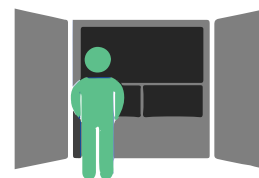
Hideki the digital marketing director stopped spending on AdRoll and increased spending on Google Ads because the data showed Google is delivering more clicks and their cost is cheaper.

Multi-touch attribution would dig deeper in their attribution trails (click-throughs, direct traffic, etc., where lead source details are often lost) and compare apples to apples to show that while AdRoll is more expensive in cost/click, they are actually generating 15% more revenue.

The AdRoll logo consists of a stylized grey 'A' icon followed by the word 'AdRoll' in a bold, black, sans-serif font.The Google Ads logo features the word 'Google' in its signature multi-colored font, followed by the words 'Google Ads' in a grey, sans-serif font.

Scout the VP of Demand Generation increased spending on SEM and decreased spending on trade shows because the results shared by both teams clearly showed “events are very expensive and we’re getting more traffic and leads from SEM for our dollar.”

Multi-touch attribution would again dig deeper in their attribution trails (click-throughs, direct traffic, leads captured, etc.) and compare apples to apples to show that while conferences are more expensive in total dollars and cost/lead, their lead quality and conversion to revenue is higher. And when you factor in that events have a relatively longer conversion impact time compared to SEM, the relative impact to revenue between events and SEM is about the same.



Alejandro the Google and Facebook advertising manager doubled-down on Google and Facebook ad spending because “both are converting equally well.”

Multi-touch attribution would dig deeper in their attribution trails (click throughs, direct traffic, etc., where lead source details are often lost) and compare apples to apples to show that there is duplicate credit being applied to the same customer conversion, overstating the reported clicks by 100%. Digging further, multi-touch attribution also shows that Facebook ads are generating 10% more revenue than Google ads.

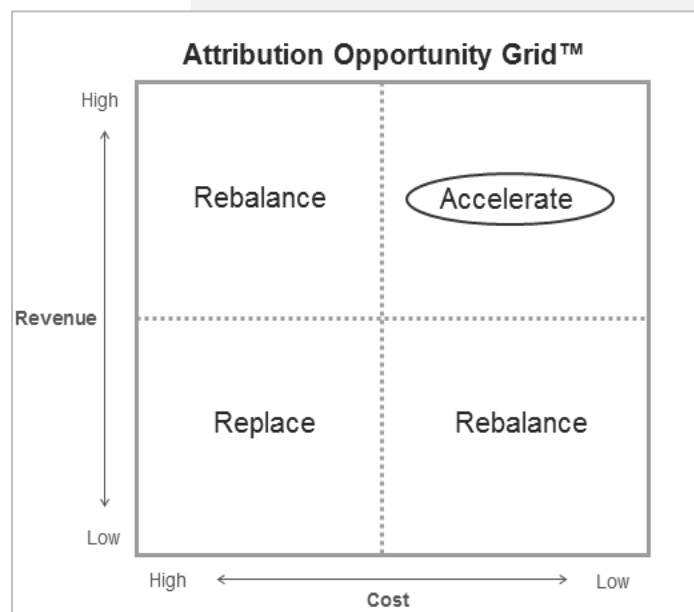
facebook Ads

Google Ads

Given this new insight, what would you change in their original decisions? What would be the expected impact?

Where do you want to be in marketing attribution?

Leading investment firms use attribution techniques to explain a portfolio's performance and actively optimize its holdings to maximize return. Similarly, top B2B and B2C marketers are turning to advanced marketing attribution to optimize revenue conversion and outperform their industry rivals.

