THE DEFINITIVE GUIDE TO
MULTI-TOUCH
REVENUE ATTRIBUTION

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I. WHO SHOULD READ THIS BOOK?

This book was created to help B2B marketers tie marketing spend to revenue. While it provides a deep basic explanation of the building blocks required, it assumes the reader is not new to Marketing. Those who will get the most from this book are marketing leaders who carry budget responsibility and have performance metrics tied to revenue or pipeline—generally director-level and above.

Organizations who stand to benefit most from automated multi-touch revenue rely on their CRM for sales enablement and have fully implemented marketing automation. Typically these companies are approaching or above $1M/year in marketing spend.

This book does not cover top-of-funnel eCommerce and click attribution such as those tracked using UTM tags. It specifically applies to B2B campaign attribution.

By reading this book, you will gain an understanding of the revenue attribution landscape, the models available and what you need to prepare your organization for multi-touch ROI.
If you’re reading this, you’re likely well aware of Marketing’s increased responsibility for today’s B2B sales cycle. As marketers, we know that our prospects prefer to research and evaluate on their own terms, waiting as long as possible to engage with Sales. With that in mind, the modern B2B CMO invests heavily in content creation and channels designed to help prospects self-educate until the very end—the point at which they’re ready to discuss pricing. While it wasn’t so long ago that Marketing was primarily a creative function and Sales owned the bottom line, as Marketing’s ownership of the buyers’ journey increases, so does our responsibility to attribute marketing activity to organization-wide objectives.

This shift in accountability has also meant that we’re dealing with larger budgets than ever. If Marketing is to own more than 75% of the sales cycle¹, then it makes sense to shift focus (and spend) higher in the funnel. Increased investments, the dominance of trackable, digital marketing tools, and the reliance on marketing to convert pipeline, means CMOs are experiencing more Board-level accountability than ever before.
In 2015, almost 70% of enterprise organizations anticipate an increase in marketing budgets above the rate of inflation, with a predicted average increase of 14%.²

Data-driven marketing is becoming imperative. No longer simply a theory discussed by bloggers and analysts, this new approach is defined by its focus on employing data to deliver greater value to the business. Accountability, however, is not the only factor driving its adoption. According to Forbes, data-driven marketing leaders are almost three times more likely to have increased revenues³. For the data-driven organization, tying campaign spend to revenue becomes a critical requirement.

While marketers are collecting more data, the problem is that most are still unable to use that data to surface visibility into Marketing’s impact on sales. Many marketing technologies (e.g. CRM, marketing automation systems, content curation tools, etc.) offer plenty of TOFu (Top Of Funnel) reporting, yet still provide only simple campaign influence metrics. The status quo is no longer sufficient.

Even if CMOs know something about the first touch or last, the majority are blind when it comes to 80% of their sales cycle⁴.

The key to shedding light on this dark spot is multi-touch revenue attribution—the ability to measure and evaluate performance across every touch point in the buying process. Multi-touch attribution is necessary for marketers to calculate true ROI and, in turn, identify what’s working, effectively plan and forecast revenue, and take control of Marketing.

While many of us understand the importance of multi-touch attribution, few marketers are actually taking on the challenge. Complexity, resource constraints, and lack of understanding impose intimidating barriers to entry.
This book has been written to help B2B marketers understand the current landscape around attribution and provide steps to getting started. It will answer questions like:

1. What is multi-touch attribution and why is it important?
2. How do the lead lifecycle and marketing stack apply to attribution?
3. What are the predominant attribution models and what are their use cases?
4. How does Salesforce attempt to calculate Campaign ROI?
5. How do each of the common marketing automation & business intelligence platforms approach attribution?
6. What data should we be collecting and how do we get started?
Seventy-six percent (76%) of B2B marketing professionals agree or strongly agree that their “ability to track marketing ROI” gives marketing more respect.⁵
What’s working?

The ability to answer this question is critical to the success of any marketing department, yet it’s something we tend to know intuitively rather than empirically. Understanding how and why campaigns are effective and using these insights to make smarter investments can make or break a company, yet marketers say that the ability to prove ROI is still the #1 challenge they face.

In order to know what’s working, we must be able to prove ROI, understand how each marketing program contributes to revenue, and track against various segments, geographical regions and even product lines. Additionally, knowledge of the velocity of conversions through the funnel, based on these segments becomes critical. Without this understanding, we are left making guesses about how to allocate spend, and our hands are tied when budget cuts are on the table. If we are only reporting on leading indicators like how much we lowered CPL (cost-per-lead), CFOs believe that we can do more with less and are inclined to mandate exactly that.
By statistically tracking every single marketing touch from lead creation to opportunity close, we can see the value of our efforts and make data-driven decisions on how to optimize them. This is the true measurement of ROI.

Revenue attribution seeks to look at every marketing campaign that occurs between lead generation and opportunity closed. There are several choices of algorithms to determine this, and we will discuss those later in this book. The point is that multi-touch attribution answers how much revenue or pipeline was generated for every dollar we spend on marketing programs. It gives us the framework to reliably know how our efforts affect sales and make decisions based on that knowledge.

Within various tools ranging from spreadsheets to platforms like BrightFunnel, there are a number of ways to calculate attribution-based ROI. In order to fully understand the various approaches, a basic comprehension of the B2B revenue cycle must first be established. In the following chapter, we’ll provide an overview of the B2B lead lifecycle and show you the role played by core marketing technologies. If you find this next section elementary, consider skipping ahead to Chapter 4, where we’ll offer an overview of prevalent attribution models.

“Most CFOs believe that marketing could have a positive impact on profitability but 40% of them didn’t know if CMOs were even trying to do so.”
Multi-touch attribution answers how much revenue or pipeline was generated for every dollar we spend on marketing programs. It gives us the framework to reliably know how our efforts affect sales and make better decisions based on that knowledge.
Today, Customer Relationship Management (CRM) and Marketing Automation Systems (MAS) are among the most commonly used technologies by B2B marketing leaders—at 97 and 96 percent, respectively. The two technologies exist at the core of proper revenue attribution and, when used effectively, both can be extremely powerful, with great impact on revenue. When not used exactly as prescribed by vendors—as is usually the case—CRM and MAS can also be very dangerous, leading to misguided marketing decisions that wreak havoc on your bottom line.

Without a CRM and marketing automation platform, tracking ROI is impossible. You must begin with tracking prospects and campaigns. While unable to effectively address multi-touch revenue attribution on their own, these tools are necessary building blocks to getting there, so let’s discuss how they work together.
Customer Relationship Management (CRM) Overview

Many companies use their CRM as the system of record for nearly all business functions, but a CRM is primarily a sales and services tool, used to store data about existing customers and manage sales opportunities. It contains a database of all relevant information about clients and prospective clients and uses technology to organize, automate, and synchronize sales pursuits. Examples of popular CRMs include Microsoft Dynamics, Oracle Siebel, SAP, Salesforce and SugarCRM.

