

# Making an Impact: Improve Business Results and Organizational Alignment with Sophisticated Attribution

Marketing often measures metrics that are not necessarily meaningful to the sales team. Measuring customer actions such as visits, clicks, opens, and conversions are top and middle-of-the-funnel KPIs, but sales needs to know how marketing contributed to action at the bottom. Focusing on marketing outcomes rather than business outcomes won't earn marketing a seat at the revenue table.



When marketing teams are not as effective as they could be in measuring the impact of marketing on revenue, they may be perceived by the organization as a cost center rather than a revenue center.<sup>1</sup> See the stats below:



**53.1%**

of marketing teams say they are perceived as cost centers, not revenue centers<sup>1</sup>

**44%**

of marketers are unsure of the ROI for marketing<sup>1</sup>

**Only 15%**

of marketers say they are effective at measuring marketing performance<sup>1</sup>

**Only 50%**

of marketers say their goals are aligned to broader business objectives<sup>1</sup>

## SOPHISTICATED MARKETING ATTRIBUTION CREATES ALIGNMENT

Using sophisticated marketing attribution to plan marketing budgets results in better business performance and team alignment. The proof:



**212%**

Marketing orgs that map spend to revenue are **212%** more likely to have YOY revenue growth greater than 20%<sup>1</sup>

**159%**

Marketing orgs that are perceived as revenue centers are **159%** more likely to be aligned with sales<sup>1</sup>

**334%**

Marketing orgs that plan based on revenue are **334%** more likely to use sophisticated attribution<sup>1</sup>

**59%**

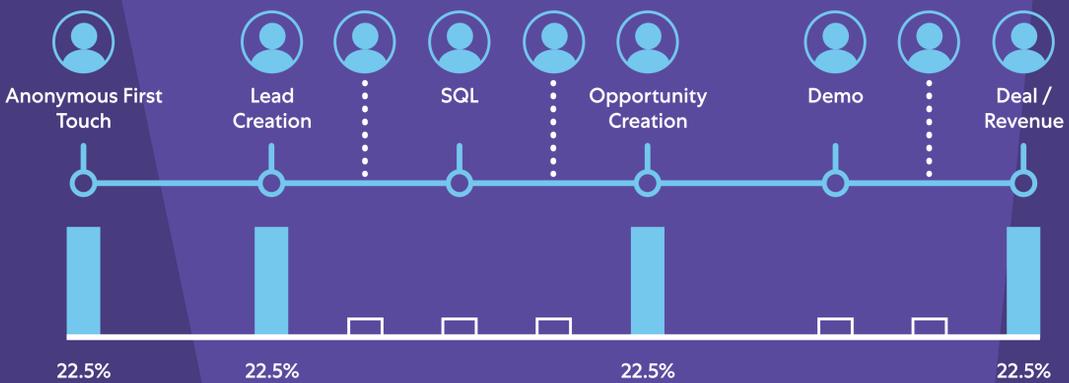
Marketing orgs with sophisticated attribution are **59%** more likely to have a reputation as a revenue center, not a cost center<sup>1</sup>

## BENEFITS OF MULTI-TOUCH ATTRIBUTION

Multi-touch attribution provides marketing with the information they need to contribute to the business's bottom line. The multi-touch attribution—or full-path—model assigns different revenue credit weights to a range of marketing activities. Prioritizing key touchpoints that align with vital funnel stages empowers marketers to understand buying journeys better and help close deals.

Full path is a deep dive into attribution that can model marketing's impact on revenue in reports. If an organization is doing any marketing that's targeted at people who are already in the sales funnel, then they should consider using a full-path model. Of the advanced attribution models, this is the only model that accounts for marketing efforts past the opportunity stage. Multi-touch attribution will most accurately attribute revenue across all marketing channels to give credit where it's due.

### FULL-PATH MODEL



<sup>1</sup> Source: 2018 State of Pipeline Marketing Report

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