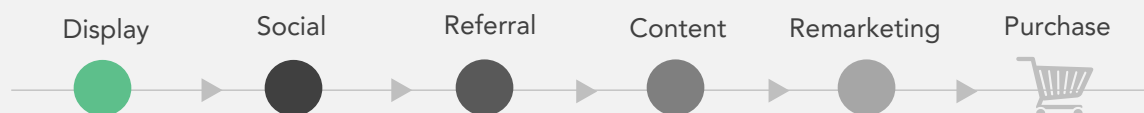


In the Accelerate quadrant, you have optimized your marketing spend (all channels) to maximize revenue, whereby you're outperforming your targets and/or industry benchmarks. The tougher challenge, however, is staying there particularly as budgets recede and demand for results rises. To achieve the positive business outcomes mentioned earlier such as new customers, customer lifetime value, growth efficiency and reduced customer acquisition cost, here are the required marketing attribution capabilities you'll need to help you get and stay in:

1

Analytics

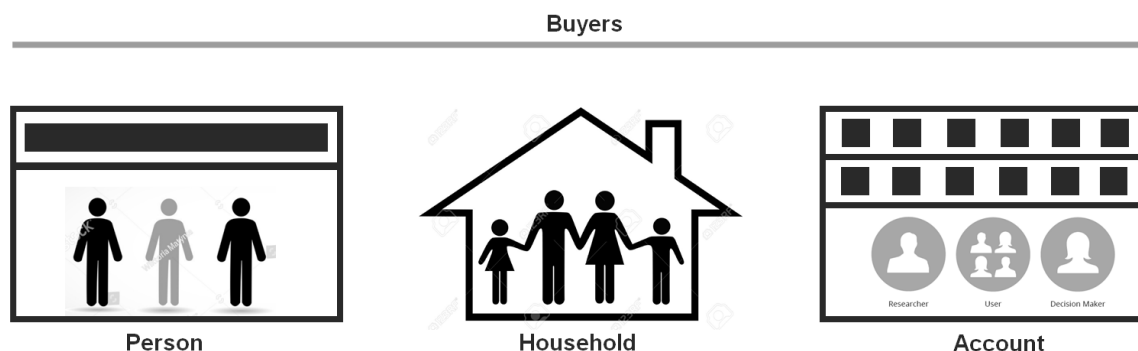
Automatically unify every touch to your buyer's full path to purchase. From anonymous website visits to email offers, offline visits to an event or store to digital ad click-throughs, you'll see a holistic view of how your buyers are responding to your touches and the cost.



2

Measurement

Flexibly attribute a set of marketing touches to a person, household, or account, allowing you to fine tune your attribution system to align to your customer acquisition strategy such as account-based marketing in B2B or household marketing in B2C.



3

Channel Integration

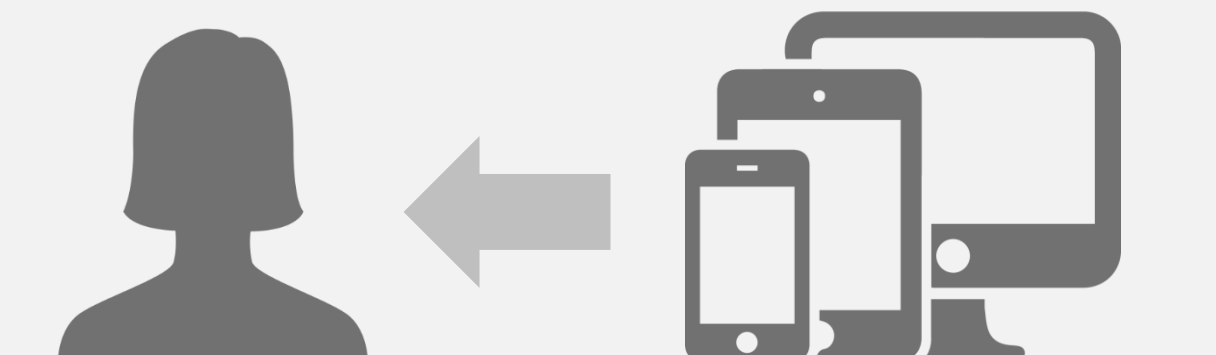
Tightly integrate every marketing channel to your attribution system including advertisers, offline touches, and earned and owned media, giving you a single view of all your channels, their cost and how they are performing in relation to each other and in contributing to revenue.