BENEFITS OF CUSTOMER RELATIONSHIP MANAGEMENT:

- 74% of CRM users said their CRM system offered improved access to customer data.  
- CRMs can increase sales productivity by up to 34% and forecast accuracy by up to 42%.  
- Using a CRM has been proven to increase sales by up to 29%.
Marketing Automation System Overview

The MAS is the marketing counterpart to the CRM platform—focused on moving inquiries from the top of the marketing funnel through to sales-ready leads at the bottom of the funnel. Marketing automation provides a single solution that marketers can use for all aspects of campaign design—including email and landing page development, lead management and scoring, and automation and reporting. Examples of popular MAS tools include Marketo, Eloqua, Hubspot, and Pardot.

Today’s B2B marketers would be crippled without marketing automation. Essential functions such as communicating with and tracking prospects become impossible or at best extremely difficult without it. In order to track revenue, you must first track campaigns and leads.

BENEFITS OF MARKETING AUTOMATION SYSTEMS:

- B2B marketers who implement marketing automation increase their sales-pipeline contribution by 10%.\(^{11}\)
- 63% of companies that are outgrowing their competitors use marketing automation.\(^{12}\)
- 78% of successful marketers say marketing automation systems are most responsible for improving revenue contribution.\(^{13}\)
How CRM and MAS Work Together

Marketing automation systems measure prospect engagement from the first time they interact with your company. Upon their first website visit, they’ll receive a cookie from your MAS, after which all interactions are tracked. A prospect is no longer anonymous once they provide their contact information (e.g. downloading an eBook, signing up for a webinar) and a lead is created within the MAS. From there, the lead is typically synced to the CRM.

One of the core functions of marketing automation is the ability to score prospects based on engagement. A prospect’s lead score will accumulate over time based on their interactions with marketing activity. Many companies develop nurture programs or a series of automated communications designed to help prospects self-educate. As a prospect interacts with marketing activity—triggered by nurturing or done organically—they’ll continue to accumulate points until they reach an agreed-upon threshold that deems them sales-ready.
While lead cycle processes vary between organizations, there is usually some threshold that determines the lead has reached a gating stage and is passed to a sales rep. Sales can either accept a lead, and convert it (more on that in the following section), or reject a lead, in which case, they often re-enter a new nurture queue. Alternatively, a lead may be disqualified altogether, in order to prevent any future engagement (e.g. competitors or bad records).

A lot has been written about lead management and the various stages leads can pass through. Much of that discussion is beyond the scope of this book. We recommend that you familiarize yourself with this process if you haven’t already.

**CRM Basics: Leads, Contacts, Accounts, and Opportunities**

For the purpose of this book, we’ll assume you’re using Salesforce, though the general concepts are universal. To make sure that we’re all on the same page, let’s review how prospects generally progress through the revenue lifecycle within Salesforce.

**LEADS**

Everything starts with the Lead object. A lead is essentially a digital business card that contains all relevant information about a prospect, and generally falls into one of two categories:

- **Acquired:** Often acquired through blind activities such as list purchases, these leads live at the very top of the funnel. While basic contact information is provided, the person has had no engagement with your brand and may be unaware that they exist in your database.

- **Inbound:** Marketing-generated; triggered by an action (e.g. requested demo, attended webinar) indicating some level of intent.

A lead can enter your CRM database directly via Salesforce’s web-to-lead form on your website, through a list upload, entered manually, or after it has been qualified and scored by your marketing automation software.
IV. Overview of the B2B Lead Lifecycle & Marketing Stack (continued)

**CONTACTS**

When Sales deems a lead qualified, it can be converted into a Contact. Contacts are the individuals associated with an Account. Upon lead conversion (a CRM process typically performed by Sales), a contact is created, the lead record is locked, and the converting rep can associate it with an account or opportunity.

Because it is possible to create a new contact without ever converting a lead, we are left depending on the sales team to follow correct processes. Duplicates are very easy to create and wreak havoc on campaign histories, causing data loss when records are improperly merged.

**ACCOUNTS**

An Account is an organization that is someday qualified to do business with your company. Accounts are generally defined by type (e.g. prospect, partner, customer) and the account record contains all the organization’s information that is relevant to a sale (e.g. industry, employees, annual revenue etc.).

When converting a lead in a CRM, a rep has two options:

1. **Create a new account** - Intended for cases when the lead’s associated account doesn’t currently exist in Salesforce.

2. **Choose an existing account** - Intended for cases when the lead belongs to an account record that already exists in Salesforce.

Aside from the default account fields, you may add customizable fields to reflect your unique sales cycle, as well.
OPPORTUNITIES

Opportunities track pending and closed deals. Opportunity creation is optional upon lead conversion and is generally created when the characteristics of the account (e.g. challenges, authority, budget) indicate that there is potential for a revenue-generating event. Opportunities can also be created independently of the lead conversion process.

Opportunities contain a number of fields designed to help track pending deal status. As it relates to revenue attribution, the following fields are worth familiarizing yourself with:

- **Amount:** The estimated total sale amount. Amount is critical to sales forecasting and a key component of accurately attributing pipeline to marketing.

- **Close Date:** When the account owner expects they’ll close the opportunity.

- **Primary Campaign Source:** Name of the campaign responsible for generating the opportunity (We’ll cover this in detail in Chapter 5).

- **Stage:** Stages often vary between different companies’ sales processes, but an example opportunity stage progression might be:

  - Qualification > Evaluation > Benefit/Cost Analysis > Verbal Commitment > Closed/Won OR Closed/Lost

The goal of any opportunity is ultimately to set the stage field to “Closed/Won,” indicative that an agreement has been reached and contract signed.
The opportunity record also tracks the contacts of all relevant influencers in a deal. The Contact Role field indicates the role an influencer plays in the evaluation process, and a single contact can be assigned as “Primary” within an opportunity record.

Unfortunately, Salesforce does not require that opportunities have associated contact records. As a result, contact role assignment is a manual process that often breaks down within organizations. Correct contact role assignment is critical to using Salesforce’s default attribution methods, and incomplete records are one of the top hurdles preventing marketers from attribution success. The reason? Opportunity records contain revenue (sales) data and contact records contain campaign (marketing) data. When contacts are not properly associated to an opportunity, it’s impossible to make direct links between marketing and revenue using Salesforce alone.

“When contacts are not properly associated to an opportunity, it’s impossible to make direct links between marketing and revenue using Salesforce alone”

Many organizations attempt to address this gap by mandating that their reps associate contacts in order to create opportunities. While this ensures that at least one contact exists, it does not address the issue that there are usually 4-5 influencers on every deal—and some of these players may not even be known to account exec. If the AE only associates one out of every four contact records, 75% of your touches become invisible.
Introduction To Campaign Management

Now that we’ve covered the basic Salesforce objects and lead conversion process, let’s review one of the most critical Salesforce objects for revenue marketers: the Campaign Object. The campaign object is key to tracking marketing activity.

