

An overhead view of a meeting with five people around a wooden table. The people are engaged in discussion, looking at documents and a laptop. The scene is brightly lit, with shadows cast across the table and floor.

MEASURING MARKETING ATTRIBUTION

Survey Summary Report

Ascend2[™]
RESEARCH-BASED MARKETING

Research Series Conducted in Partnership with
Leading Marketing Technology Companies,
Marketing Media and Digital Marketing Agencies.

TABLE OF CONTENTS

3. Measuring Marketing Attribution
4. Importance of Marketing Attribution
5. Top Priorities For Attribution
6. Attribution Strategy Success
7. Challenging Barriers to Success
8. Priorities Versus Barriers
9. How Well Channels Are Analyzed
10. Easy Channels to Analyze
11. Analytical Resources Used
12. Difficult Channels to Analyze
13. Ease Versus Difficulty
14. About Ascend2 Research-Based Marketing
15. Ascend2 Research Partner Programs

Methodology

Ascend2 benchmarks the performance of marketing strategies, tactics and the technology that drives them with a standardized online questionnaire and a proprietary 3-Minute Survey format.

This survey was fielded to a panel of marketing influencers and research subscribers.

MEASURING MARKETING ATTRIBUTION

Measuring and attributing the results of marketing efforts to revenue has become a primary goal for many companies.

But what strategies and tactics are savvy companies using to measure marketing attribution?

To help you answer this question, Ascend2 and our Research Partners fielded the Measuring Marketing Attribution Survey. We thank the 226 marketing influencers who responded to this survey during the week of June 25, 2018.

This Survey Summary Report, titled *Measuring Marketing Attribution*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

This research has been produced for your use. Put it to work in your own marketing strategy. Clip the charts and write about them in your blog or post them on social media. Please share this research credited as published.

Survey Market Segments

Number of Employees

<i>More than 500</i>	<i>39%</i>
<i>50 to 500</i>	<i>45%</i>
<i>Fewer than 50</i>	<i>16%</i>

Role in the Company

<i>Owner / Partner / CXO</i>	<i>31%</i>
<i>VP / Director / Manager</i>	<i>56%</i>
<i>Non-Mgmt Professional</i>	<i>13%</i>

Primary Marketing Channel

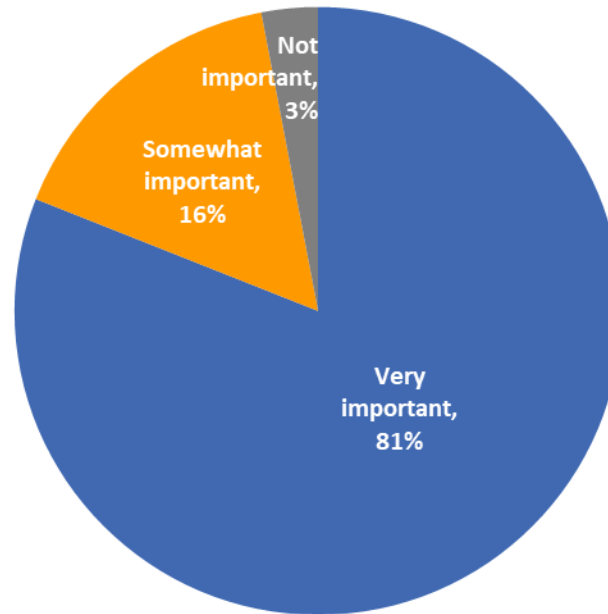
<i>Business-to-Business</i>	<i>43%</i>
<i>Business-to-Consumer</i>	<i>36%</i>
<i>B2B and B2C Equally</i>	<i>21%</i>



IMPORTANCE OF MARKETING ATTRIBUTION

Management and marketers want to know what impact marketing has on sales revenue. That's why 81% of marketing influencers describe measuring marketing attribution as very important.

Which best describes the IMPORTANCE of measuring marketing attribution?