4

Device Integration

Securely connect cross-device (PC, phone, tablet) interactions to your attribution system, giving you the most accurate insight into your buyer's journey such as which devices are used more for different buying stages.



5

Ad ROI Method

Easily group your buyers based on specific activities that they perform in common — e.g. a group (cohort) of buyers who converted to revenue in a given period to give you the most accurate apples to apples comparison of your return on ad spend (ROAS).



6

Attribution Model

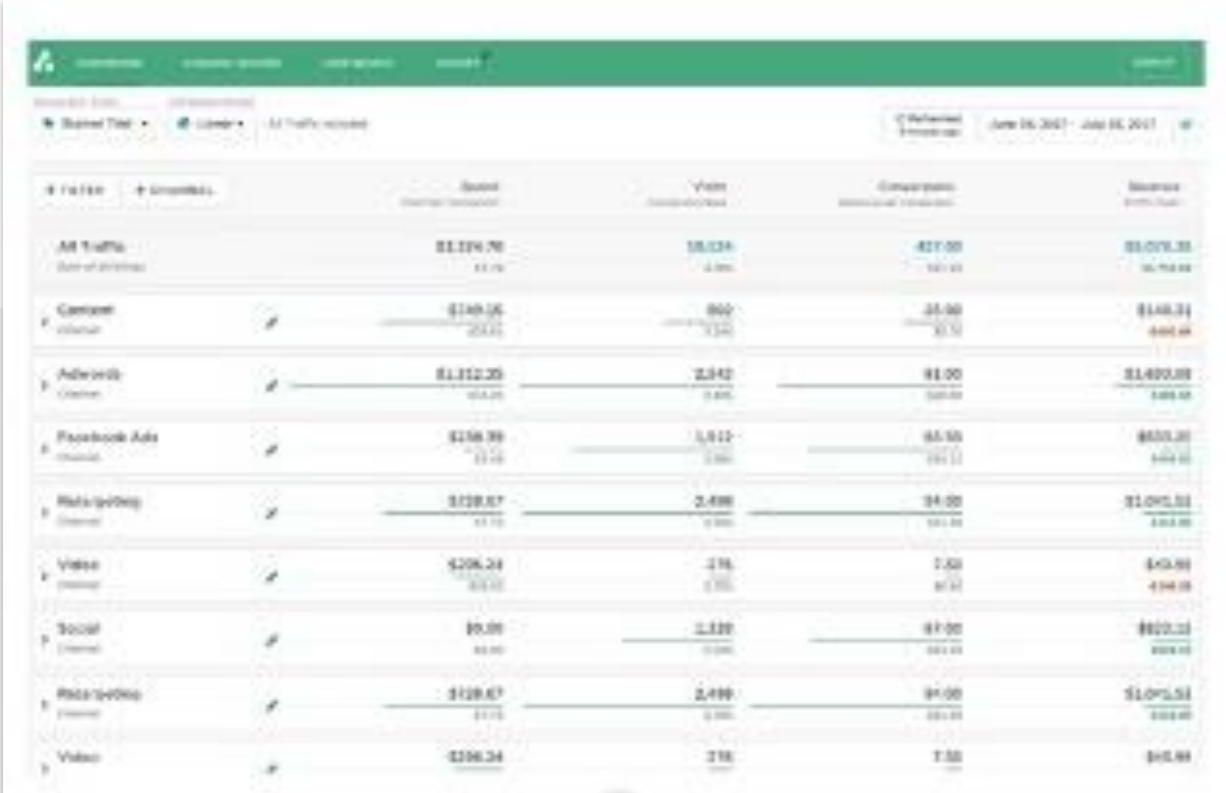
Automatically assign revenue credit and weighting to your marketing touchpoints across your buyer's full path to purchase, from initial awareness to product research to purchase, giving you the most accurate, real-time attribution insight to continuously optimize your spend to revenue.