A campaign can be defined as any marketing initiative with the goal of driving leads and revenue. When a lead or contact interacts with one of your campaigns, they’re associated with a campaign in one of four ways:

1. **Manual Addition** through Salesforce
2. **List Upload** (e.g. a comma-separated file exported from your webinar software)
3. **Web-To-Lead** (input from a web form directly through the Salesforce API)
4. **Marketing Automation Software** (automatically synced)

Let’s say, for example, you’re running multiple campaigns around a major conference. You would create a campaign within Salesforce. Next, you would set up a program within your MAS, sending an email to your desired list of recipients. Your MAS will track how recipients interacted with your campaign and sync this data with your CRM.

The Salesforce campaign record contains all associated leads and contacts, their individual member statuses (e.g. how they interacted with your campaign), and a number of other relevant fields. A few important campaign fields worth familiarizing yourself with include:

- **Type**: A picklist of available values to categorize and segment campaigns by cohorts (e.g. email, webinar, social media, event, whitepaper, PR, etc.)
- **Actual Cost**: Campaign investment. Actual cost is a critical value because it factors into ROI calculation.
- **Member Status**: Tracks whether a user has been sent a campaign and their subsequent interaction. (Example continued on following page).

* Because more than 76% of SaaS companies use marketing automation and Salesforce is the most widely adopted CRM solution, we’ll use the MAS-Salesforce integration as the primary example for the remainder of this eBook.
Introduction To Campaign Management (continued)

Member Status (continued):

Status values can be different based on campaign type and between companies. For example, an email campaign will ultimately map to “Sent” and “Responded” values. A user may be sent an email inviting them to sign up for a webinar. If they open the email and ultimately sign up for the webinar, they would be marked as “Responded” for the email campaign.

Continuing with the example, while the prospect signed up for the webinar, in this scenario they were unable to attend. For the webinar (a separate campaign), they would not be marked as Attended (mapping to the “Responded” field in Salesforce) because they were ultimately a no show.

Successfully managed member statuses are more critical to successful attribution than most marketers give them credit for. Unfortunately, they can also the cause of breakdown in certain attribution models, which we’ll investigate in depth in following chapters.
When proper association exists, you can view an individual’s campaign history from a lead or contact record:

<table>
<thead>
<tr>
<th>Action</th>
<th>Campaign Name</th>
<th>Start Date</th>
<th>Type</th>
<th>Status</th>
<th>Responded</th>
<th>Member Status Updated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edit</td>
<td>Nurture Blog Crushing Sales Kickoff</td>
<td>1/27/2015</td>
<td>Email</td>
<td>Sent Email</td>
<td></td>
<td>1/27/2015 2:39 PM</td>
</tr>
<tr>
<td>Edit</td>
<td>Webinar 010215 Advanced Multi Touch Attribution</td>
<td>1/21/2015</td>
<td>Webinar</td>
<td>Attended</td>
<td>✓</td>
<td>1/21/2015 12:11 PM</td>
</tr>
<tr>
<td>Edit</td>
<td>Web Demo Request</td>
<td>2/16/2014</td>
<td>Website</td>
<td>Responded</td>
<td>✓</td>
<td>2/16/2014 1:03 PM</td>
</tr>
<tr>
<td>Edit</td>
<td>Nurture Blog Data-Driven Marketing Email</td>
<td>10/13/2014</td>
<td>Email</td>
<td>Sent Email</td>
<td></td>
<td>12/15/2014 6:27 PM</td>
</tr>
</tbody>
</table>

Taking things a step further, when contact roles are appropriately assigned on an opportunity record, the opportunity's campaign influence related list shows you all campaigns that have influenced an opportunity:

<table>
<thead>
<tr>
<th>Action</th>
<th>Campaign Name</th>
<th>Contact Name</th>
<th>Contact Role</th>
<th>Responded</th>
<th>Primary Campaign Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edit</td>
<td>Webinar 010215 Advanced Multi Touch Attribution</td>
<td>Jane Smith</td>
<td>Business User</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Edit</td>
<td>Nurture WP Analytics Cloud Guide Email</td>
<td>Blake Brysha</td>
<td>Business User</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Edit</td>
<td>Nurture Blog Multi Touch Attribution</td>
<td>Amy Abascal</td>
<td>Decision Maker</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Edit</td>
<td>Event 2014 Data-Driven Marketing Summit</td>
<td>Blake Brysha</td>
<td>Business User</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Edit</td>
<td>Event 2014 Data-Driven Marketing Summit</td>
<td>Amy Abascal</td>
<td>Decision Maker</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

We'll dive deeper into the campaign object and use cases in subsequent chapters, but it can't be stressed enough how fundamental proper campaign tracking and management is to revenue attribution. As contact roles are critical to Sales, campaigns are critical to Marketing, and the key to accurately tracking, analyzing, and reporting on marketing-generated revenue.
B2B marketing leaders talk a lot about the benefits of multi-touch revenue attribution; however, faced with time and technological constraints, nearly all marketers still default to single-touch. Getting started with multi-touch attribution first requires an understanding of the various approaches. There are several commonly accepted models, and your choice depends on your business needs and data set. In fact, in most cases, it’s advantageous to use more than one.

This chapter contains an overview of some of the most popular revenue attribution models being used today.
Before we get started, consider the following scenario, which will be referenced as we examine the pros and cons of each model:

Jane Smith from ABC Company visited your company’s booth at a conference and was scanned by your booth staff, which was then used to create a lead in your CRM. Wanting to learn more about your company, she watched a video on your website, signed up for a webinar, and ultimately downloaded an eBook before an opportunity was created for ABC Company with Jane as the Primary Contact. Eventually, after engaging with sales, ABC Company signed a deal for $20K.

While the average B2B buyers’ journey spans at least 13 different touch points, for the sake of simplicity, we’re using a four-touch example to demonstrate how revenue credit can be distributed in various attribution scenarios. Similarly, most purchase decisions are made by a collective group of stakeholders, rather than an individual.

Revenue is attributed to the first marketing touch. All campaign touches after the initial interaction are ignored.

**ABC COMPANY SCENARIO:**
Jane’s first interaction—visiting your booth at a conference—receives 100% credit for the deal ($20K).
V. Common Attribution Models (continued)

**SINGLE-TOUCH ATTRIBUTION (LAST)**

Revenue is attributed to the last marketing touch before an opportunity is created. All campaign touches before the last interaction are ignored.

**ABC COMPANY SCENARIO:**
Jane’s last interaction prior to lead conversion—downloading your eBook—receives 100% credit for the opportunity ($20K).

**THE BOTTOM LINE:**
Single-touch models are a common starting point for revenue attribution, used by nearly two-thirds of all marketers\(^\text{15}\). While preferable to not attributing revenue at all, single-touch models place disproportionate emphasis on either lead generation (first touch) or conversion (last touch) activity.