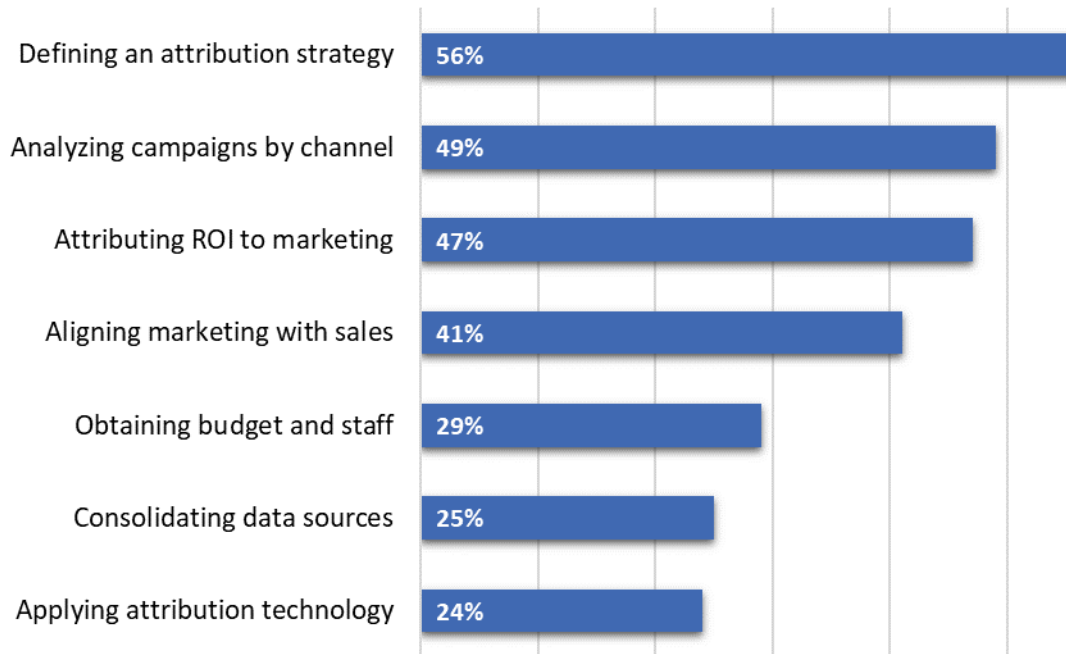




TOP PRIORITIES FOR ATTRIBUTION

More than half (56%) of marketing influencers believe that defining an attribution strategy is a top priority for measuring marketing attribution. Analyzing campaigns by channel and attributing ROI to marketing are also top priorities.

What are the TOP PRIORITIES for measuring marketing attribution?

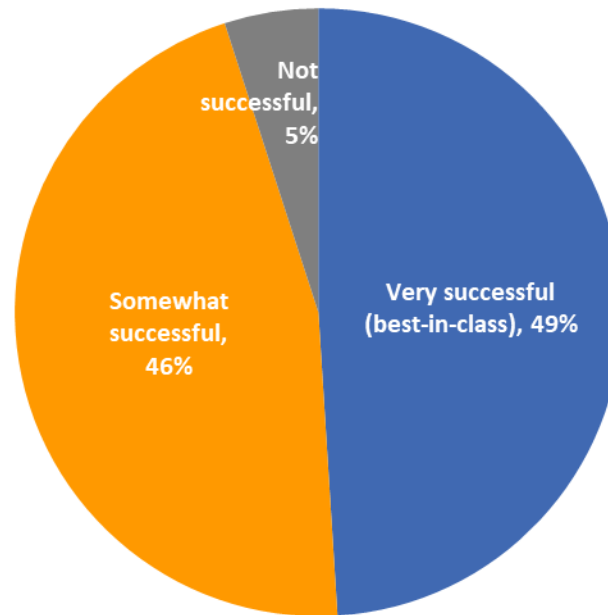




ATTRIBUTION STRATEGY SUCCESS

In total, 95% of marketing influencers say that a marketing attribution strategy is successful to some extent at achieving the top priorities, with more than half of those (49%) describing success as best-in-class when compared to competitors.

How do you rate the SUCCESS of a marketing attribution strategy at achieving the top priorities?

