

# IMPROVING MARKETING ATTRIBUTION

Research Created for Marketers



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

**Ascend2**<sup>™</sup>  
RESEARCH-BASED MARKETING

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PUT THIS CONTENT  
TO GOOD USE!  
↓

## HOW TO USE THIS REPORT:

**TIP #1: ENGAGE YOUR AUDIENCE** by turning the charts and insights into your own content.

**TIP #2: DISCOVER STRATEGIES, TACTICS AND TRENDS** that are working for fellow marketers.

**TIP #3: IMPROVE YOUR OWN STRATEGY** by using data that is relevant to your business.

*This Survey Summary Report is part of a series conducted in partnership with our participating Research Partners.*

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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	33%
B2C	43%
B2B and B2C equally	24%

### **Number of Employees**

More than 500	13%
50 to 500	21%
Fewer than 50	66%

### **Primary role in company**

Owner / Partner / C-Level	55%
Vice President / Director / Manager	30%
Non-Management Professional	15%

# THE IMPACT OF AGILE MARKETING

Successfully attributing results of marketing efforts to revenue across a multitude of marketing channels, touchpoints, and technology platforms can be a complicated process.

## **So how are marketing teams executing marketing attribution strategies?**

To help answer this question, Ascend2 and our Research Partners fielded the Improving Marketing Attribution survey. We thank the 320 marketers who responded to this survey during the week of May 16, 2022.

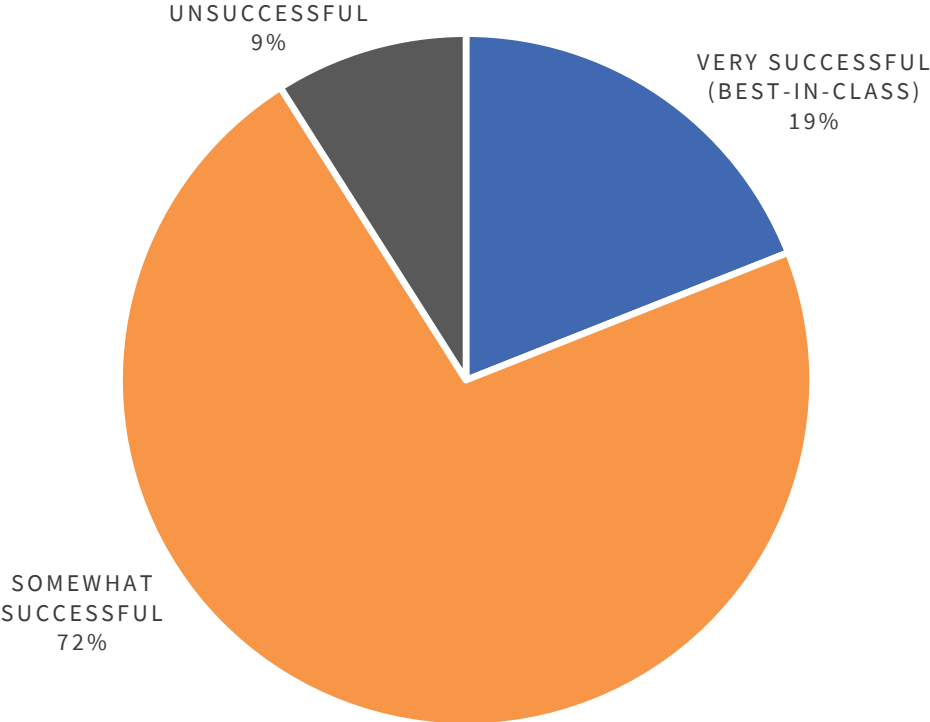
This Survey Summary Report, titled *Improving Marketing Attribution*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

*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.

# RATING STRATEGIC SUCCESS

How well are marketers able to ensure and attribute the results of marketing efforts to revenue? Only one-in-five (19%) marketing professionals surveyed would describe their marketing attribution strategy as very successful, or best-in-class compared to the competition. Another 72% say that their marketing attribution strategy is somewhat successful.

