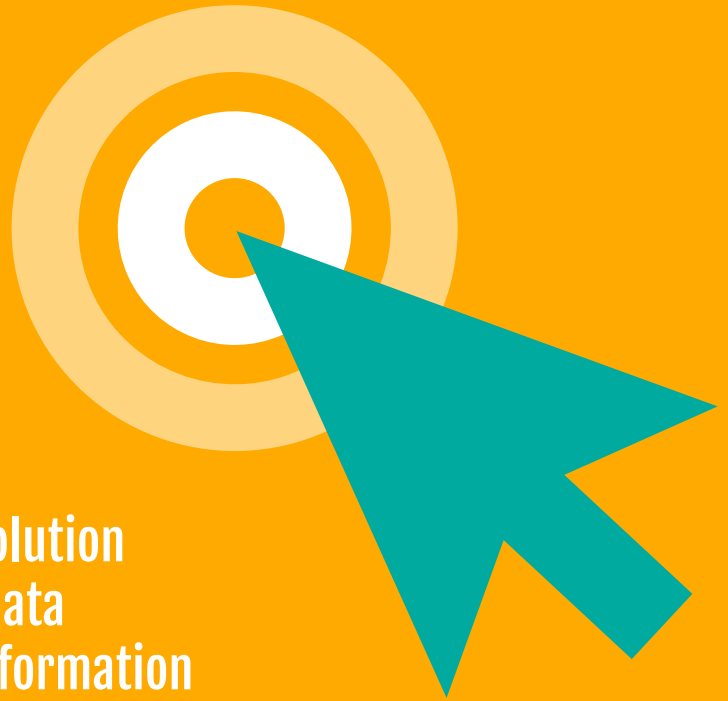




B2B marketing ATTRIBUTION

How Single Source Attribution Is Hurting Your Business

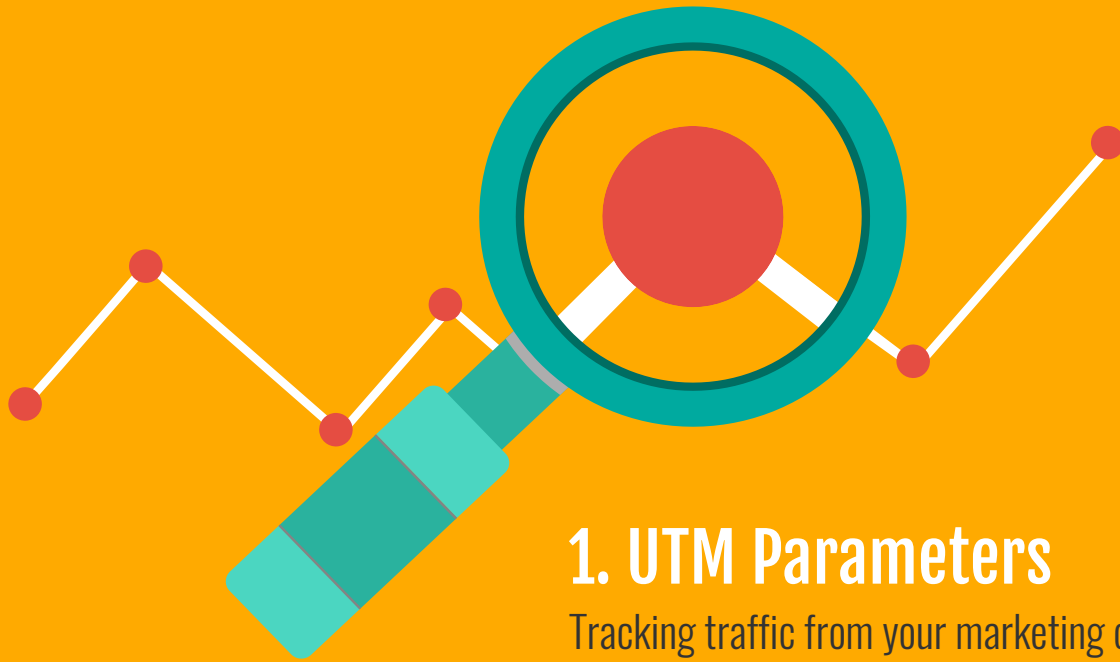


Marketing attribution is a holistic solution that connects marketing and sales data by tracking and storing customer information

– from their first click on a PPC ad to the final purchase.
The theory is that marketing attribution can help determine what campaigns are effective in generating quality leads for the business.