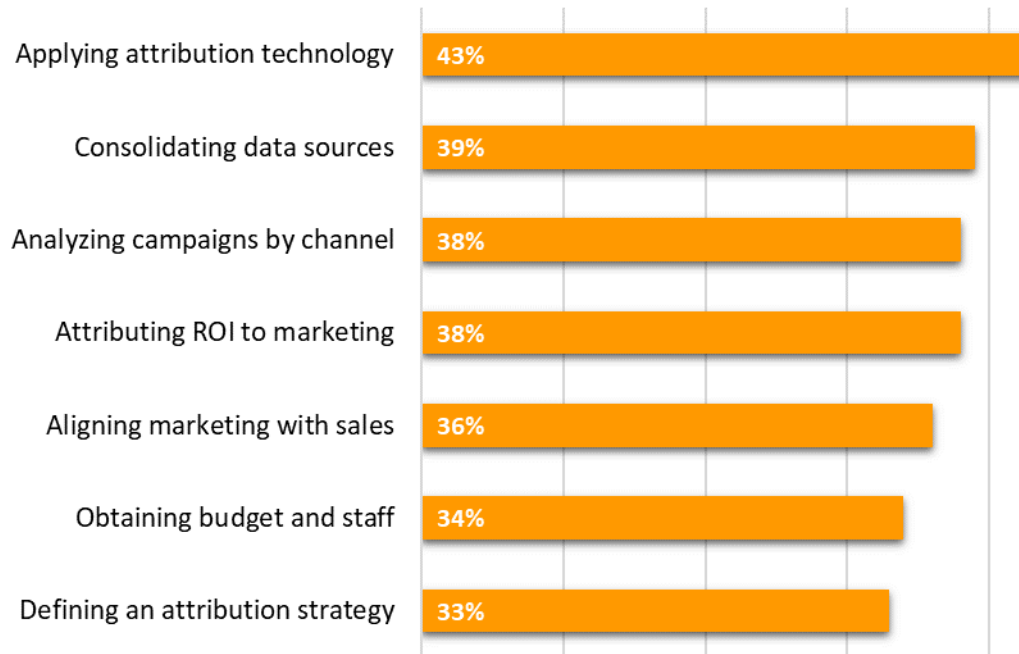




CHALLENGING BARRIERS TO SUCCESS

For 43% of marketing influencers, applying attribution technology is a challenging barrier to marketing attribution success. Selecting from the vast number of marketing technologies available and applying them to a specific marketing and sales situation is an ongoing challenge.

What are the most CHALLENGING BARRIERS to marketing attribution success?