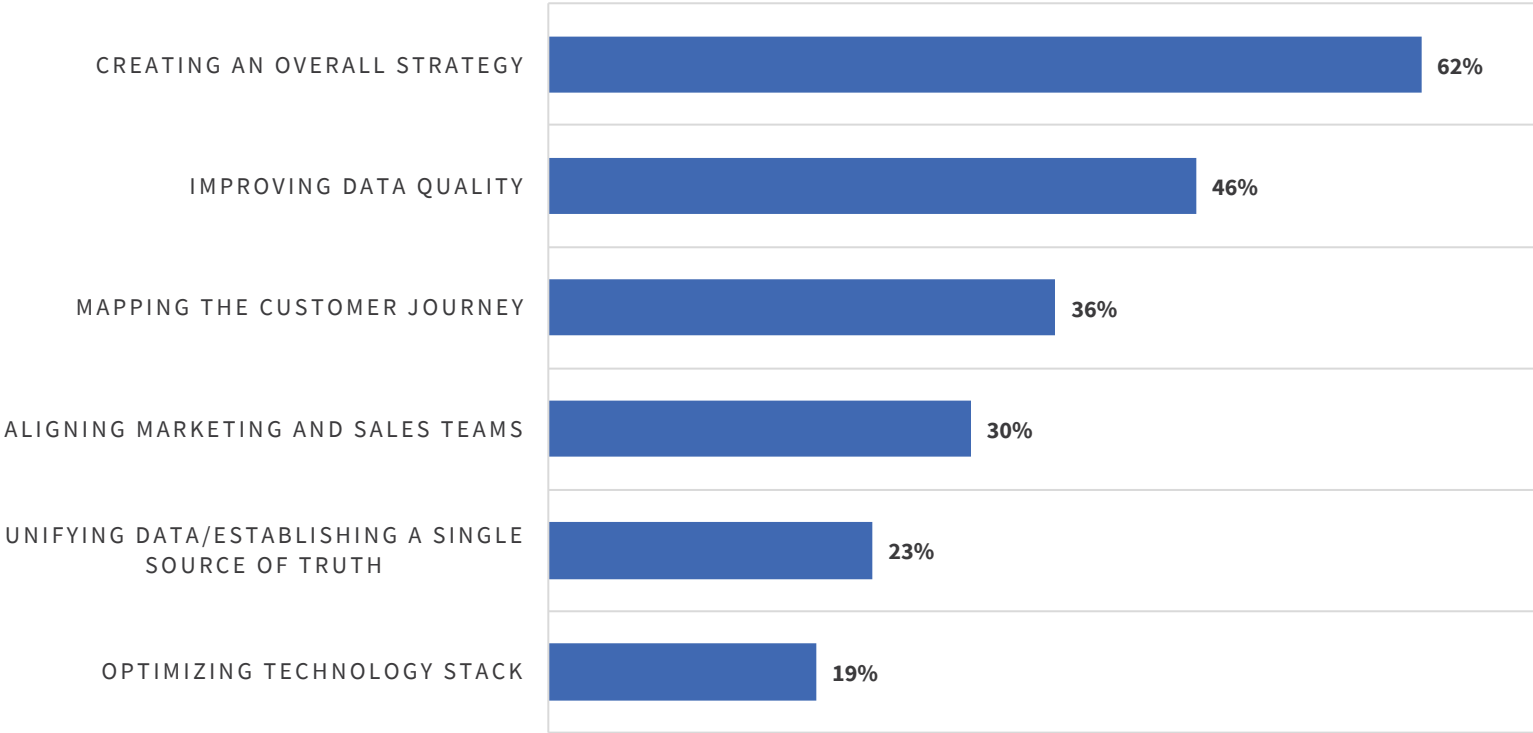
**HOW WOULD YOU RATE THE SUCCESS OF YOUR MARKETING ATTRIBUTION STRATEGY?**



# TOP AREAS OF FOCUS

Successful marketing attribution requires an in-depth analysis and evaluation of all marketing touchpoints across the customer journey. That is why nearly two-thirds (62%) of marketers report that creating an overall strategy is a top area of focus when it comes to improving marketing attribution. Improving data quality is also top-of-mind for 46% of those surveyed.

