



# REVENUE ATTRIBUTION OUTLOOK

STRATEGIES, TACTICS & TRENDS



Research Series Conducted in Partnership with Leading Providers  
of Marketing Technology and Digital Marketing Agency Services.

**Ascend<sup>2</sup>**  
RESEARCH-BASED MARKETING

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## ➤ 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 professionals and marketing research subscribers.

## Survey Respondents

### Primary Marketing Channel

B2B	32%
B2C	41%
B2B and B2C equally	27%

### Number of Employees

More than 500	40%
50 to 500	22%
Fewer than 50	38%

### Primary role in company

Owner / Partner / C-Level	40%
Vice President / Director / Manager	47%
Non-Management Professional	13%

# Revenue Attribution Outlook

As customer journeys evolve into multi-channel, multi-message experiences, new trends are emerging to allow marketers to measure and prove the impact of the experiences they are delivering.

## **But what are the strategies and tactics driving effective revenue attribution?**

To help answer this question, Ascend2 and our Research Partners fielded the Revenue Attribution Outlook Survey. We thank the 272 marketers who responded to this survey during the week of October 11, 2020.

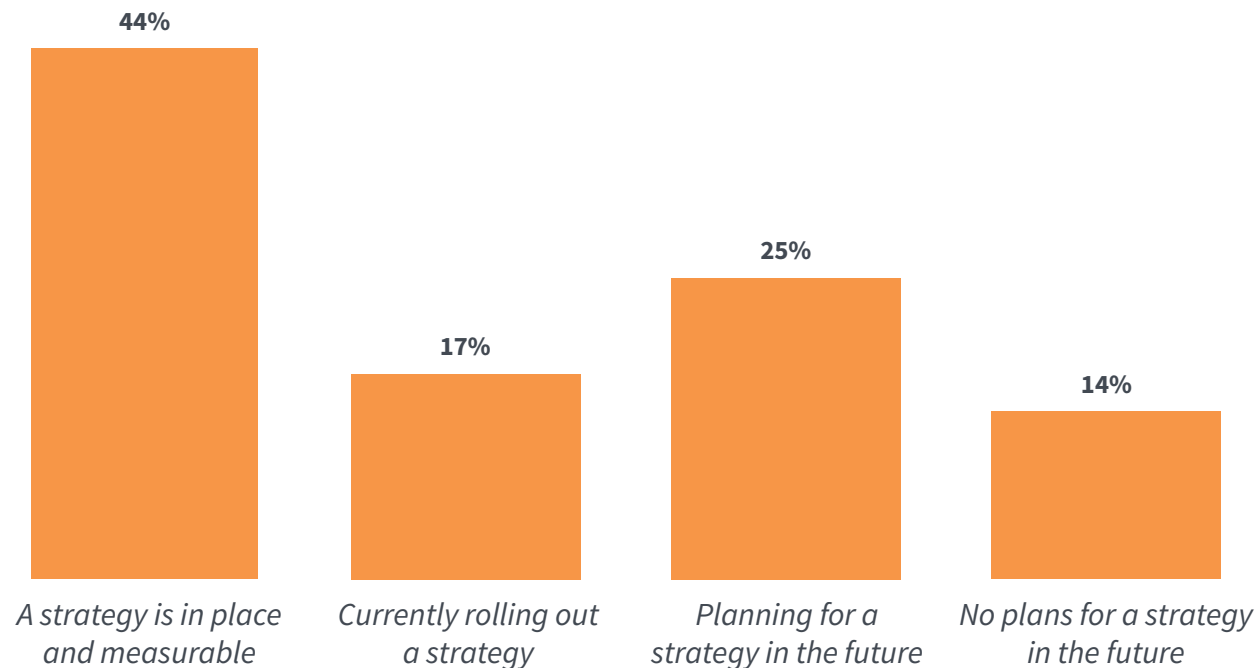
This Survey Summary Report, titled *Revenue Attribution Outlook*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

*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.*

# Current Situation

Marketers strive to drive demand with the ultimate goal of generating revenue, but how many marketers have implemented a strategy to match marketing efforts to profit? Nearly half (46%) of marketers are operating with an **implemented revenue attribution strategy**. Another 41% report that they are either in the **planning stages** or **currently rolling out a strategy** for marketing attribution.