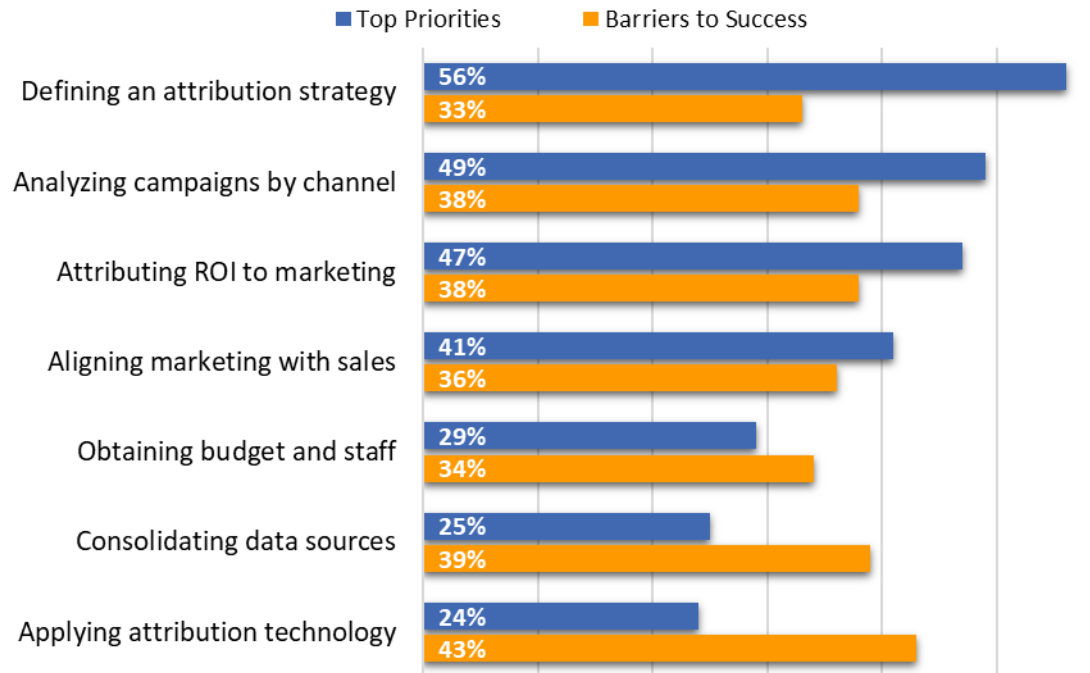




PRIORITIES VERSUS BARRIERS

Strategies that are a significantly higher priority than they are a success barrier (defining an attribution strategy, for example), are much more likely to be addressed than those that are more of a barrier to success than a top priority (applying attribution technology, for example).

Comparing strategic priorities to success barriers.

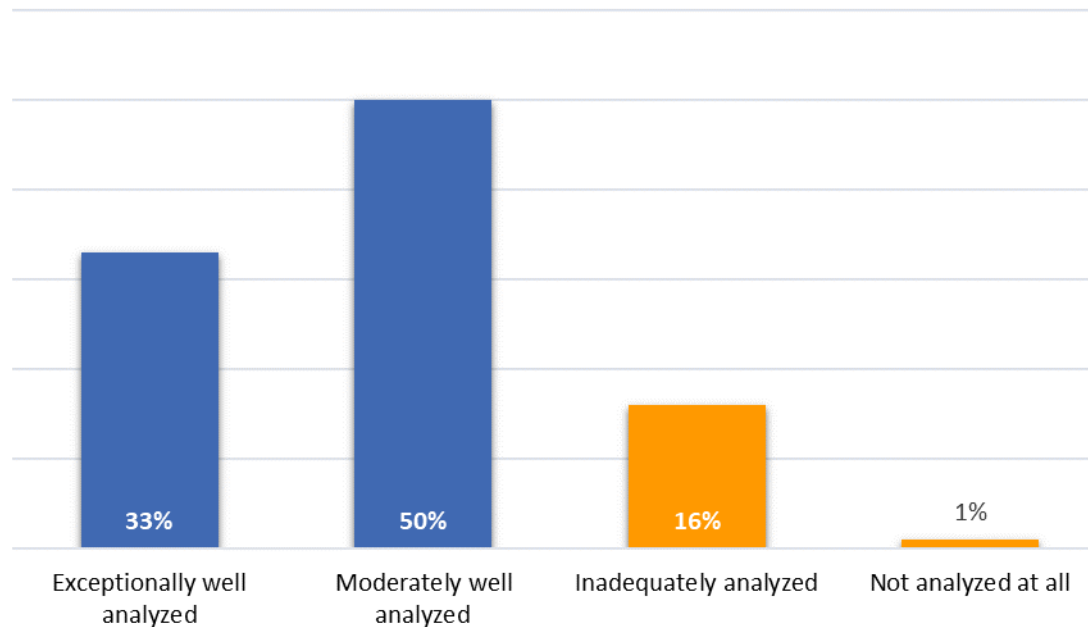




HOW WELL CHANNELS ARE ANALYZED

Analyzing campaigns by channel is one of the top priorities for measuring marketing attribution. And one-half (50%) of marketing influencers say that digital channels are analyzed moderately well for attribution to sales, with another one-third (33%) describing the analysis as exceptional.

How well are digital marketing CHANNELS ANALYZED to attribute them to revenue results?