The biggest problem with single-touch attribution models is that they overstate the value of a single activity, and undervalue everything else. For instance, if you have a campaign that consistently occurs midway through the buyers’ journey (e.g. webinar in ABC Company example), it won’t be given any credit with single-touch. In reality, your mid-funnel programming may be a critical step in progressing prospects through the funnel. As a result, marketers may be tricked into inappropriately allocating investments, cutting spend in mid-funnel programs because single-touch attribution doesn’t provide visibility into that portion of the buyers’ journey.
V. Common Attribution Models (continued)

**EVENLY-WEIGHTED ATTRIBUTION**

![Graph showing evenly-weighted attribution](image)

Revenue is attributed equally for every marketing touch.

**ALSO KNOWN AS:** Linear Attribution

**ABC COMPANY SCENARIO:** Revenue credit for all of Jane’s interactions are split evenly among all campaigns (4 campaigns all receive credit for $5K, totaling $20K).

**THE BOTTOM LINE:**
An improvement from single-touch, the simplicity of linear attribution makes it the most common starting point for most marketers seeking to employ multi-touch attribution. While this approach does apply credit to all touches along the buyers’ journey, it runs the risk of overvaluing lower-impact touches, which can lead to faulty assumptions about the effectiveness of a campaign. For instance, an email click-through may receive the same credit as a demo request.

“Salesforce was only telling us a small portion of Marketing’s impact on sales. With BrightFunnel, we get the complete picture.”

Janelle Donovan
Sr. Director of Marketing

[READ THE CASE STUDY](#)
TIME DECAY ATTRIBUTION

More revenue credit is given for interactions that occur closer to conversion.

ABC COMPANY SCENARIO:
Jane’s interaction closest to the point of conversion—downloading your eBook—receives the most credit. All prior touches receive less and less, the farther back in history they are from the conversion event.

THE BOTTOM LINE:
The core premise of the time decay model is that the closer a touch point is to conversion, the more it should receive. As respected author and Google Digital Marketing Evangelist, Avinash Kaushik, puts it: “If early touchpoints were so magnificent, why didn’t they convert?”

![Diagram showing the allocation of revenue credit across different channels]
POSITION-BASED ATTRIBUTION

Greater revenue credit is given to specific touches in the cycle, typically the first and last touches.

**ALSO KNOWN AS:**
U-Shaped Attribution, 40-20-40 Mode

**ABC COMPANY SCENARIO:**
Jane’s first and last interactions receive the majority of credit ($16K total), while the remainder of credit ($4K) is divided among mid-funnel activity.

**THE BOTTOM LINE:**
In this example, a position-based model generally attributes 40% of credit to the first and last touches, and distributes the remaining 20% evenly amongst mid-funnel interactions. These percentages, of course, can be adjusted in the process of finding the model that makes the most sense with your programming. Position-based attribution offers an interesting multi-touch option for marketers who want to emphasize lead generation and last touch events, without discounting mid-funnel nurture activity.
### INTERACTION-BASED ATTRIBUTION

**ABC COMPANY SCENARIO:**
Because you’ve historically seen that prospects who’ve engaged with webinars and eBooks are more likely to convert, more revenue ($8K and $6K, respectively) is attributed to these events than a conference or video ($4K and $2K). Credit is disbursed accordingly among all of Jane’s interactions.

**THE BOTTOM LINE:**
A custom interaction-based attribution model relies on historical analysis to apply different weights to varying interactions. The biggest danger with interaction-based models is that they can often be subjective, and marketers must put considerable thought into which types of user behaviors are most valuable. Ideally, these decisions are informed by historical behavioral patterns and, because of this, it’s strongly recommended that you first experiment with models that don’t require gut-based inputs—first, last, linear, and time decay—in order to identify behavioral trends, before layering in other factors that are important to your business.

More emphasis is placed on touches that indicate deeper engagement.
V. Common Attribution Models (continued)

MACHINE LEARNING ALGORITHMS

Machine Learning Algorithms are similar to Interaction-Based Attribution but use scientific and proprietary algorithms to statistically determine credit, rather than relying on human judgment.

ALSO KNOWN AS:
Algorithmic or probabilistic attribution.

THE BOTTOM LINE:
The most advanced of the models outlined, they are not widely available for B2B. As of the time this book is published, BrightFunnel is investing heavily into R&D to make this a reality for B2B marketers.

When deciding which model to employ, we recommend you keeping it simple by starting with an evenly-weighted, linear model. If possible, run a combination of models simultaneously for a few quarters to get a handle on how the different models work with your unique buyers’ journey. For instance, a mixture of first touch/last touch/linear models will yield insight into top performing lead generation and conversion events, without completely discounting mid-funnel nurture activity. You can test this with pipeline attribution and revenue attribution. In tracking a variety of models, you’ll amass insights to help you more intelligently build an advanced, custom model that aligns with your organizational goals.
Now that we’ve covered the lead flow between CRM and MAS, the basics of Salesforce objects, and an overview of attribution models, let’s dive into how revenue attribution works in the most popular CRM solution: Salesforce.

Salesforce has two approaches to attributing revenue. The first is through lead source and the second is through the Primary Campaign Source field (which contributes to the Campaign Influence views). Both are single-touch models, meaning all revenue or pipeline get attributed to only one activity, regardless of the number of campaigns involved in the sale.
VI. How Salesforce Handles Attribution

**Lead Source**

The Lead Source field is a picklist value that can exist on three separate Salesforce objects: Lead, Account, and Opportunity. The default lead source values are *Web, Phone Inquiry, Partner Referral, Purchased List*, and *Other*, though these are usually customized to reflect a company's primary marketing channels.

**ATTRIBUTION MODEL:** Single-Touch (First)

Lead Source tracks only a prospect’s initial interaction, which overemphasizes lead generation activity and ignores everything beyond first marketing touch. Furthermore, lead source generally only provides visibility into the broad channel from which a lead was sourced, devoid of any insights into the specifics that influenced a deal.

By default, the lead source field can be edited and, as a result, it’s possible that the value can be manually changed by employees. Unlike campaigns, lead source is not cumulative, so when a process merges leads—either via web-to-lead or MAS—the field can be overwritten, resulting in data loss.

The lack of flexibility around using lead source to provide attribution causes companies who rely on it to jump through all kinds of hoops. Shortcomings in CRM and marketing automation are painful and marketers try creating their own workarounds. Because users are trying to use Salesforce in ways it was not designed to function, custom fields trying to map the original lead source and other steps along the buyers’ journey have become *de rigueur*, but never really work right.
Lead Source (continued)

ABC COMPANY SCENARIO:
Jane initially enters your Salesforce database via a list upload of visitors to your booth at Dreamforce 2015. In doing so, her lead source is set to “Event - Live.” In the days that follow the conference, Jane visits your site, watches a video, and provides contact information in order sign up for an upcoming webinar, creating a new lead with the status of “Event - Virtual.”