HOW TO CONNECT YOUR marketing and sales data





1. UTM Parameters

Tracking traffic from your marketing channels is the first step. UTM parameters are tags attached to the end of URLs that allow you to track the source of traffic to your website. With these tags you can find out all sorts of unique information about your potential customers.

2. On-site Javascript

Snippets of JavaScript code allow web analytics software – such as Google Analytics – to track on-site behaviour. Web analytics can be used to answer relevant questions, such as whether visitors bounce or click on a further to an eBook download link.





3. CRM Integration

The last step in integrating your sales and marketing data is to connect your metrics to your customer resource management (CRM) software. The data on CRM software contains insights into what turns leads into sales.



WHAT TYPES OF
**marketing
attribution models**
ARE THERE?

SINGLE TOUCH ATTRIBUTION MODELS

1. FIRST CLICK

First click attribution is when the first click that leads to a website is given credit for the sale or conversion. Marketers typically employ this model as it pertains to the top of the sales/marketing funnel.



2. LEAD CLICK

Lead click refers to the last click that led to the user becoming a lead. This type of attribution gives credit purely to the middle of the sales funnel – discarding the initial interaction and the final close.

3. LAST CLICK

Last-click attribution gives 100% credit to the activity that finally led to a sale or conversion. This is bottom of the sales funnel measurement and usually coincides with revenue.

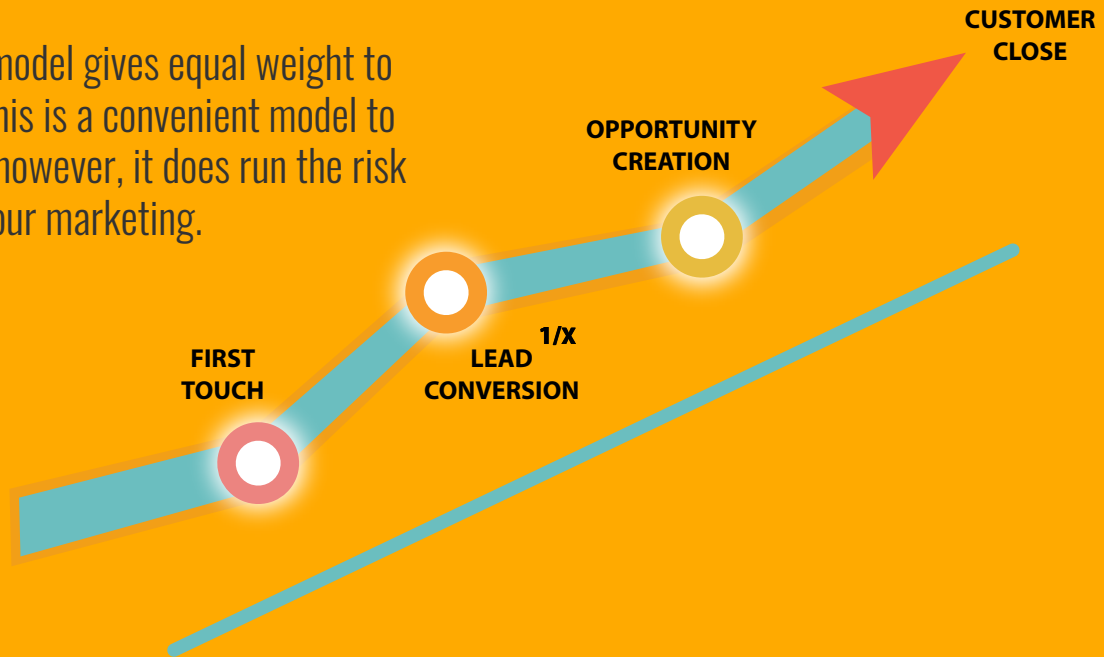


MULTI-TOUCH ATTRIBUTION MODELS

Multi-Touch Attribution takes a combination of single source attribution metrics and organises them to gain a more holistic view of the sales and marketing process.