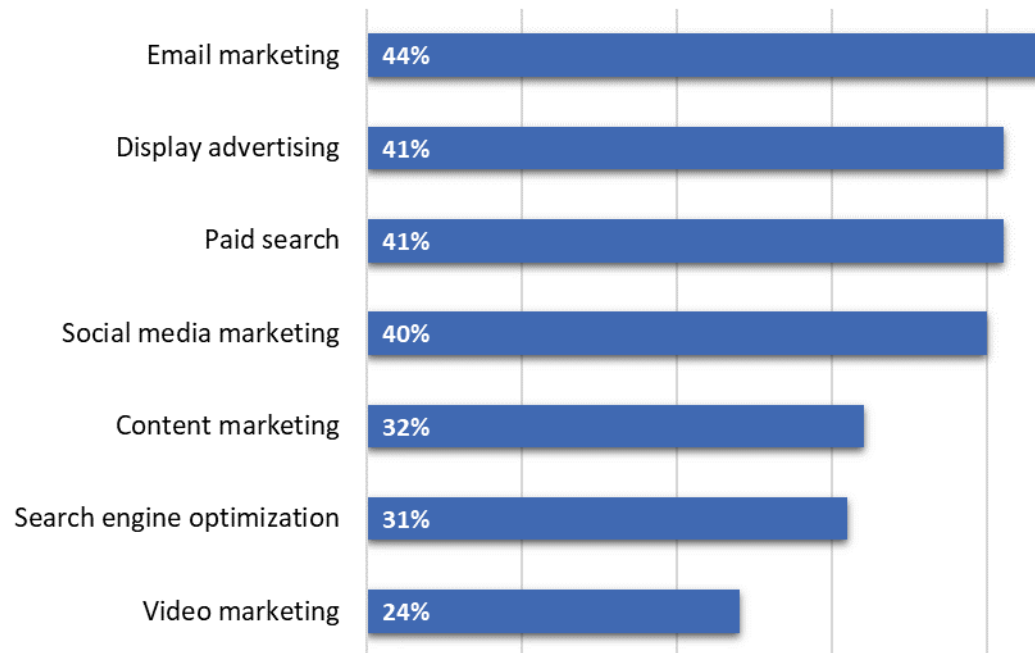




EASY CHANNELS TO ANALYZE

Email marketing, display advertising and paid search are considered the easiest digital channels to analyze for attributing marketing results to sales revenue for 41% to 44% of influencers.

What digital channels are most EASILY ANALYZED for attributing marketing results to sales revenue?

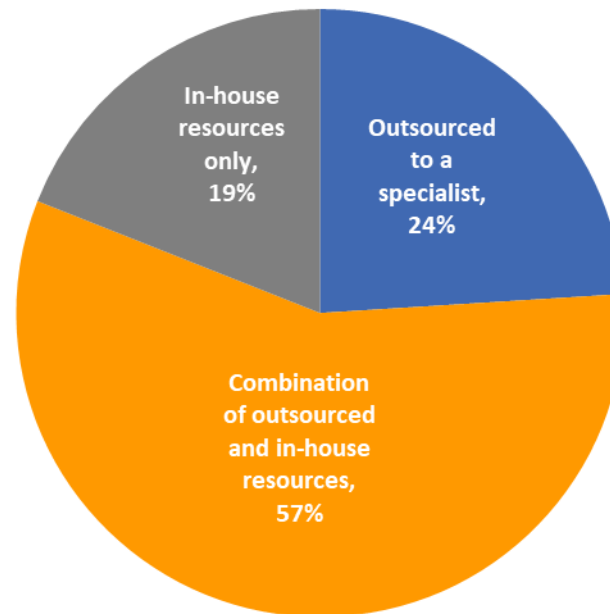




ANALYTICAL RESOURCES USED

Whether channels are easy or difficult to analyze, a 57% majority of marketing influencers prefer to use a combination of outsourced and in-house resources to analyze digital marketing channels for attribution, while only 19% use in-house resources exclusively.

Which best describes the RESOURCES USED to analyze digital marketing channels?

