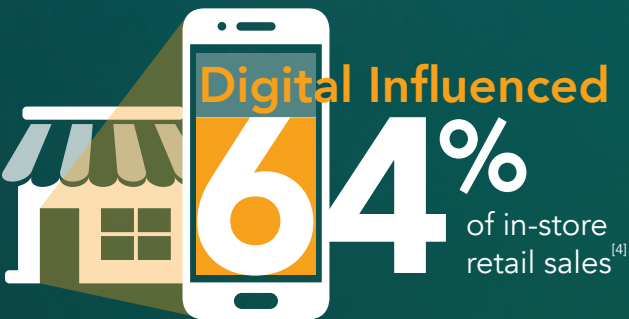
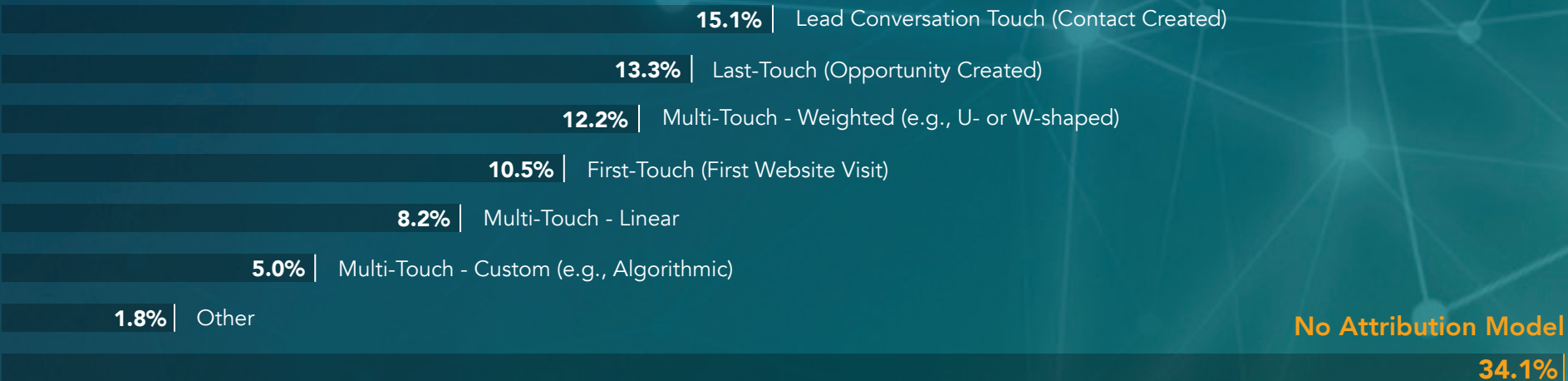


Attribution: Use It or Lose It

Why does attribution matter more than ever? If you’re not measuring the impact of your marketing efforts in today’s world of fragmented devices and touchpoints, you are missing out on ROI opportunities and wasting spend on channels, strategies and audiences that aren’t performing well. Here is how attribution is evolving and how you can take steps to use it the right way in your marketing.

PRIMARY ATTRIBUTION MODEL USED BY MARKETING TEAM TO MEASURE PERFORMANCE ACCORDING TO THE US B2B MARKETERS, OCT 2016 ^[1]

% of respondents



Time Decay Model (Multi-Touch) is

the Ideal Model for Attribution

The touchpoints closest in time to the sale or conversion get most of the credit, with each touchpoint in the attribution window receiving less credit than the one that occurred after it. This option gives you the best bang for your buck in terms of accuracy vs effort put in.

5 QUICK TIPS FOR ONBOARDING & USING THE LEARNINGS FROM YOUR ATTRIBUTIONS MODEL

- ✓ Run a data assessment so you can apply your attribution learnings.
- ✓ Have internal meetings on budget, tech, infrastructure, goals and ROI.
- ✓ Choose the right data matching partners based on the type of CRM data.
- ✓ Prepare to activate & optimize in media with real-time MTA integration.
- ✓ Lean on (and learn from) the experts, such as your agency or tech partner.

SOURCES

- ^[1] Note: numbers may not add up to 100% due to rounding; *78.7% of respondents were US-based and 90% were from B2B companies. Source: eMarketer.com, Bizible, Heinz Marketing Radius, ReachForce and Uberflip, “State of Pipeline Marketing 2016,” Nov 9, 2016
- ^[2] Source: The Outlook for Data 2017: A Snapshot Into the Evolving Role of Audience Insight, Interactive Advertising Bureau (IAB) and Winterberry Group
- ^[3] Attribution Is Becoming More of a Priority for Marketers, eMarketer
- ^[4] Navigating the new digital divide: Capitalizing on digital influence in retail, Deloitte
- ^[5] 10 Key Marketing Trends For 2017, IBM Marketing Cloud



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