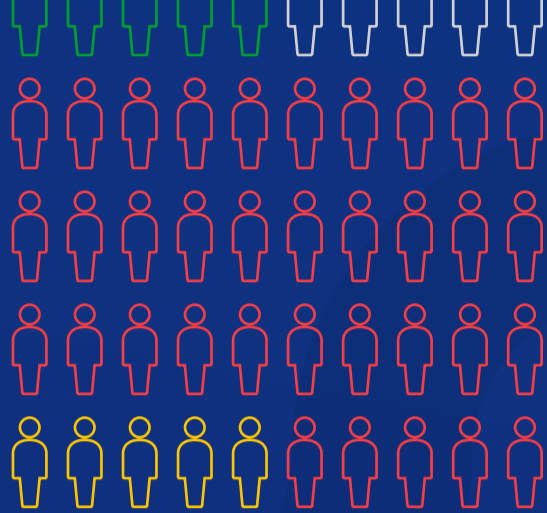


# 5 Reasons Your Marketing Measurement Isn't Working (and How to Fix It).

When it comes to multi-channel marketing, you might excel at measuring the impact of your individual activities, but the critical question is this: can you tie your marketing data to pipeline and revenue, and make apples-to-apples comparisons that help guide future investment decisions?

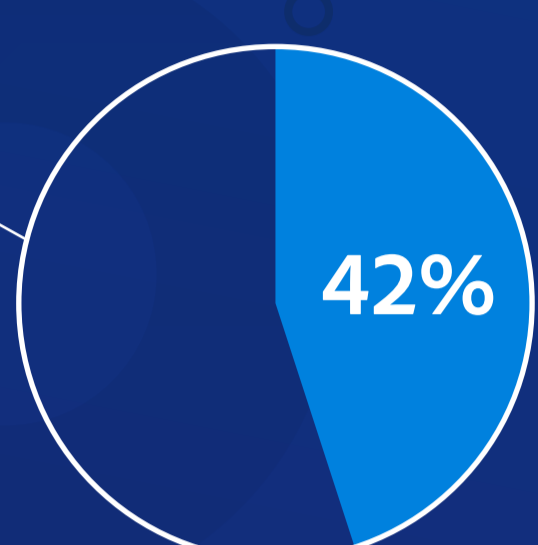


**90%** of B2B marketers say effective marketing measurement is a top priority.

**67%** of B2B marketers want to show marketing impact on pipeline and revenue.<sup>1</sup>

**16%** rate their ability as poor or inadequate — signaling little change from 2018.<sup>1</sup>

Nearly half (42%) of B2B marketers say they must improve their ability to measure and analyze marketing performance.<sup>1</sup>

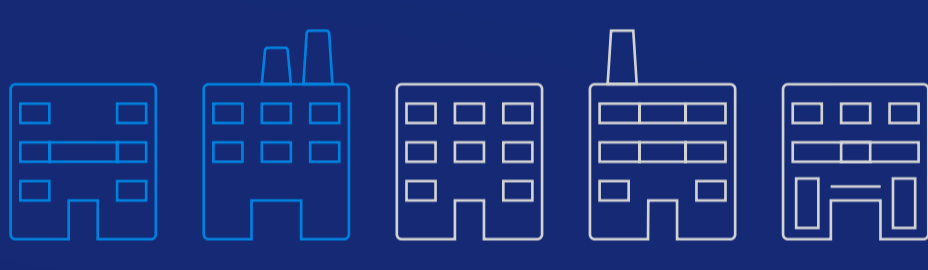


A staggering **37%**

of B2B marketers are not measuring marketing campaigns at the middle of the funnel designed to accelerate leads.<sup>1</sup>

The biggest challenges B2B marketers cite in measuring and demonstrating their contribution are:

- Inability to measure impact across channels/campaigns (noted by 50% of respondents)
- Inability to measure and track activity between specific buyer stages (43% of respondents)
- Not enough resources/data is a mess (37% of respondents)<sup>1</sup>



**40%** of B2B product and services companies can prove the long-term impact of their marketing spend.<sup>2</sup>

Perhaps this explains why a majority of B2B marketers (53%) say they're perceived as a "cost center," and most (55%) are only somewhat confident in their plan to hit marketing revenue goals.<sup>3</sup>

## 5 Ineffective Attribution Approaches

Let's dig into the five approaches to attribution that make it difficult to measure and prove impact.

### 1 Digital-Only Attribution

In many organizations, marketing channels are managed in siloes, forcing marketers to aggregate channel-specific reports into a single spreadsheet. This approach fails to capture the concept of a unified lead timeline or connect each lead to a specific account, opportunity, or deal. Marketers tend to over-value what they can count — while omitting some of the touchpoints — which greatly warps their analysis.

### 2 Offline-Only Attribution

The channels with offline-only attribution are similar to those associated with digital-only attribution. Much like with digital-only attribution, marketers tend to over-value the data they are capturing and are unable to connect the dots between individual leads and revenue, leading to a skewed perception of the impact of their activities.

### 3 Campaign Attribution

Campaign-based attribution comes with a common measurement problem where marketing struggles to accurately credit the impact of organic or top-of-funnel interactions. Marketing must create each campaign using unique URL parameters for every possible combination of their prospects' marketing experience. As the marketing mix gets more complex, this leads to overlooking important data for analysis.

### 4 Lead Attribution

Lead-based attribution does not fairly represent the extended buying committee found in the majority of B2B deals. With this measurement approach, you can only attribute downstream revenue to interactions with final decision makers. When only the end of the attribution story is being told, no credit goes to the marketing programs that jump-started the account's awareness and interest in your company and solution.

### 5 Binary Attribution

No singular program, campaign, or touchpoint creates an opportunity on its own. In the most effective organizations, marketing and sales work together to deliver a unified customer experience, instead of bickering over who generated the opportunity — a tunneled view which devalues all the touches that contributed to a final deal, and fails to honor this vital partnership.

## 4 Steps to Effective Attribution: From Channel Data to Revenue Data

Ultimately, a marketer needs to capture every touchpoint, then attribute each of these touchpoints to pipeline and/or revenue. Here are four steps you can take to get there:

- 1 Capture**  
Develop processes to efficiently capture all data from all sources: offline, digital, and sales.
- 2 Unify**  
Aggregate and unify this data at the account level, and represent every touchpoint on the same timeline. Since CRM is the source of truth for the sales team, match leads to accounts to arrive at this unified view.
- 3 Model**  
Once all interactions with an account appear on a single timeline, use an attribution model to accurately apply credit to each touchpoint. If the model is too simple — like first-touch only — you'll see no benefit to collecting all data from all sources. While no attribution model is perfect, it's worthwhile to employ an advanced one for better insights and impact of your efforts.
- 4 Analyze**  
Once you are modeling consistently and accounting for every touchpoint, you'll know how much revenue is being generated for your investments. In turn, you can effectively use solid attribution data to make informed decisions about future marketing spend.

With the right attribution model, it's easy to prove the impact of your efforts.

To find out how Marketo Engage can help you maximize the value of your marketing budget at each stage of the buyer's journey, visit [marketo.com](http://marketo.com).