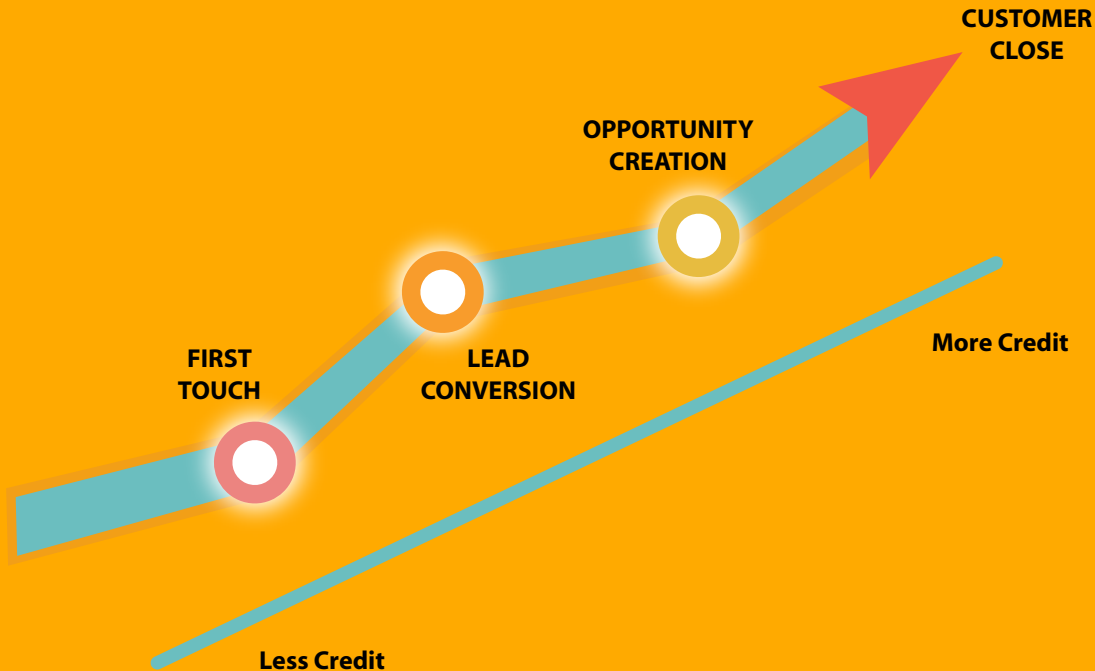
1. LINEAR

A linear attribution model gives equal weight to every touch-point. This is a convenient model to interpret your data, however, it does run the risk of oversimplifying your marketing.



