REVENUE ATTRIBUTION MODELLING
A MARKETER'S GUIDE

MARKETING LOGIC

91%

Marketers believe
attribution is Crucial

(The CMO Survey)

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15-20%
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(Google/Forrester)

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(Google/Forrester)

30-50%
Reduction in Customer
Acquisition Costs
(Bizible)

MARKETING
LOGIC

25%

Increase in Marketing
Driven Revenue
(Bizible)

2.4x

More Likely to Increase
Marketing Budgets YOY
(AdRoll)

56%

More Likely to Align Sales &
Marketing Teams
(Demand Gen Report)

91%

Marketers believe
attribution is Crucial
(The CMO Survey)

15-20%

Increase in
Conversion Rates
(Google/Forrester)

30-50%

Reduction in Customer
Acquisition Costs
(Bizible)

63%

Companies with Mature
Attribution have Better
Retention Rates
(Econsultancy)

17%

Uplift in Revenue when
Using Attribution
(Google/Forrester)

79%

Marketers Plan to Increase
Attribution Focus this Year
(Gartner)

MARKETING LOGIC

WHAT IS ATTRIBUTION MODELLING?

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- The Understanding of which channels contribute most to your bottom line

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- Not just about tracking lead sources, it's about strategy influencing revenues

- It provides a granular understanding of how each touchpoint contributes

- Without it, budgets may be allocated inefficiently

WHY DOES IT MATTER?

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WHY DOES IT MATTER?

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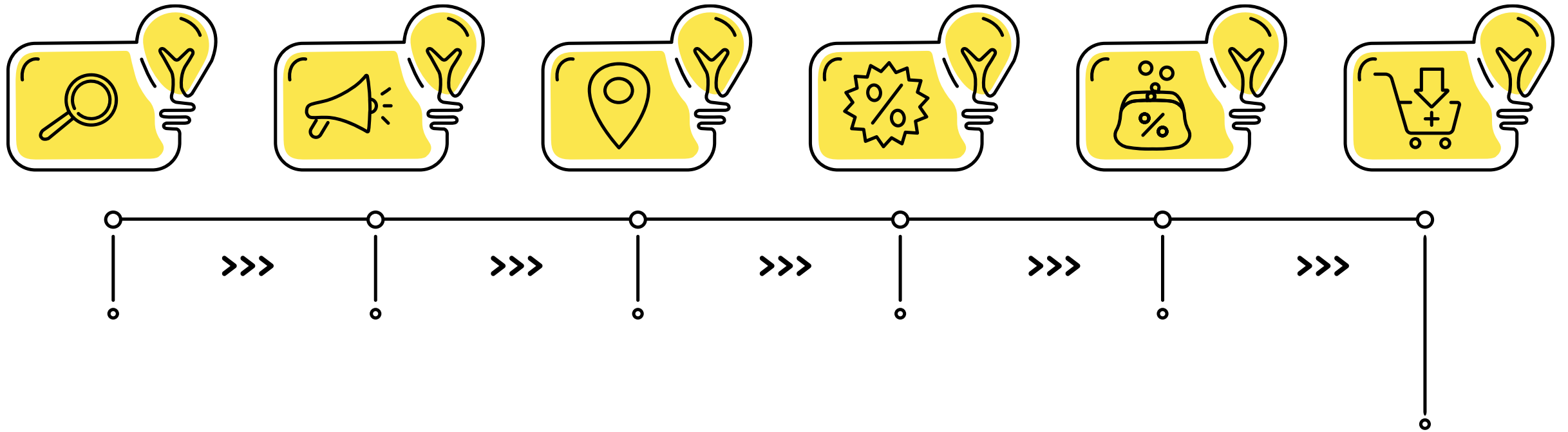- Accurate attribution is the cornerstone of effective decision making