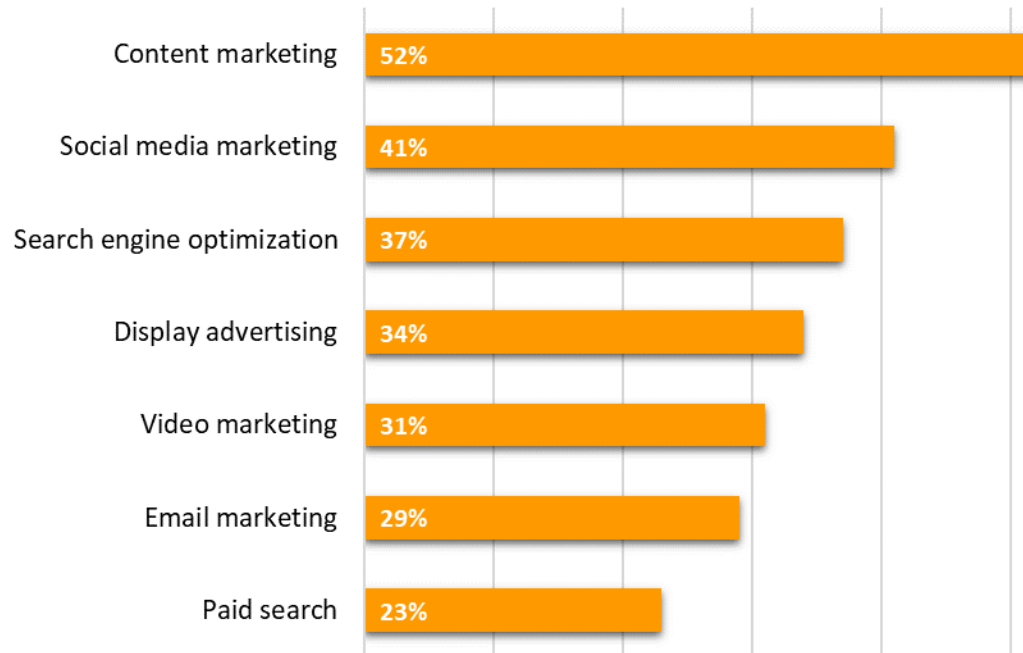




DIFFICULT CHANNELS TO ANALYZE

According to more than one-half (52%) of marketing influencers, content marketing is a most difficult digital channel to analyze for attributing marketing results to sales revenue. The results of social media marketing and SEO are also difficult to analyze for attribution purposes.

What digital channels are most DIFFICULT TO ANALYZE for attributing marketing results to sales revenue?