Upon merging the duplicate records, with improperly set up processes, the initial lead source (“Event - Live”) could be lost OR an enterprising sales rep could potentially change the value to “Prospecting - AE” in order to meet a quota for that month.

THE BOTTOM LINE:
In addition to the standard challenges presented by first touch attribution—giving 100% credit not even to a specific campaign (e.g. “Dreamforce 2015”), but to a broad category (“Events - Live”)—attribution by lead source presents other data quality challenges including lack of insight into specific campaign/offer performance or overwriting records, destroying information in the process.

TALES FROM THE MARKETO COMMUNITY:

Hi Amy,

I can share my best practice, usually i do for Lead Source stuff.

I usually create four fields in Salesforce and sync with Marketo:

1. Lead Source - New Source, when lead is created like, Web page, tradeshow, Webinar etc..
2. Lead Source Details - Source details which given information like Dreamforce 2014, Intelligence Webinar etc..
3. Lead Source _ Recent - Recent source, where same lead may have visited, like Web page, tradeshow, Webinar etc..
4. Lead Source Details _ Recent - Recent Source details which given information like Dreamforce 2014, Intelligence Webinar etc..

As Jason suggested above, I block “Lead Source and Lead Source Details” in Marketo so that it does not overlap the existing source from where leads was created.

And keep ‘Lead Source _ Recent and Lead Source Details _ Recent’ unblock, so that when ever i do list import, I can check where this lead recently seen up.

With these four fields, it easy to identify lot more about lead in just four tabs...

Hope I am clear.

Thank you
Primary Campaign Source

Primary Campaign Source is a field within the opportunity object that logs the last associated campaign on a lead prior to lead conversion. If the lead has multiple associated campaigns, the campaign with the most recently updated member status is recorded as the primary campaign source within the opportunity.

In order for primary campaign source to be automatically assigned, Salesforce requires that a company not only be tracking campaign members, but that an opportunity is created via lead conversion. In reality, opportunity creation processes vary according to whatever workflow the rep is most comfortable with. This means 89.53% of opportunities get created without a primary campaign source.

ATTRIBUTION MODEL: Single-Touch (Last)

Primary Campaign Source tracks only a lead’s last interaction prior to conversion. Similar to lead source attribution, primary campaign source disproportionately allocates credit to the most recent pre-conversion event, ignoring all prior touches. Also similar to lead source, the primary campaign source field is editable by default, introducing potential threats to data integrity.
Primary Campaign Source (continued)

In the case that an opportunity is created independently of the standard lead conversion process—a lead is converted, creating a contact, an account, and an opportunity—primary campaign source is not assigned. Opportunities do not require association with contact roles and, even in the case that an opportunity owner adds a contact (or multiple contacts) after the fact, primary primary source is not assigned, again, putting the responsibility in the hands of a sales rep to manually assign primary campaign source.

Finally, primary campaign source can erroneously assume that because a lead is associated with a campaign, that the campaign has been influential. If a lead is a campaign member but never responded—or the campaign exists in Salesforce but has yet to start—that campaign can still be counted as primary campaign source.

TALES FROM THE SALESFORCE COMMUNITY:

Andrew

How can I track multiple Campaigns on a single Lead?

Hey all,

I’m a fairly new administrator to a company using EE. One of the issues I’m trying to solve is that when we have someone download, request & fill out forms from our website we consistently end up with upwards of 15 Leads for a single person. Merging these Leads is easy enough, but when it comes time for Marketing to see which forms, web pages & documents are generating the most Leads for us, we are finding it is not possible as only 1 Lead Source is saved in this merging process.
Primary Campaign Source (continued)

ABC COMPANY SCENARIO:
Jane is entered into your Salesforce database after visiting your booth at Dreamforce 2015. In doing so, she's added as a campaign member to the “Live Events - Dreamforce 2015.”

In the weeks that follow the conference, Jane watches one of your videos, signs up for an upcoming webinar, and receives a handful of nurturing emails, the last of which, “7 Tips To Drive More Sales Next Quarter,” she does not open. Around the same time as receiving this email, Jane meets your company’s requirements to become an opportunity. Her lead record is converted, and Primary Campaign Source is recorded as “Nurture_Email_7TipsForMoreSales,” giving 100% credit to an email that was never even opened.

THE BOTTOM LINE:
In addition to the standard challenges presented by last touch attribution, ignoring all touches but the last—primary campaign source leaves too much room for error. Because only one contact role is usually associated to an account (when there should be many), and only one touch for that contact gets counted (regardless of whether it’s valid), we estimate that primary campaign source is invalid 80% of the time.
Campaign Influence

Campaign influence is a standard Salesforce feature that allows users to automatically (or manually) associate multiple influential campaigns to a single opportunity. When a contact role is added to an opportunity, all of that contact’s campaign memberships are then listed under the campaign influence list within the opportunity record, including campaign that are created after the opportunity is created.

From the campaign influence list, you also have the optional ability to designate any influential campaign as the primary campaign source, which attributes 100% of the revenue from that opportunity to the designated campaign, should you win that opportunity. These can also be selected later and include campaigns that happen after opportunity creation. If you don't win the opportunity, the relationship will still be recorded on the campaign record so you can see how many opportunities in total (won or lost) were influenced by that campaign.

In order to use campaign influence, you must be tracking campaign membership and enable campaign influence. Users can specify a campaign influence time frame, which sets the maximum number of days between a campaign’s first associated date and the opportunity created date, during which a campaign is considered influential.

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TALES FROM THE SALESFORCE COMMUNITY:

Jessica

Campaign Influence and Primary Campaign Source -?

What exactly is the difference between these two?

Our issue is that the Primary Campaign Source keeps getting set to whatever Campaign a Contact Role is related to whether they responded to the campaign or not. This should not happen on Opportunities that were created BEFORE the Campaign. That doesn’t make any sense. How can we make it so that the Primary Campaign Source is only filled in if the Opportunity Create date is equal or greater to the Campaign create date and the Contact responds to the campaign within a certain time frame? The explanation of how the Primary Campaign Source works with Leads does not apply.
Incomplete Data: Missing Contacts on Opportunities

1. Salesforce does not require contacts on opportunities.

When opportunity creation falls outside of the standard Salesforce lead conversion flow, association gaps are created that remove any hope for truly meaningful attribution. Opportunity owners (Sales) are simply not focused on data entry. They’re focused on selling and, as a result, procedure can often go overlooked, creating incomplete records and bad data. But the solution isn’t necessarily to impose more processes on your reps. That can backfire. Besides, you want your reps closing deals, not spending their time following draconian data capture rules.

**ABC Company Scenario:**

Jane visits your booth at Dreamforce. Rather than convert Jane’s lead record to an opportunity, one of your Sales reps independently creates an opportunity for ABC Company. In doing so, he neglects to add Jane as a Contact role and when the deal closes, none of your marketing initiatives are attributed to the sale.