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ATTRIBUTION MODELS
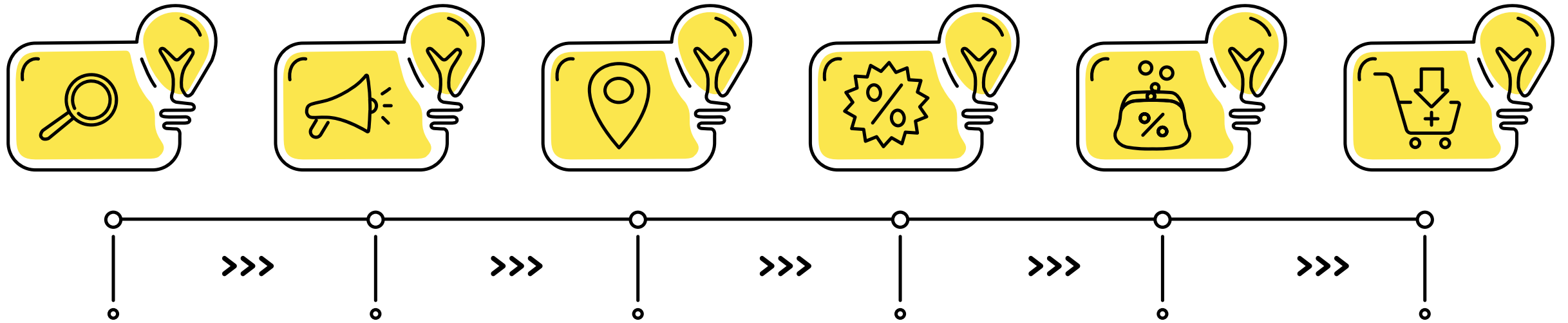
FIRST TOUCH
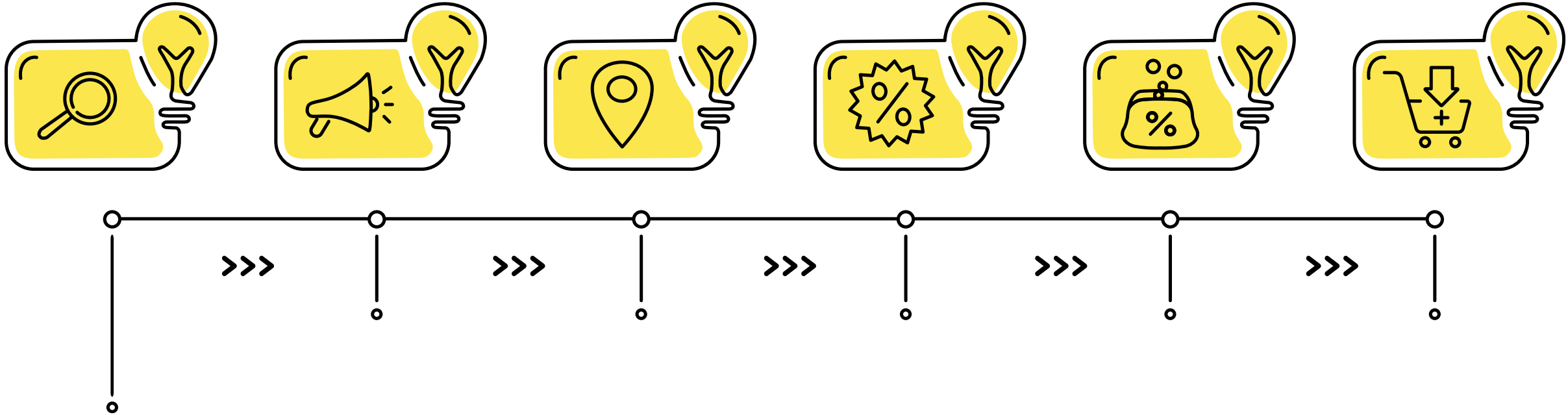
ATTRIBUTION MODELS
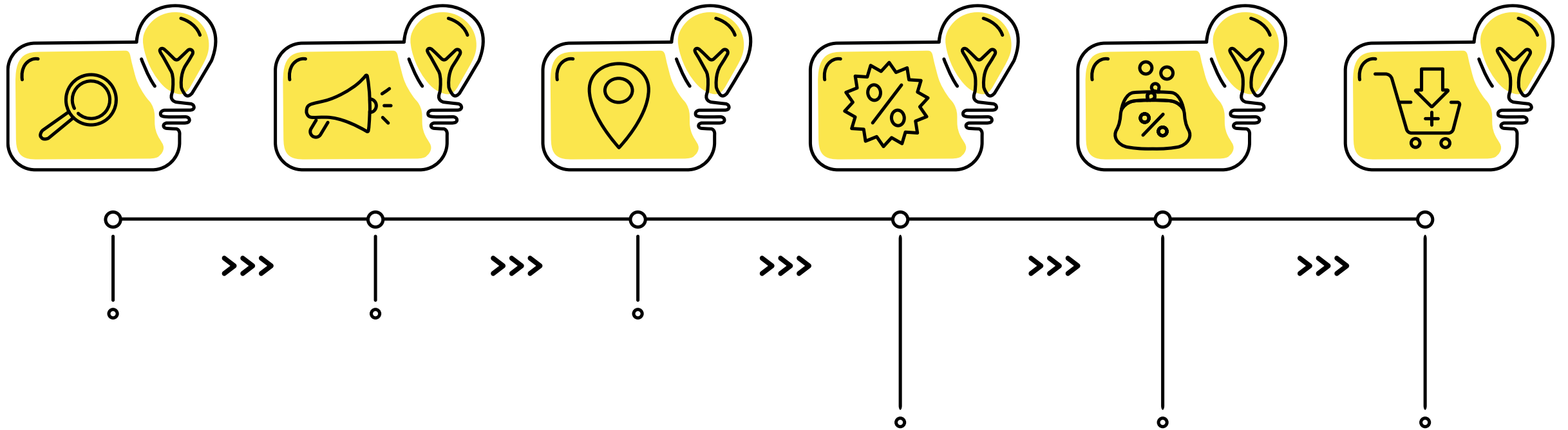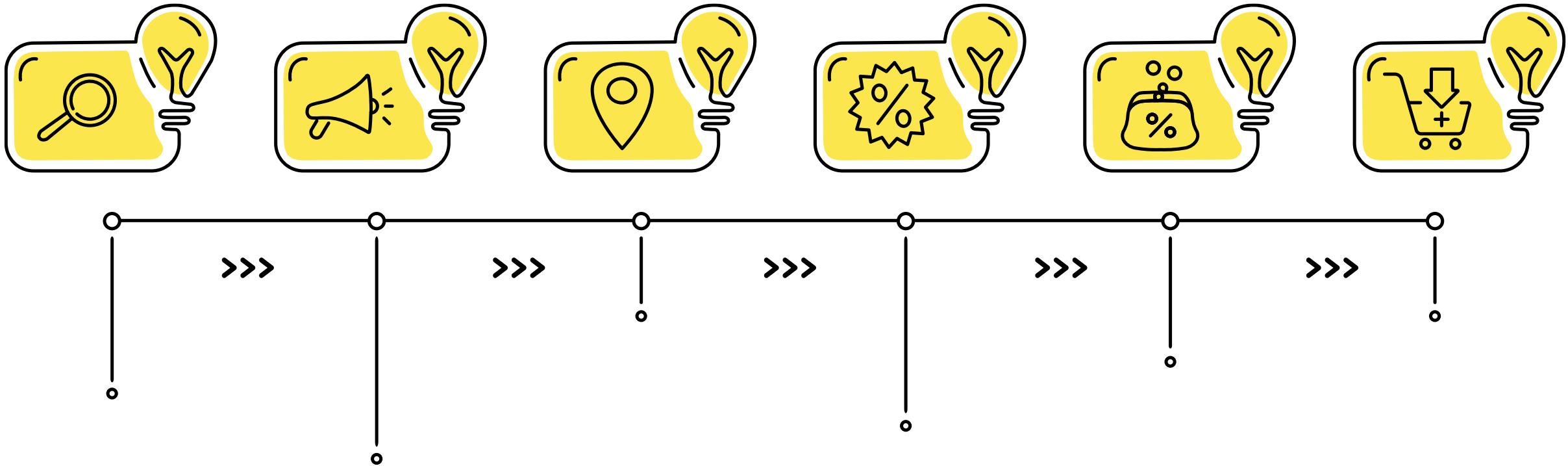## *LAST TOUCH*