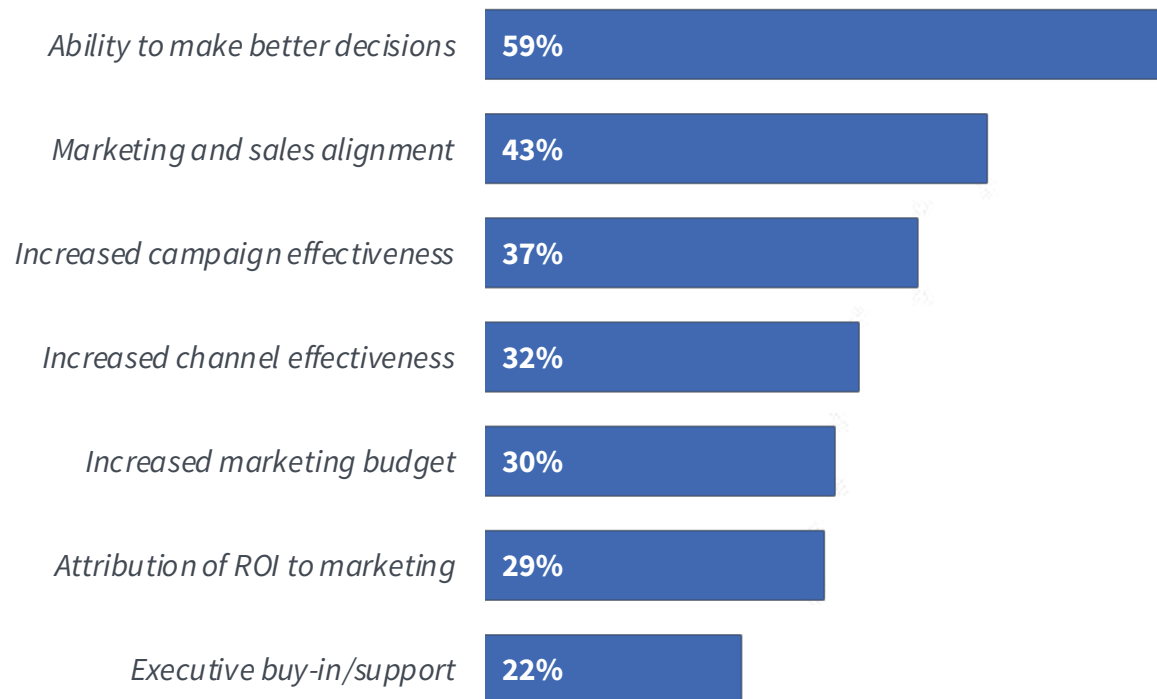
Which best describes your CURRENT SITUATION as it applies to revenue attribution?



# Top Strategic Benefits

Once in place, marketers realize a wide range of benefits from attributing revenue to marketing. 59% of those surveyed say that having a revenue attribution strategy in place **allows them to make better marketing decisions**. Other top benefits include **better alignment of marketing and sales (43%)** and an **increase in campaign effectiveness (37%)**.

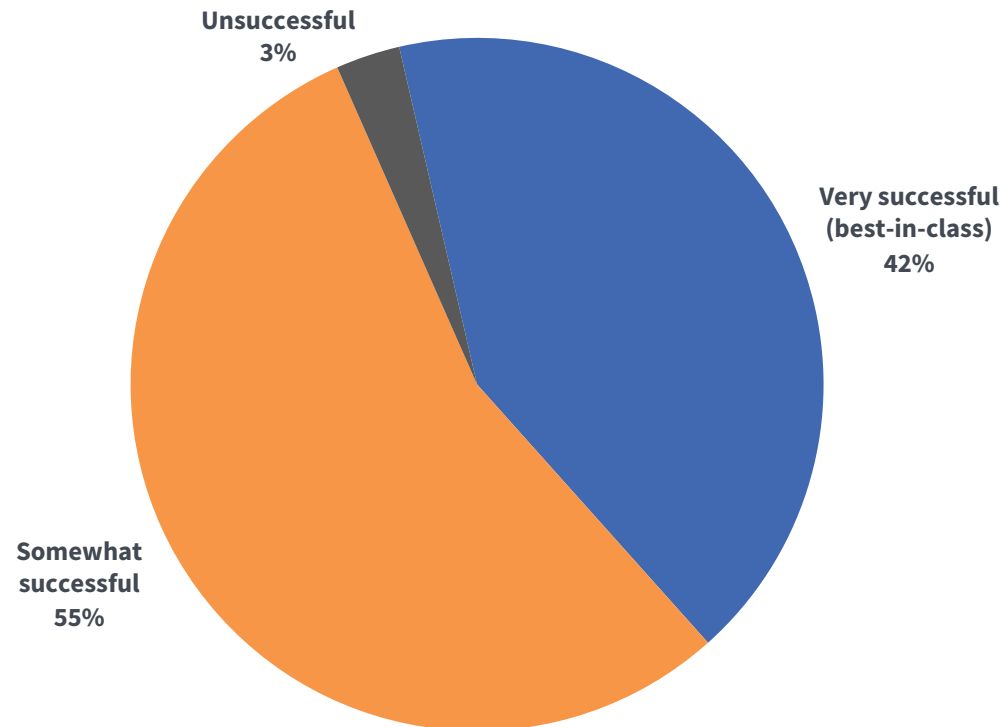
What are the TOP BENEFITS of implementing a revenue attribution strategy?