7

Attribution Governance

Continuously audit attribution revenue credit among all your touch points to ensure zero duplication, providing 100% fidelity in the insight used to reallocate marketing dollars to higher performing areas.



The screenshot shows a marketing attribution dashboard with a table of campaign performance metrics. The table has five main columns: Channel, Spend, View, Conversion, and Revenue. The data is organized into rows for different marketing channels, including All Traffic, Content, Adwords, Facebook Ads, Retargeting, Video, Social, and Paid Search. Each row shows the channel name, a small icon, and then the metrics for Spend, View, Conversion, and Revenue. The 'All Traffic' row shows a total spend of \$1,194.70, 18,034 views, 427 conversions, and \$9,079.33 revenue. Other channels like Content, Adwords, Facebook Ads, Retargeting, Video, Social, and Paid Search show individual performance metrics, with some channels like Content and Video showing negative revenue values, indicating a loss or negative contribution.

Channel	Spend	View	Conversion	Revenue
All Traffic	\$1,194.70	18,034	427	\$9,079.33
Content	\$149.16	860	25	\$149.16
Adwords	\$1,112.20	2,942	81	\$1,400.08
Facebook Ads	\$196.39	3,812	65	\$600.30
Retargeting	\$128.67	2,498	34	\$1,095.51
Video	\$296.24	376	7	\$43.88
Social	\$0.00	1,120	47	\$822.23
Paid Search	\$128.67	2,498	34	\$1,095.51
Video	\$296.24	376	7	\$43.88


ASSESS YOUR CAPABILITY

To help you quickly assess your current marketing attribution capabilities and crystallize where you want to be (desired state), here is an easy-to-use capability maturity matrix:

Attribution Capability Maturity Matrix™			
CAPABILITY	BEGINNING	TRADITIONAL	BEST PRACTICE
ANALYTICS	Website only, no direct link to revenue	Fragmented buyer's journey; no uniform link to revenue and/or cost	Unified, end2end buyer's journey; direct link to revenue and cost
MEASUREMENT LEVELS	One	Person, custom household & account	Flexible person, household & account
CHANNEL INTEGRATION	Custom effort	Fragmented on and offline	Natively integrated on and offline
DEVICE INTEGRATION	None	Fragmented phone, PC, tablet	Natively integrated phone, PC, tablet
AD ROI METHOD	Ad hoc	Look-back using random dates	Cohort-based, apples to apples comparison
ATTRIBUTION MODEL	Random	First-touch, last-touch	Multi-touch, weighted touchpoints, predictive
ATTRIBUTION GOVERNANCE	Manual	Limited to source systems (CRM, MAP, ad vendors, etc.)	Built-in auditing, zero duplication of credit, 100% fidelity
SPEED TO INSIGHT	Days, weeks, project-based	Minutes, days, work-arounds	Real-time, continuous
SUPPORTING TECH	Mostly spreadsheets	Multiple sources (CRM, MAP, website, ad vendors, etc.)	One attribution platform; single source of attribution truth

THE NEXT STEP

To help you quickly assess your current marketing attribution capabilities and crystallize where you want to be (desired state), here is an easy-to-use capability maturity matrix:




ATTRIBUTION LLC.

Explore our Product

Learn about a completely new multi-touch attribution platform, what makes Attribution different and why it matters to your business

EXPLORE NOW




ATTRIBUTION LLC.

What Our Demo

Learn about a completely new multi-touch attribution platform, what makes Attribution different and why it matters to your business

WHAT NOW



ATTRIBUTION LLC.

Schedule a Live Demo

Bring your biggest attribution challenges to an Attribution expert and walk through how we can solve your pain better and faster than others

SCHEDULE NOW

About Attribution

Attribution is an advanced multi-touch attribution company [about us page] that empowers every marketer with the data to convert more buyers and maximize ROI. With a patented approach, Attribution [product page] 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 [www.attribution.com/free demo](http://www.attribution.com/free-demo)



Thanks
Any
Question?

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