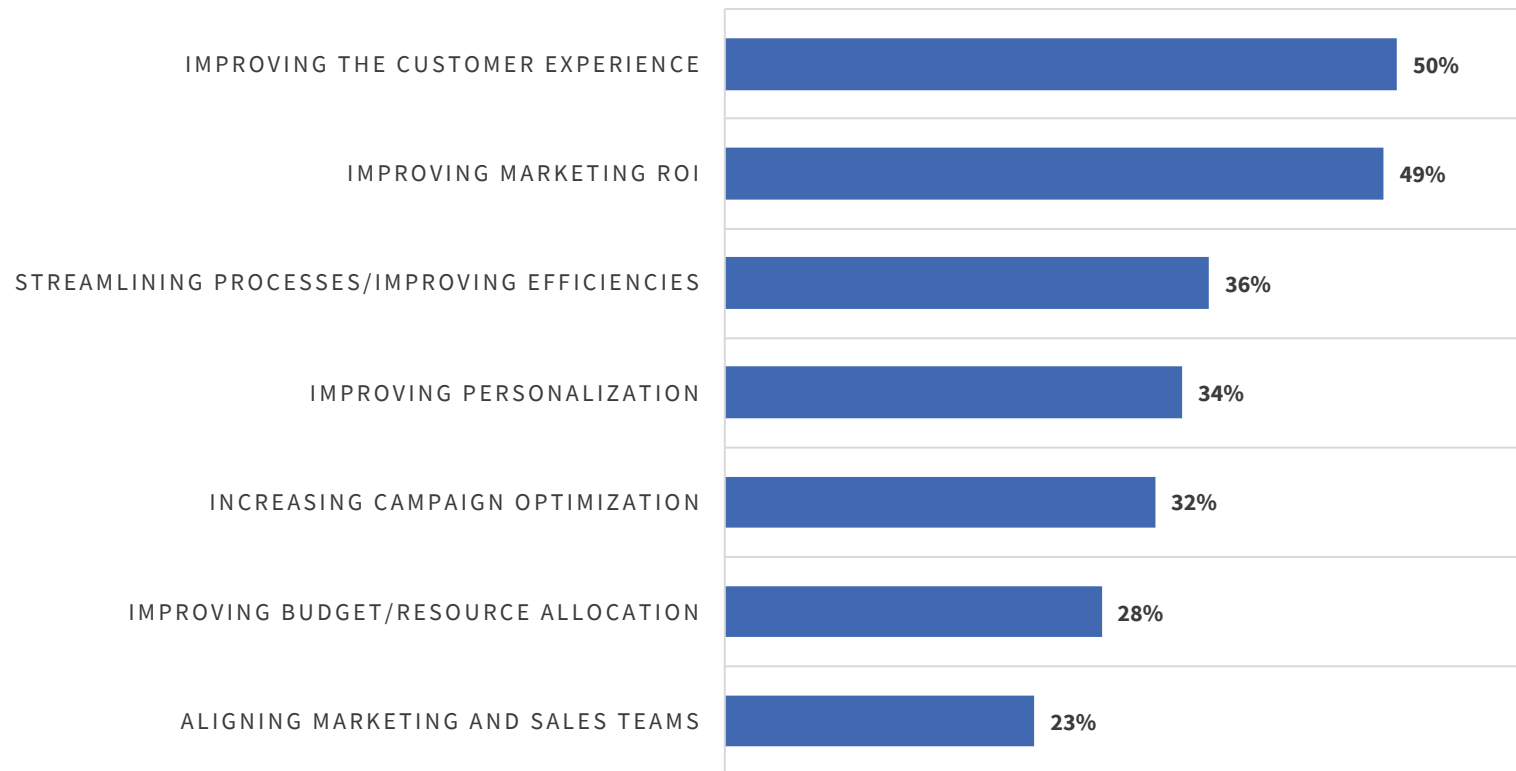
**WHAT ARE THE TOP AREAS OF FOCUS FOR IMPROVING MARKETING ATTRIBUTION IN THE YEAR AHEAD?**



# TOP BENEFITS

When executed successfully, marketing attribution has a host of benefits. Successful marketing attribution can both improve the customer experience and improve marketing ROI according to half of marketers surveyed. It also helps to streamline processes and improve efficiencies across marketing efforts for over one-third (36%) of marketing professionals.