2. Contact roles are often neglected.

Most sales reps will attach a single contact (if any) to an opportunity and move on. In reality, there are usually numerous stakeholders influencing any considerable B2B purchase decision. Given the complexity of most enterprise sales, there may be influencers engaging with your content who are completely unknown to the account rep. On average, we see 4-5 people involved in a B2B buying cycle, with only 1 contact role is attached to the opportunity. This means that more than 80% of marketing influencers are not being attributed to a sale.17
2. CONTACT ROLES ARE OFTEN NEGLECTED. (CONTINUED)

**ABC COMPANY SCENARIO:**

Jane visits your booth at Dreamforce. In the subsequent weeks, she watches a video on your site, signs up for a webinar, and downloads an eBook. Sharing your company with her co-workers, her CEO, Director of Marketing, and Head of Finance all initiate their own evaluation process—interacting with countless marketing initiatives along the way.

One of your sales reps that has been working with Jane ultimately converts her lead record to an opportunity, in which Jane is the primary contact role. No other contact roles are added. When the deal closes, Jane’s last interaction is credited, and the other 80% of touches coming from the CEO, Director of Marketing, and Head of Finance are ignored completely.

“*In the majority of B2B sales five or more contacts may be associated with the purchase process and buying decision, yet only one or none of the contacts are listed on the opportunity.*”¹⁸
3. **SALESFORCE DOESN’T AUTOMATICALLY LINK CONTACTS TO ACCOUNTS.**

Many B2B companies are plagued with thousands of “orphan” leads—prospects generated by marketing but not properly associated with an account. Due to Salesforce’s rigid data entry and record association standards, the fate of your attribution is essentially put in the hands of your sales team. Unfortunately, it’s likely that Sales won’t even know about every prospect influencing a campaign beyond those with whom they have personally interacted. The inability to automatically link contact roles to accounts creates incomplete records that are a major hurdle to correct attribution.

**ABC COMPANY SCENARIO 1:**

Jane visits your conference booth and, upon returning to her office, rallies a team of influencers who she knows will be as enthusiastic about your solution as she is. Ten people engage with your marketing content, each with varying levels of influence. When it comes time to create an opportunity, your rep arbitrarily chooses a lead to convert that is not Jane, creating an account and opportunity for ABC company, but orphaning nine people whose interactions are ignored.

Additionally, prospects may misspell or provide variations on a company name (e.g. “IBM” vs. “I.B.M.” vs. “International Business Machines“), use subsidiary names (e.g. “IBM India” or “IBM Internet Security Systems“), or enter email addresses that aren’t indicative of account association (e.g. “jane.doe@gmail.com“). Salesforce can’t automate associations and these minor variations can all hinder correct attribution, as they prevent contacts from assuming their appropriate contact roles within an account.

*Continued on following page.*
ABC COMPANY SCENARIO 2:
Jane visits your conference booth and, upon returning to her office, rallies a team of influencers who she knows will be as enthusiastic about your solution as she is. Ten people engage with your marketing activity, all with influence on the purchase decision. When providing contact information, some people list company name as “ABC Co.,” while others listed “ABC Company” or “Acme Bolts and Cogs.”

An opportunity is ultimately created, but only three of the ten contacts are mapped to ABC Company’s account. As a result, most of your touches orphaned, giving you only partial insight into true marketing influence on the opportunity.

THE BOTTOM LINE:
Campaign influence projects an incomplete picture of marketing-generated revenue that can lead to faulty assumptions, grossly incorrect reporting, and ultimately, dangerous, misguided investment decisions.
VI. How Salesforce Handles Attribution (continued)

Salesforce Attribution Summary

Ultimately, Salesforce is a Sales tool—heavily reliant on people to ensure data quality. Every organization uses Salesforce differently, which presents challenges that break attribution. There are simply too many points of failure to rely on Salesforce alone when trying to attribute marketing to revenue; and moreover, trying to customize Salesforce to do attribution—through custom fields, draconian sales processes, etc.—can often backfire.
There's no doubt that revenue attribution is a hot topic these days. Countless blog posts and articles discussing the value of attribution can be found on the websites of all the major players in marketing tech—especially those selling marketing automation. Most MAS systems have built in analytics, and promise a lot. We’ve found they are useful in some scenarios, but fall short when it comes to tying spend to revenue. Let’s examine them in detail.
How Marketo Approaches Attribution

Marketo customers have the ability to purchase the Marketo Revenue Cycle Analytics (RCA) module at additional cost. RCA does, indeed, purport to provide ROI analysis for marketing programs, and includes views dedicated to multi-touch attribution. Unfortunately, architectural limitations leave Marketo unable to tie ROI reporting and campaign influence patterns together.

Marketo’s Program Analyzer is their tool for reporting on ROI. While the graphics are more attractive than Salesforce’s Campaign ROI report, the insights are only slightly better. The axes are selectable with the drop downs on the right.

It’s a good start, at describing ROI, but the data offered here is fairly limited and doesn’t provide insight into velocity. Like Salesforce, Marketo RCA is dependent on properly associated contact roles, meaning your chances of full attribution are minimal. Furthermore, while it’s certainly valuable to understand how past campaigns have performed, Marketo is not able to report beyond historical data or predict how campaigns will continue to perform over time.
How Marketo Approaches Attribution (continued)

To more carefully analyze the buyers’ journey, Marketo offers their Opportunity Influence Analyzer, allowing users to see individual campaigns that have touched an opportunity. Sadly, it’s little more than a prettier visualization of Salesforce’s Campaign Influence report. While you can overlay several opportunities to help you eyeball patterns, there is no aggregate reporting available. For example, you would not be able to pull all the closed/won reports for EMEA mid-market business. Opportunity Influence Analyzer offers only a one-opportunity-at-a-time view and does not include ROI measurements.

The ability to report on how all campaigns (or cohorts) are influencing all pipeline is the critical missing component from Marketo’s RCA. Because of its dependency on properly associated contact roles, RCA is unable to show marketer how collective campaigns are influencing revenue, and therefore cannot guide decisions.

“In an environment where the focus for companies is mostly on driving growth, the ultimate criterion for marketing effectiveness is how your marketing programs are influencing pipeline and revenue. Paradoxically, many Marketo users don’t set themselves up initially to be able to report on this.”

- KASHMIRA BAKSHI, PRINCIPAL AT ROI TARGETS AND FORMER SENIOR MANAGER, PROFESSIONAL SERVICES AT MARKETO
VII. Revenue Attribution Through Marketing Automation Platforms (continued)

Other MAS Tools And Attribution

**ELOQUA**

Eloqua’s Insights Analyzer provides ROI reporting in a spreadsheet-like format with no charts or visualizations. It is only able to tie source campaigns to revenue and is reliant on properly associated contact roles. To recap, first touch attribution discounts all of the subsequent touches beyond initial lead generation, rendering Eloqua inadequate for marketers seeking to understand campaign efficiency along the complete buyers’ journey.