ATTRIBUTION MODELS

EVEN TOUCH

ATTRIBUTION MODELS

TIM E DECAY

ATTRIBUTION MODELS

CUSTOM WEIGHTING

HOW DO I SET IT UP?

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- It starts with robust data capture

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- Tools & platforms galore to help you leverage this data

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MARKETING LOGIC

HOW DO I SET IT UP?

- It starts with robust data capture

- Tools & platforms galore to help you leverage this data

- Break down silos and harmonise your data

- Focus on integrating this to a single source of truth

KEY METRICS

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- Conversion Rates

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- Customer Acquisition Costs

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- Customer Acquisition Costs

- Customer Lifetime Value

MARKETING
LOGIC

KEY METRICS

- Conversion Rates

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- Return on Investment

MARKETING LOGIC

REAL WORLD EXAMPLES

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25%

Increase in Revenue

(eCommerce)

REAL WORLD EXAMPLES

25%

Increase in Revenue

(eCommerce)

30%

Reduction in Churn

(SaaS)

20%

Increase in CLV

(SaaS)

REAL WORLD EXAMPLES

25%
Increase in Revenue
(eCommerce)

30%
Reduction in Churn
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20%
Increase in CLV
(SaaS)

15%
Improvement in Value
(Multi-Channel Retailer)

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CONCERNS

CONCERNS

- Data Accuracy

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LOGIC

CONCERNS

- Data Accuracy

- Interpretation

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CONCERNS

- Data Accuracy

- Interpretation

- Complex Customer Journeys

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QUESTIONS

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