# Strategic Success

Nearly all marketers surveyed report seeing success to some extent from revenue attribution. 42% of marketing professionals describe an attribution strategy as very successful, or **best-in-class**, compared to competitors at achieving objectives set for it. Another 55% report **some success**, leaving a mere 3% of marketers who say that revenue attribution is not an effective strategy.

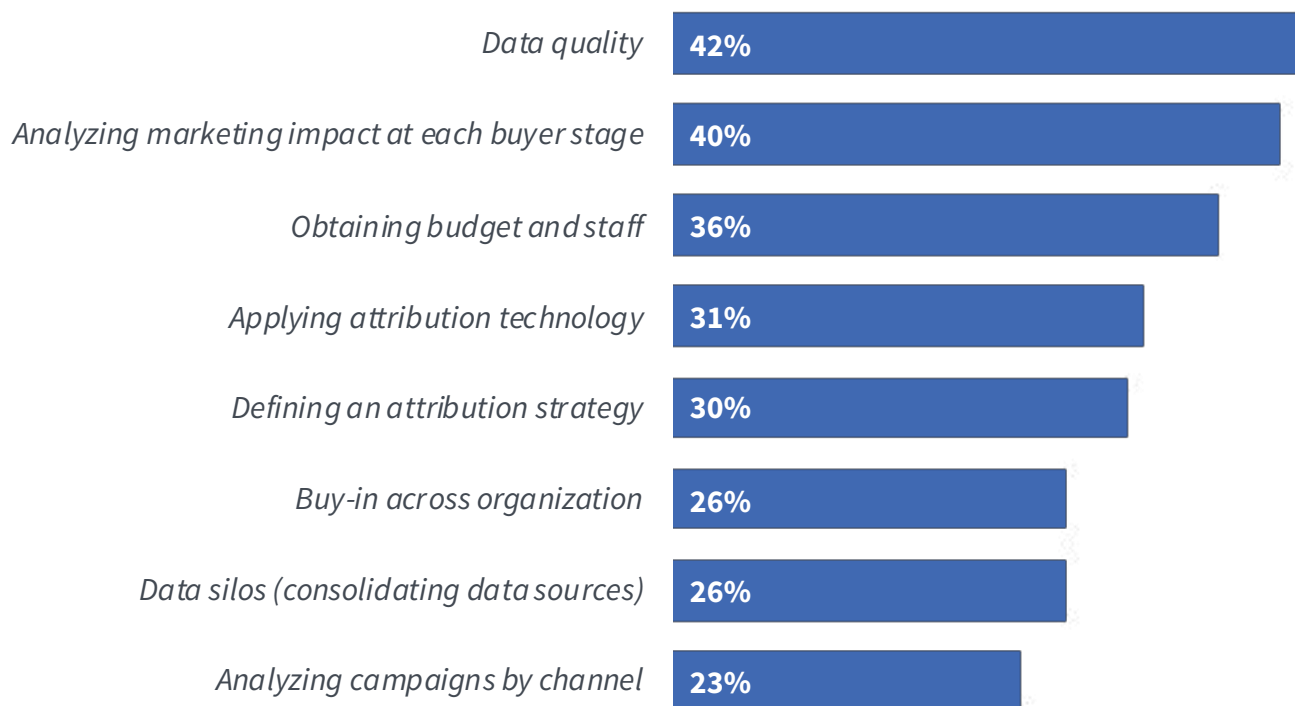
How do you rate the SUCCESS of a revenue attribution strategy at achieving important objectives?