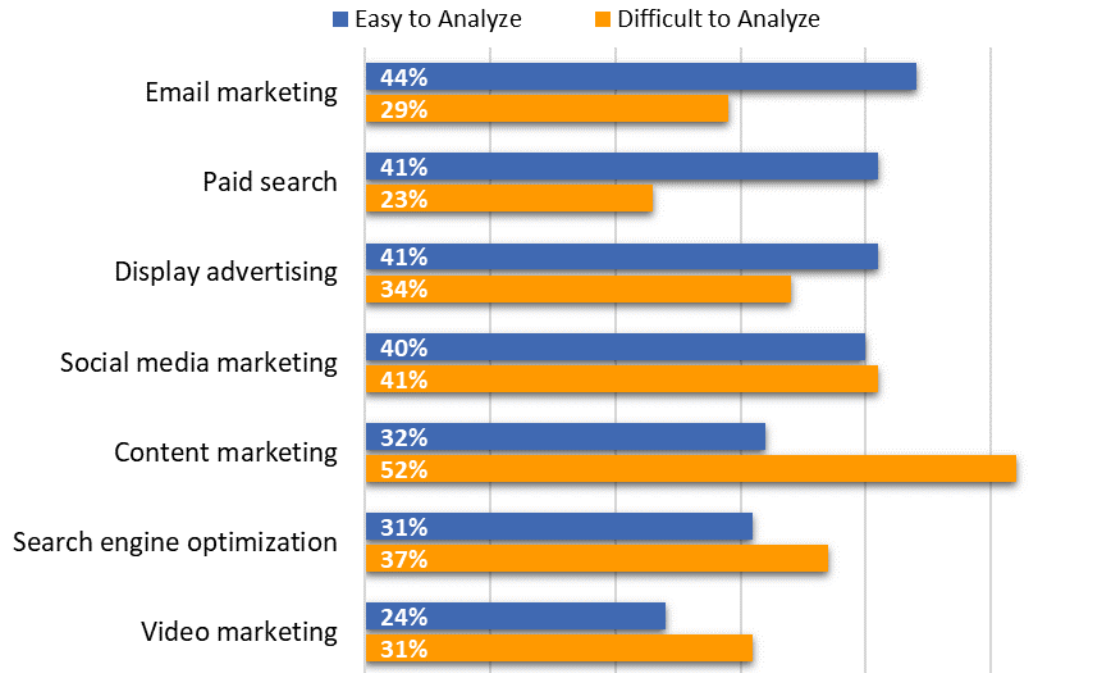




EASE VERSUS DIFFICULTY

Digital marketing channels that are easier to analyze for attribution than they are difficult (email marketing and paid search, for example) are much more likely to be included in a successful marketing attribution strategy.

Comparing ease of channel analysis to difficulty.



Ascend2™

RESEARCH-BASED MARKETING

Marketing technologies, marketing media and digital marketing agencies partner with Ascend2 to supplement their marketing content, generate leads and engage prospects to drive demand through the middle of the funnel. Learn more about the research-based marketing innovations from Ascend2.com.

Below are just a few of the leading marketing solution providers that partner with us on research-based marketing programs.



As a marketing technology company, marketing media or agency, your prospective customers are marketing influencers with an interest in the facts about improving marketing performance.

Research-Based Marketing is a process we developed to generate prospective customers using factual content of interest to your target audience, and nurture those prospects to the middle of the funnel in the name of your brand.



Research Partner Programs

Research Partner Programs rapidly deliver content of interest to marketers, and a guaranteed number of leads and prospects to marketing solution providers, in these two simple steps:

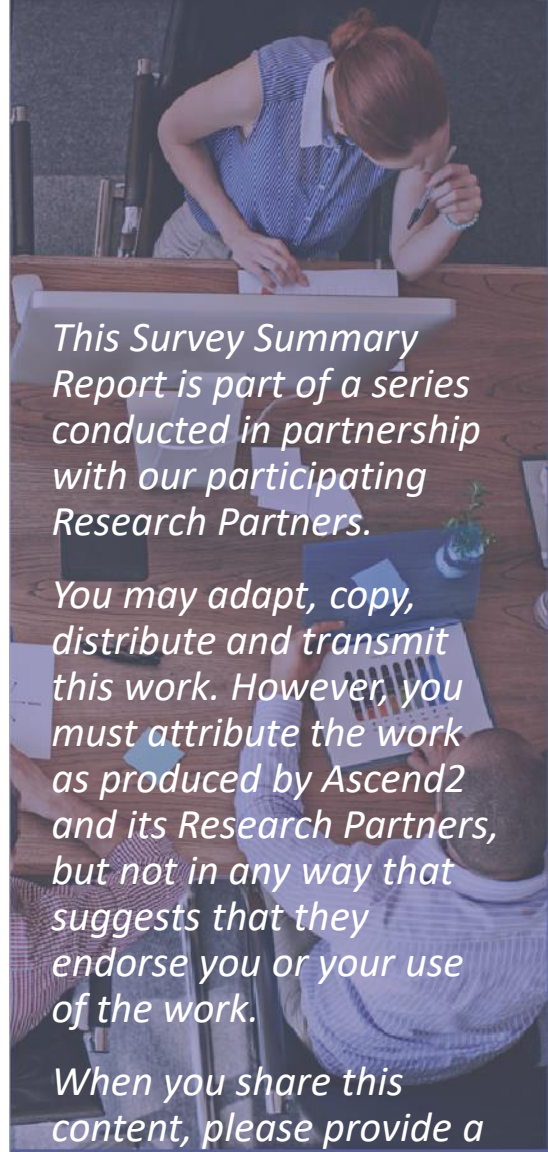
1. Choose marketing topics of interest to your audience.

- Or create a survey topic of your own

2. Choose an exclusive segment for each survey topic.

- Successful Strategy Benchmarks
- Leadership Benchmarks
- B2B Benchmarks
- B2C Benchmarks
- Enterprise Benchmarks
- SMB Benchmarks
- Agency Benchmarks
- And more!

Learn more about Ascend2 Research-Based Marketing by calling 800-762-1595 extension 703 or visit Ascend2.com.



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