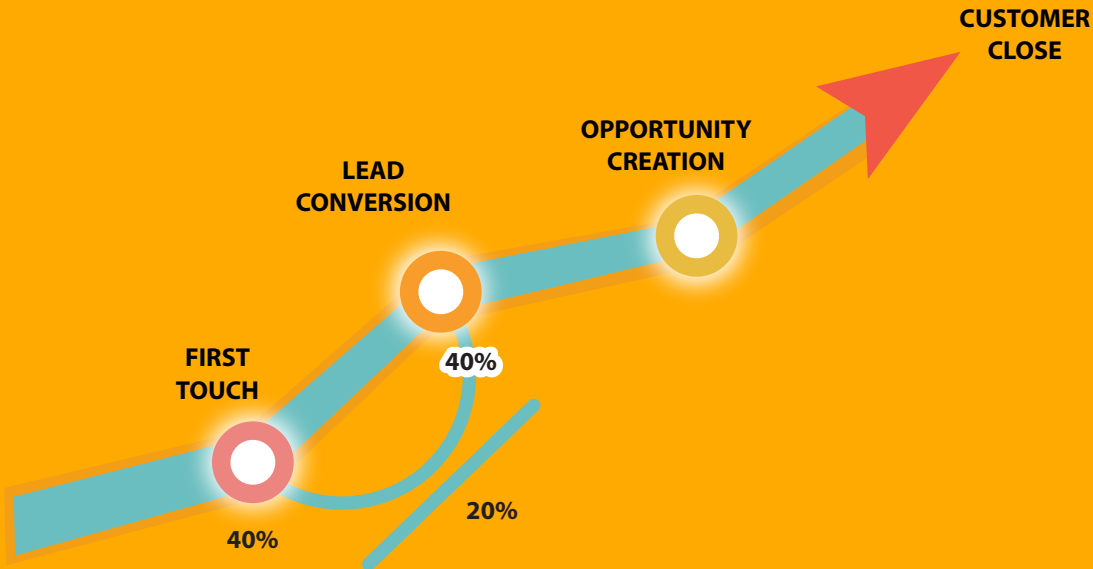
2. DESCENDING

A descending, or time decay, attribution model tries to balance out some of the drawbacks of a linear model by placing greater significance on metrics associated with the bottom of the sales funnel.



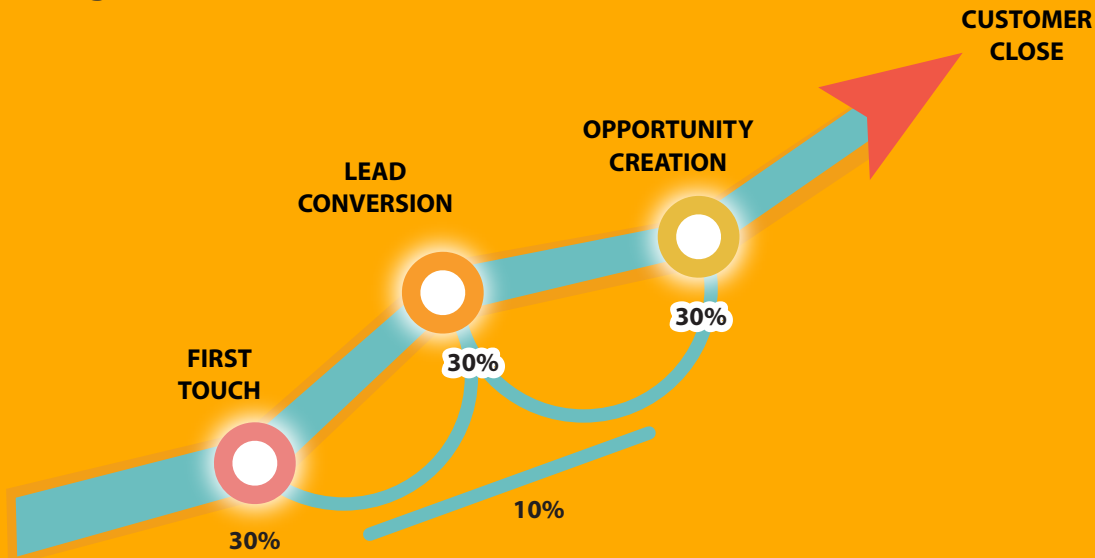
3. U-SHAPED

A U-shaped attribution model simply applies to the top part of the funnel. It measures everything in detail between the first interaction and the conversion to a lead. Marketing departments may find this model particularly useful, as it gives them greater insight into lead generation.