# Barriers to Success

Data quality issues top of the list of barriers to the success for 42% of those surveyed. With so many channels, touchpoints, and stages of a buyer's journey, 40% of marketers are also challenged by analyzing marketing impact at each buyer stage. Over one-third of marketers (36%) report facing inadequate budget and staff to effectively execute marketing attribution.

What are the greatest BARRIERS TO SUCCESS for revenue attribution?

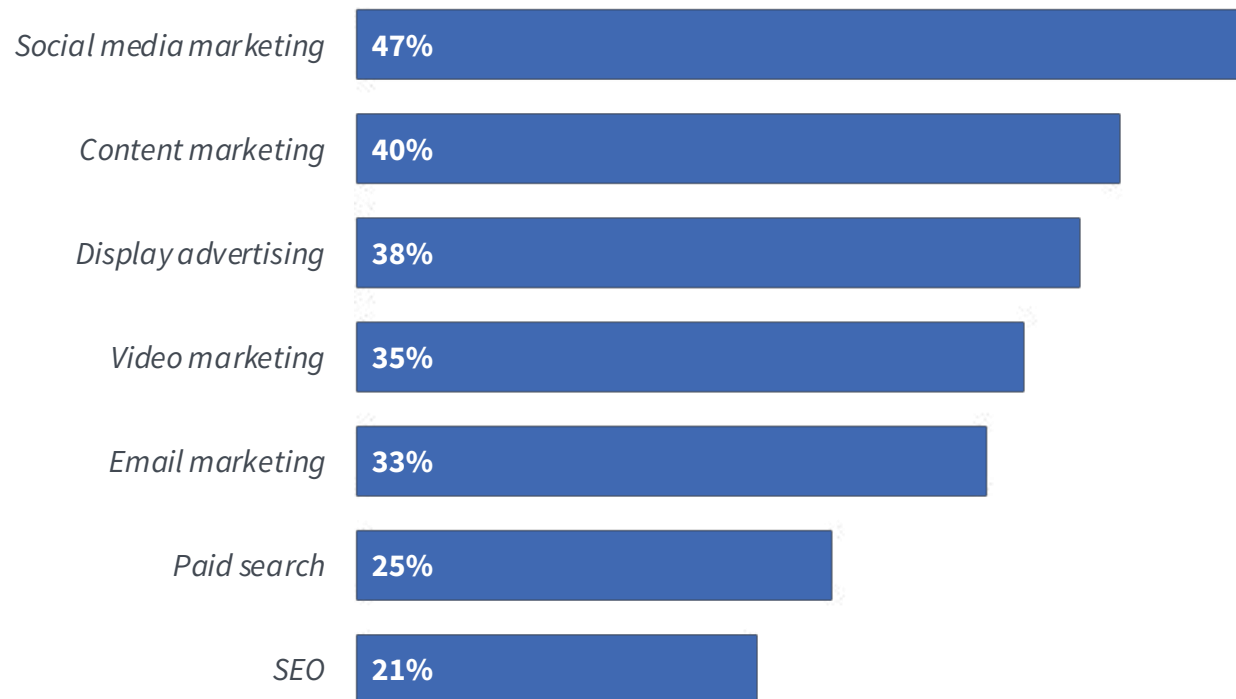




# Channel Analysis

By nature, much of marketing is arduous to measure. Nearly half (47%) of marketers agree that **social media channels** are the most difficult to analyze and attribute revenue to. **Content marketing** and **display advertising** are also considered to be particularly challenging to evaluate according to 40% and 38% of marketing professionals, respectively.