**PARDOT**

Pardot’s ROI reporting integrates with Google Adwords and various ad networks to help you see how your spend ties back to online sales. Since this relies on eCommerce, it is better suited for B2C markets. ROI is calculated based on source campaign as well. To measure influence, they tie back to Salesforce, and as a Salesforce-owned company, that seems expected. If you want to go deeper, Pardot integrates with a BI tool to provide a data warehouse and several out-of-the-box canned marketing reports. We’ll discuss BI in the next chapter.

The Bottom Line

Don’t get us wrong, marketing automation systems are indispensable players in the B2B Marketers’ toolkit. Without them, many of the major functions of Marketing, like campaign management, segmentation, and nurture would be impossible. Using multi-touch attribution to tie spend to revenue, however, is not something they are designed to do or are even trying to accomplish. They provide basic ROI reporting; and that may be enough for some early-stage companies, but they’ll leave you short sighted when trying understand Marketing’s complete impact on sales.
There are two predominant technology categories able to accurately report on revenue attribution; Business Intelligence (BI) and Marketing Revenue Intelligence (MRI). Both solutions mine big data and are able to help get past the limitations presented by CRMs and Marketing Automation Systems.

Velocity and conversion rates of leads across time are critical factors in quantifying the buyers’ journey, and something that Intelligence technologies can help solve. While Salesforce can show you how many net new leads and opportunities were acquired in a given month, it cannot report on lead progression through the funnel. Because of the way that Salesforce tracks data—not recording snapshots of lead data over time—it does not report on lead progress, or show marketers which touches influenced stage-by-stage conversions.
VIII. Attribution Through BI and Marketing Revenue Intelligence

For example, suppose a webinar generated 250 leads in January 2015 and of those, 150 were MQLs. When analyzing this campaign in January, it would accurately report the 150 MQLs you had. In the months that follow, let’s say that 80 of the 150 MQLs become SQLs. Now, when you run January’s report on the same webinar, it would list 70 influenced MQLs, neglecting the 80 that moved forward.

Because of these limitations, storing historical snapshots of lead status across all stages is critical. Without this historical information, attribution becomes impossible; undoubtedly why so few technology companies are attempting to solve for it.

Business Intelligence Platforms

Business Intelligence or BI describes broad category of applications and tools, designed to transform raw data into useful information. Early BI systems emerged in the 1960s and their development and adoption grew exponentially until the 1980s. Today there are dozens of solutions on the market, ranging from large, in-house enterprise installations, to lightweight cloud-based tools. Modern tools boast sexier UIs and better visualizations, but their underlying architectures have changed very little in the past thirty years.

BI technologies are capable of processing large amounts of data and the goal of BI is to allow for the easy interpretation of these large volumes. BI can be used to support a wide range of business decisions ranging from operational to strategic, and is most effectively used cross-departmentally.

When used correctly, a BI tool pulls all critical company metrics into a data warehouse (or DWH). The DWH is a literally a store that contains all line items, large and small, from across the organization. This data is crunched and analyzed to report on every aspect of business health.

WHAT IS A DATA WAREHOUSE?

A data warehouse (DW or DWH), also known as an enterprise data warehouse (EDW), is a system used for reporting and data analysis. DWs are central repositories of integrated data from one or more disparate sources.
Business Intelligence Platforms (continued)

BI tools integrate with finance, ERP, CRM, marketing automation, help desk tools and literally any business critical silo. Most solutions use an ETL layer to extract the data. ETL (Extract, Transform and Load) is a series of processes that pulls the data in from each source, standardizes it and pushes it into the data warehouse.

Once the data is in the DWH, creating reports is a manual and highly technical process. While vendors typically provide some templates to get you started, due to the cumbersome, IT-heavy nature of traditional BI platforms, building out revenue attribution typically requires an analyst to create custom dashboards. Most companies hire dedicated IT employees and data analysts to oversee BI modeling, and reporting.

Today, a new school of BI tools has emerged, characterized by elegant UIs that are making the tools increasingly accessible. While it's certainly possible for organizations to derive function-specific insights with modern BI, this level of custom modeling still generally needs to be built from the ground up.
VIII. Attribution Through BI and Marketing Revenue Intelligence (continued)

**Business Intelligence Platforms (continued)**

**BENEFITS OF BUSINESS INTELLIGENCE:**

If you work for an enterprise looking to solve a bigger business analytics problem, using BI for your metrics may make sense. For example, if you are a large manufacturing company with a complex supply chain, inventory controls, an RMA department and thin margins, BI is critical to pulling data out of silos and making it actionable.

This may also be the case if you already have a BI solution in place and your only additional cost is that of customizing and maintaining that solution to maintain your needs as a marketer. If the data warehouse is in place already, you have the ability to rely on “one source of the truth” that everyone in your company can align around.

When paired with the right dedicated team and modeling, BI software can provide data-savvy enterprises with a competitive market advantage and long-term stability.

**DRAWBACKS OF BUSINESS INTELLIGENCE:**

Using BI for revenue attribution is a long way from being turn-key. BI implementations can take months or even years. BI systems require heavy overhead which tends to be overkill for marketers who already have CRM and marketing automation in place.

If your organization is already using BI, you will still need to dedicate a resource to building your reports. If you do have someone in house to do it, chances are slim that they are marketing experts, and it’s unlikely that they’ll be able to provide guidance on how to approach marketing attribution. Alternately, consultants and agencies exist that specialize in this, but engagements are pricey and often start with painful data-cleansing initiatives.

While revenue attribution is possible through BI, we recommend against applying a one-size-fits-all-business-needs patch. Instead, it’s imperative that marketers seek a solution tailored to the unique needs of their pain points.
Modern marketers need to become more data-driven by committing to a self-service analytics approach that gives all teams more visibility into what campaigns are working, and tools to be able to manage the system for themselves.¹⁹
Marketing Revenue Intelligence

Given the need for specialized, marketing-optimized analytics, Marketing Revenue Intelligence (MRI) platforms like BrightFunnel are emerging. MRI solutions are specifically designed to help CMOs and their teams gain better visibility into Marketing’s impact on sales.

Similar to BI tools, BrightFunnel is able to process large amounts of data and specialize in the analysis of data between core marketing technologies—CRM, MAS, etc. By pooling data from disparate technologies and loading it into a data warehouse, BrightFunnel uses only that data that is relevant to marketers, namely the campaign and revenue data sources from CRM and MAS technologies. Connecting to these sources happens through their APIs, removing the need for complex ETL processes.
Marketing Revenue Intelligence (continued)

Unlike BI implementation, with Brightfunnel, time to value is fast (1-2 weeks), meaning marketers can invest time learning and tuning, rather than waiting for IT.

Elegant visualizations allow for Board-ready reporting, though practitioners can drill deep into the data allowing diagnostics not possible through the CRM.