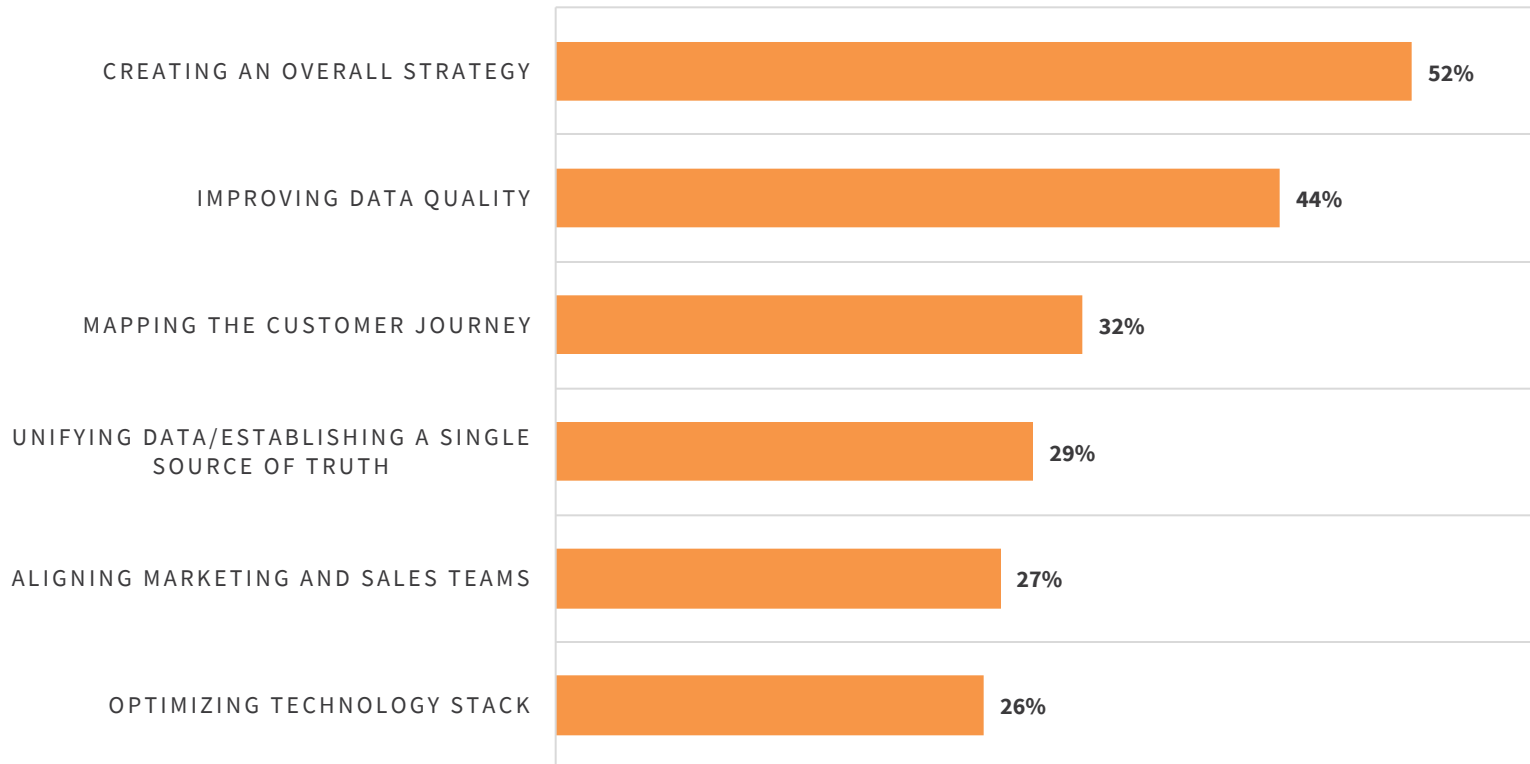
## WHAT ARE THE TOP BENEFITS OF SUCCESSFUL MARKETING ATTRIBUTION?



# TOP CHALLENGES

Creating an overall strategy is the most significant challenge to improving marketing attribution for over half (52%) of marketing professionals surveyed. Improving data quality is also listed as a top challenge for 44% of those surveyed. Mapping the customer journey and creating a unified, single source of truth with data are top challenges for about one-third of marketers (32% and 29%, respectively).