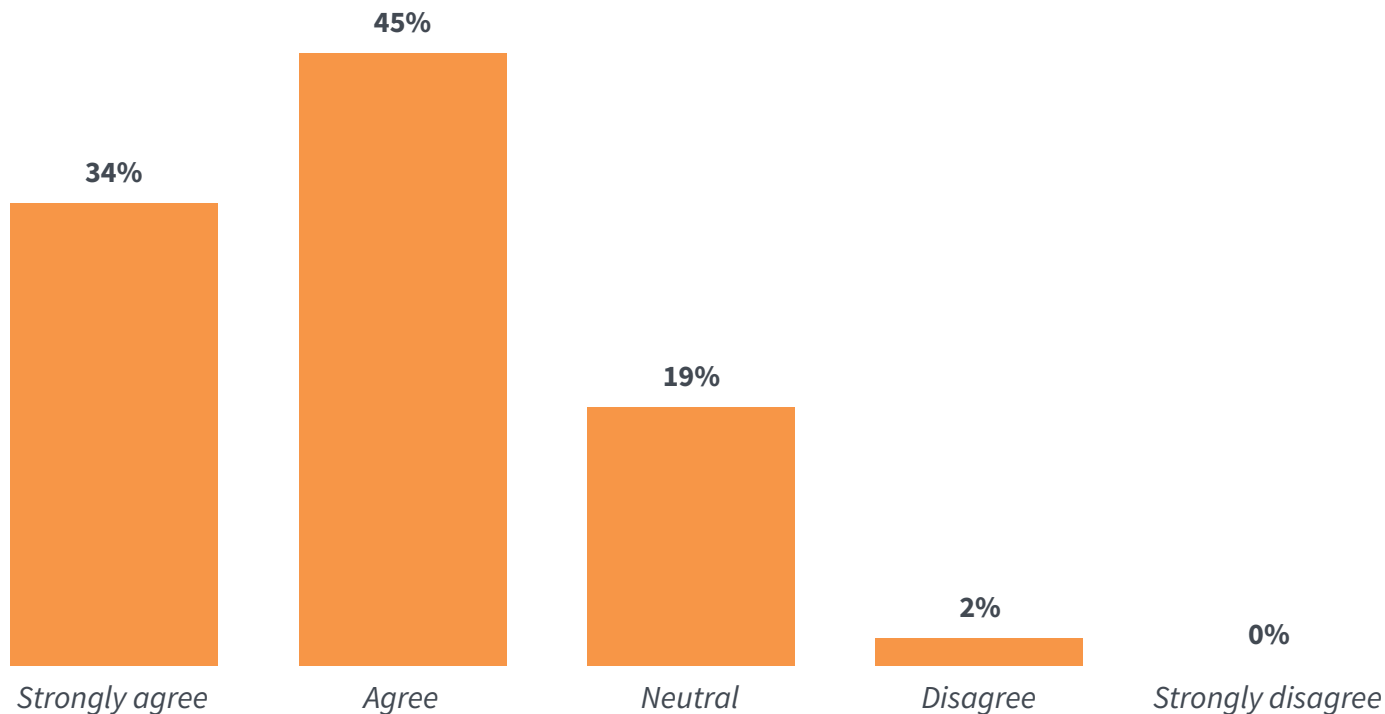
Which digital channels are most DIFFICULT TO ANALYZE for attributing marketing results to sales revenue?



# Sales and Marketing Friction

When executed successfully, revenue attribution identifies which marketing tactics and channels are most effectively contributing to sales. With more aligned goals and the ability to identify what a customer interacts with along their journey, over three-quarters of marketers report revenue attribution positively affects their relationship with sales teams.