BrightFunnel uses rules-based configuration. Because no two companies have identical sales cycles, marketers are not forced to work within a rigid framework; BrightFunnel works with how their funnel is already structured. It can also account for data issues on the back end, often eliminating the need for data clean up projects.

Contact roles are associated to accounts based on fuzzy logic, removing the reliance on sales to manually find and attach all the stakeholders. It even finds orphan leads that may belong to an opportunity have not been converted. This means that full attribution can take place across all influencers in the buyers’ journey.
VIII. Attribution Through BI and Marketing Revenue Intelligence (continued)

Marketing Revenue Intelligence (continued)

With blended analysis that incorporates both campaign and revenue data, marketers can identify opportunities and better attribute, plan, and forecast. Revenue attribution is solved, out-of-the-box, allowing marketers to immediately make quantifiable decisions for their organizations.

“What excites me the most about the BrightFunnel platform is that it takes the analytics from Marketo and Salesforce.com a notch further. BrightFunnel solves the questions that every marketer I’ve spoken to has – ‘what is the ideal sequence of campaigns that could convert a lead into an opportunity?’ or ‘what is the ideal sequence of content that moves the lead through the lead lifecycle in the least duration?’ Knowing the answers to these questions could catapult your marketing automation efforts and thereby your company’s growth plans.”

Kashmira Bakshi, Principal at ROI Targets and Former Senior Manager, Professional Services at Marketo
IX. GETTING STARTED

So, you’re ready to roll up your sleeves and get this figured out? Good job! It takes guts to commit to the amount of transparency that multi-touch revenue attribution requires. But don’t sweat it! BrightFunnel customers report learning that their impact on revenue is usually three to five times higher than they were previously credited for. This kind of knowledge leads to all kinds of great benefits—most importantly your ability to defend and increase your budget.

So where do you start? If you’re like most CMOs, you are resource constrained, facing a bunch of legacy “junk data” in your CRM, or maybe feeling a little gun shy about proposing changes in how KPIs are measured.

We’re here to help.
IX. Getting Started With Multi-Touch Attribution

To get started with multi-touch revenue attribution, and determine whether it’s right for your business, the following steps should help guide the way:

A. GET YOUR LEAD STAGES STRAIGHT.

Be sure that your whole team (both Sales & Marketing) have agreed upon definitions of the differences between an SQL, an SAL, and what makes an opportunity. Pick stages that match your sales process and test them out. If you find your process changes a lot, we recommend you rely even more heavily on the data to help organize your funnel. And finally, don’t get stuck trying to get this absolutely precise. Agree on a point where you’re close enough and move on to the next step. Done is better than perfect!

B. USE SALESFORCE CAMPAIGNS.

It’s not enough to just run programs in Eloqua or Marketo and record them there. Sync your campaigns to Salesforce. Use of the Sent and Responded flags, correctly. Your reps should not need to log into your marketing automation tool to follow the nurture path of any given lead. It should be spelled out in the Campaign History on the lead view. This step is critical to readying your company for multi-touch revenue attribution

C. RECORD PROGRAM SPEND IN YOUR SALESFORCE CAMPAIGNS.

It’s an easy thing to forget, but make the habit of putting your spend in the “Actual Cost” field on every Salesforce campaign. For ongoing campaigns, you will need to update this monthly or quarterly. The number is cumulative (so add your recent spend to the number already there). It’s not an elegant solution, but since cost is required to determine ROI, it’s a necessary one.

D. SELECT THE TECHNOLOGY THAT’S RIGHT FOR YOUR COMPANY.

For small businesses and early-stage start-ups, you may be able to get away with clever spreadsheets to calculate attributed campaign ROI. Once your database approaches 20,000 leads and contacts, spreadsheets become a nightmare and automating attribution becomes critical.
IX. Getting Started With Multi-Touch Attribution (continued)

The true data-driven CMO understands the impact of her spend on revenue. She is no longer making guesses on what’s working and what’s not. She can defend her budget and ask for more. She confidently reports to her Board on the ROI of her programs, finally dispelling the notion that Marketing is a cost center, once and for all. With responsibility for 75% of the sales cycle, she makes informed decisions that direct and shorten her buyers’ journeys. We encourage you to take the steps towards true data-driven marketing, yourself.

MARKETING REVENUE INTELLIGENCE: A TECHNOLOGY CHECKLIST

The following checklist contains five core tenets that should exist in a Revenue Intelligence solution for B2B marketers. With each tenet, we provide questions to consider when evaluating whether a solution is right for you:

MARKETING-FOCUSED
► Is the solution built for Marketing?
► Is the solution built for B2B?

DATA STRUCTURE
► Can the solution integrate with my core technology vendors?
► Does it require extensive data clean up to integrate?
► Am I able to use manual exceptions or overrides in unique scenarios?

ATTRIBUTION-FOCUSED
► Does the solution provide attribution reporting out of the box?
► Which multi-touch attribution models are available?
► Does it specialize in multi-touch attribution scenarios

EASE OF USE
► Does the solution require support from IT or Operations to derive insights?
► Is it possible to provide self-service access to multiple users (e.g. multiple marketing employees, executives, etc.)?
► Does it provide easy-to-interpret visual representations of my data?
► How much customization is required to get started?

PREDICTIVE CAPABILITIES
► Does it offer prediction as part of its core offering?
► Will it help identify which campaigns, channels, and messaging are worth investing in?
► Can it accurately forecast marketing-generated revenue?
BrightFunnel is a Revenue Marketing Intelligence platform that provides actionable insights for B2B Marketers. We provide revenue attribution and forecasting so that you have full visibility into your funnel, resulting in predictive, actionable insights for B2B marketers. We tie spend to revenue by intelligently tapping into your Salesforce CRM and marketing automation data. Everything is done through APIs, so time to value is fast. Finally, CMOs and their teams can fully understand their impact on sales. Our customers include data-driven marketing leaders at companies like Hortonworks, Hootsuite, ServiceMax and Nimble Storage.

If you are ready to finally realize the full impact that your marketing department has on sales, contact us or request a demo today.
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Amy Abascal heads up Marketing at BrightFunnel where she helps other B2B Marketers tie their spend to revenue. A self-professed data-driven marketing geek, her background in marketing analytics spans nearly two decades. Before joining BrightFunnel, she led Online Marketing at Demandbase and Jaspersoft (now Tibco-Jaspersoft BI). When she’s not thinking about marketing ROI, she enjoys riding her bicycle around San Francisco, puttering in her garden and welding big art.

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Blake leads Content Marketing at BrightFunnel, and runs a small consultancy out of New York. With over a decade’s experience in SaaS technology, he’s passionate about bridging the gap between revenue and marketing and thrives on making the best companies better through tech. Previously, he led demand generation at PowerReviews (acquired by Bazaarvoice), and when he’s not plugged in, he enjoys board-based sports, travel, and eating his way through NYC.

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