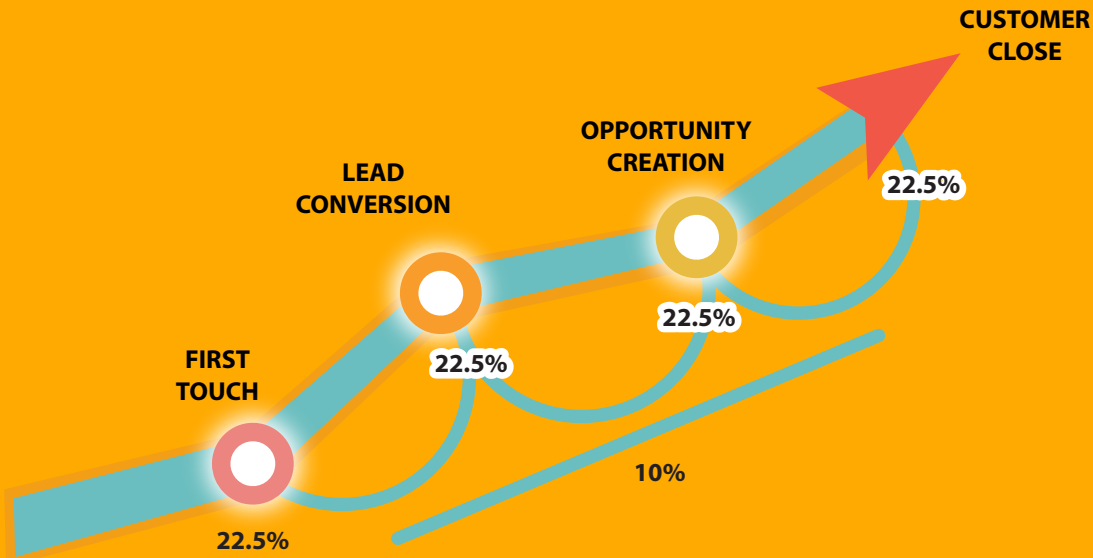
4. W-SHAPED

The W-shaped attribution model is similar to the U-shaped model but adds the data that can give you more insight into how to improve lead nurturing. This model is useful if you are looking for a more general overview of how your lead generation and lead nurturing is functioning.



5. FULL-PATH

Full-path attribution provides the most general overview; as it incorporates marketing activities, lead generation, lead nurturing and the final closing sales figures.



OMNI-CHANNEL ATTRIBUTION

Simpler forms of attribution only measure online interactions using web analytics and online tracking. However, when you are running an integrated campaign involving both online and offline marketing, you are limited to only seeing one half of the puzzle.

Omni-channel Attribution is the solution to this problem – allowing you to interpret not only digital data, but offline marketing data as well. These activities can range from television to radio to print advertising.





ACCOUNT BASED ATTRIBUTION

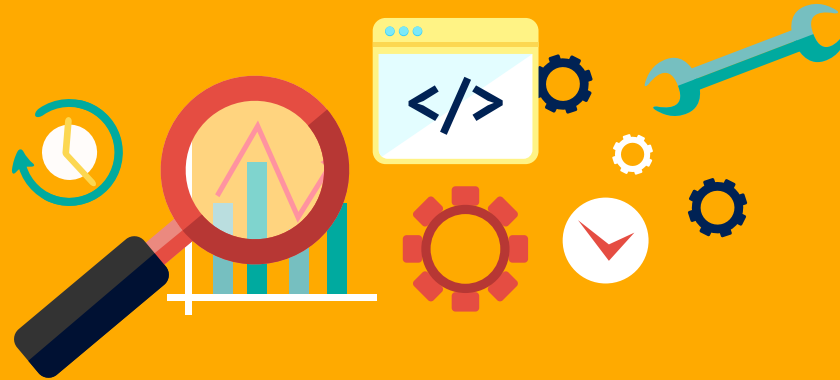
Account-based Attribution is used primarily in the B2B sector, where you are dealing with longer lead times and multiple representatives from one organisation.



BENEFITS OF MULTI-TOUCH ATTRIBUTION

Account-based Attribution is used primarily in the B2B sector, where you are dealing with longer lead times and multiple representatives from one organisation.

- Channel Mix Allocation – Instead of relying on engagement metrics, with proper attribution you are able to find out which specific campaigns lead to more revenue. As a result, you can alter your campaigns with much more insight on a granular level.
- Transparency – Marketing is typically criticised as being ‘vague’ and ‘unmeasurable’. With attribution you are accountable, as business owners can see how every action relates directly to the bottom line.



- Better Budget Use – There may be pockets of advertising in your marketing mixes that are severely underperforming. Attribution allows you to see the full picture and eliminate ads that only sink profits.
- Lowering Acquisition Costs – By streamlining your sales funnel you are optimising your acquisition costs and avoid wasting money on irrelevant campaigns.
- Sustainable Long Term Growth – Set up your attribution tracking today. The sooner you start the more data you will have in future. More data can mean more accuracy – aiding your business's long-term growth.