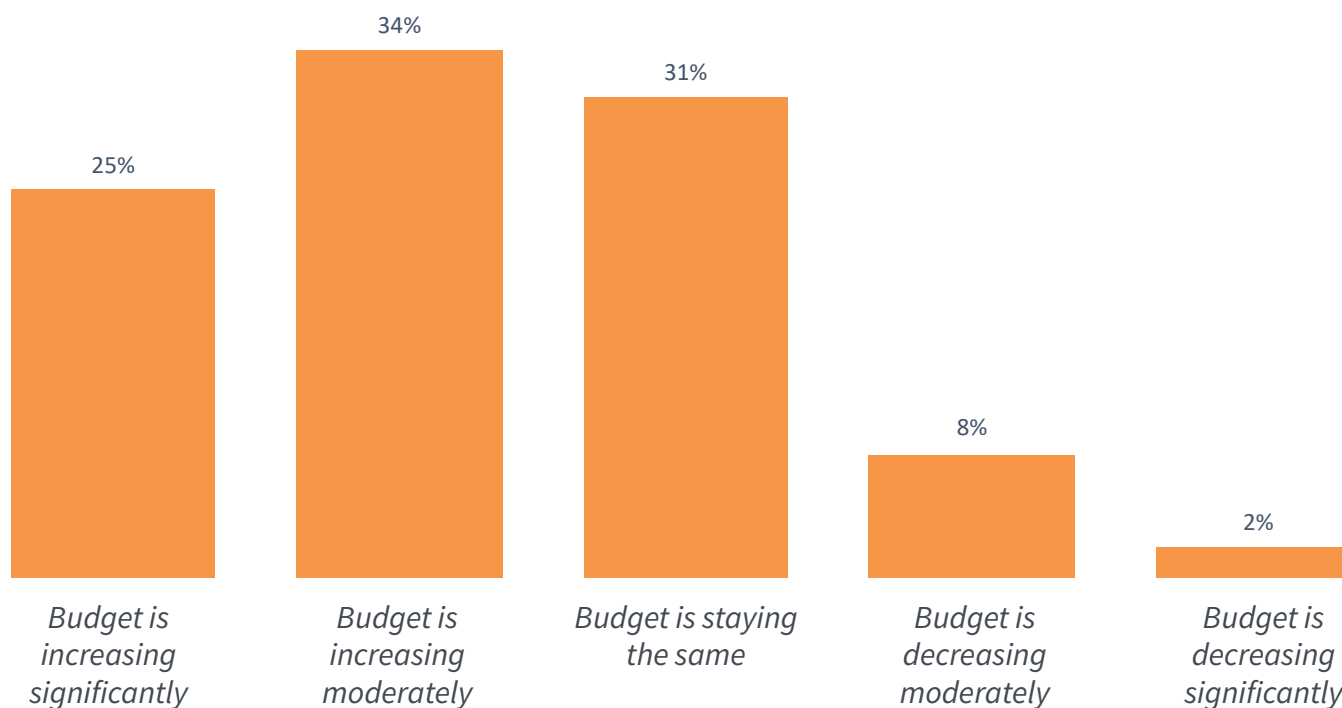
An effective revenue attribution program helps to eliminate friction between  
SALES AND MARKETING teams



# Budget Trends

Dedicated budget for revenue attribution efforts are trending up according to 59% of marketers. One-quarter of those surveyed report that budgets will be **increasing significantly** while another 34% say budgets will be **increasing moderately**. Only one-in-ten marketers report a marketing attribution **budget decrease** in the year ahead.

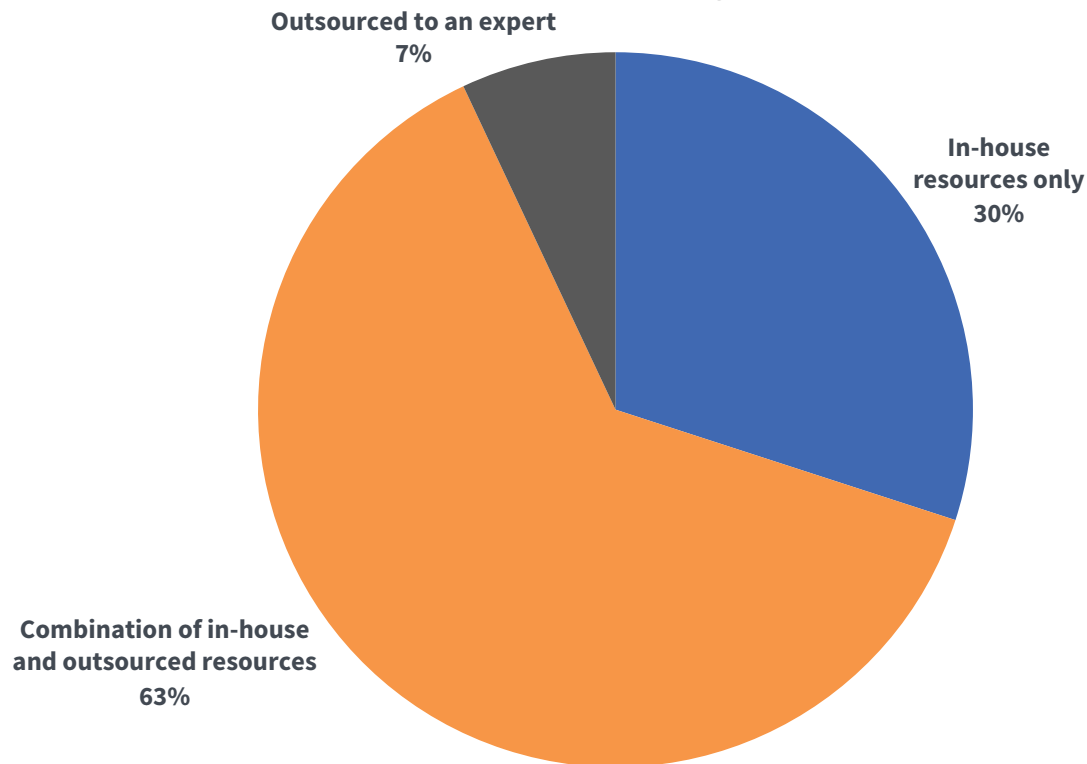
How is the DEDICATED BUDGET for revenue attribution changing in the year ahead?



# Resource Allocation

Revenue attribution is best left at least partially outsourced to experts according to 70% of marketers. 63% of marketing professionals say that a **strategic combination of in-house professionals and outsourced expertise** is the most effective use of resources. Nearly one-third of marketers prefer to keep their revenue attribution strategy **in-house**.

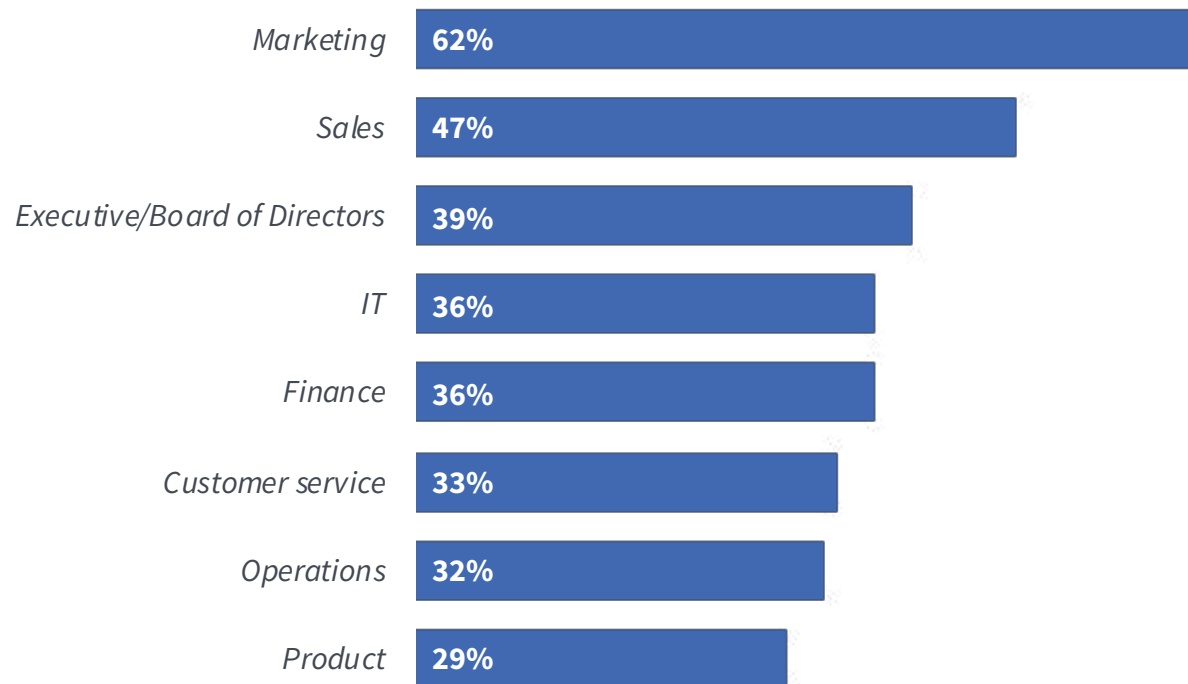
Which best describes the most effective RESOURCES USED to execute a revenue attribution strategy?



# Cross-Department Involvement

Marketing teams and sales teams are the most critical contributors to the strategic process of attributing revenue according to 62% and 47% of marketers, respectively. 39% of marketing professionals surveyed report that the **executive team** also plays an important role in executing a revenue attribution strategy.

Which departments have CRITICAL INVOLVEMENT in executing a revenue attribution strategy?





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