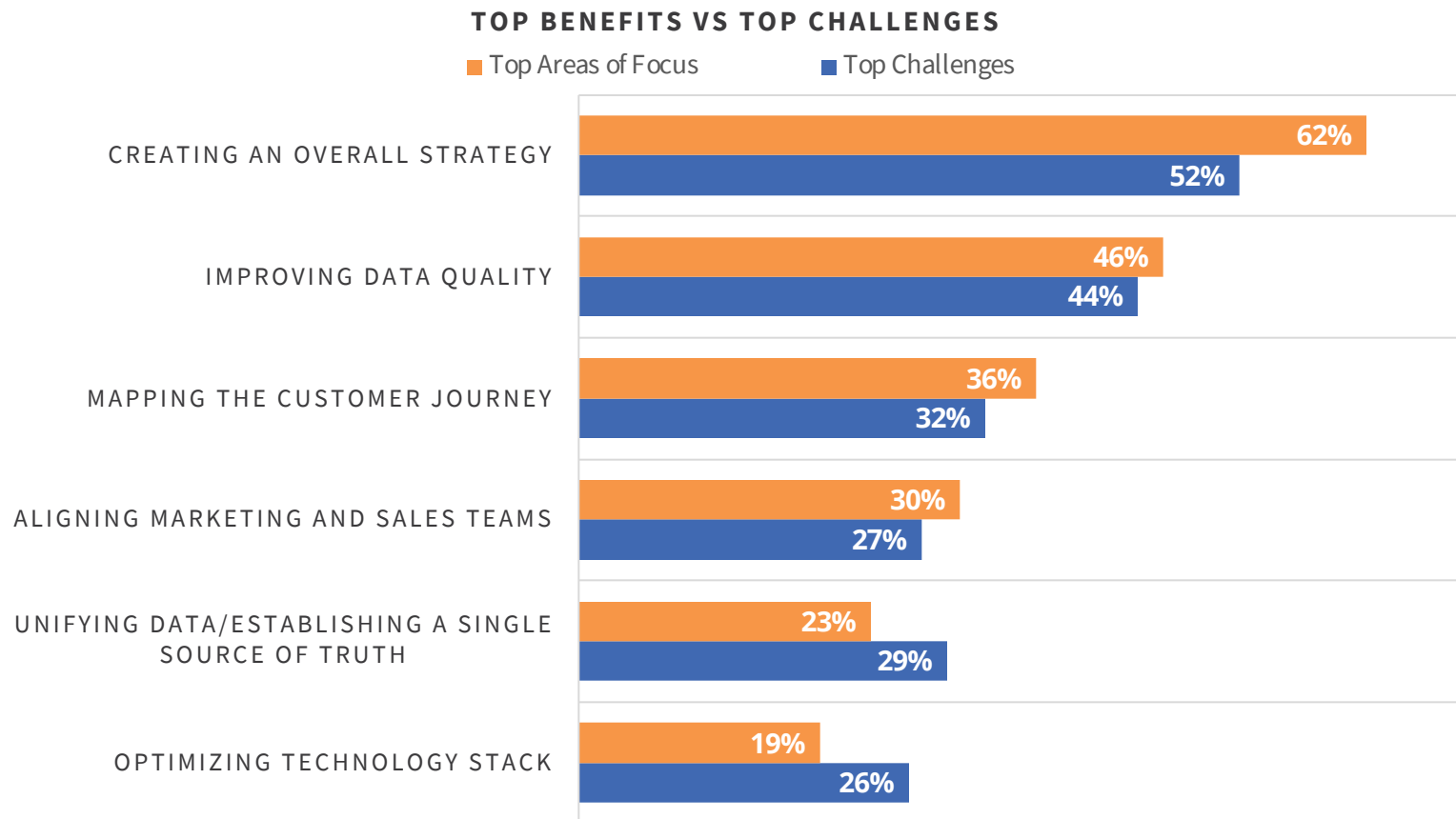
**WHAT ARE THE TOP CHALLENGES TO IMPROVING MARKETING ATTRIBUTION?**





# BENEFITS VS CHALLENGES

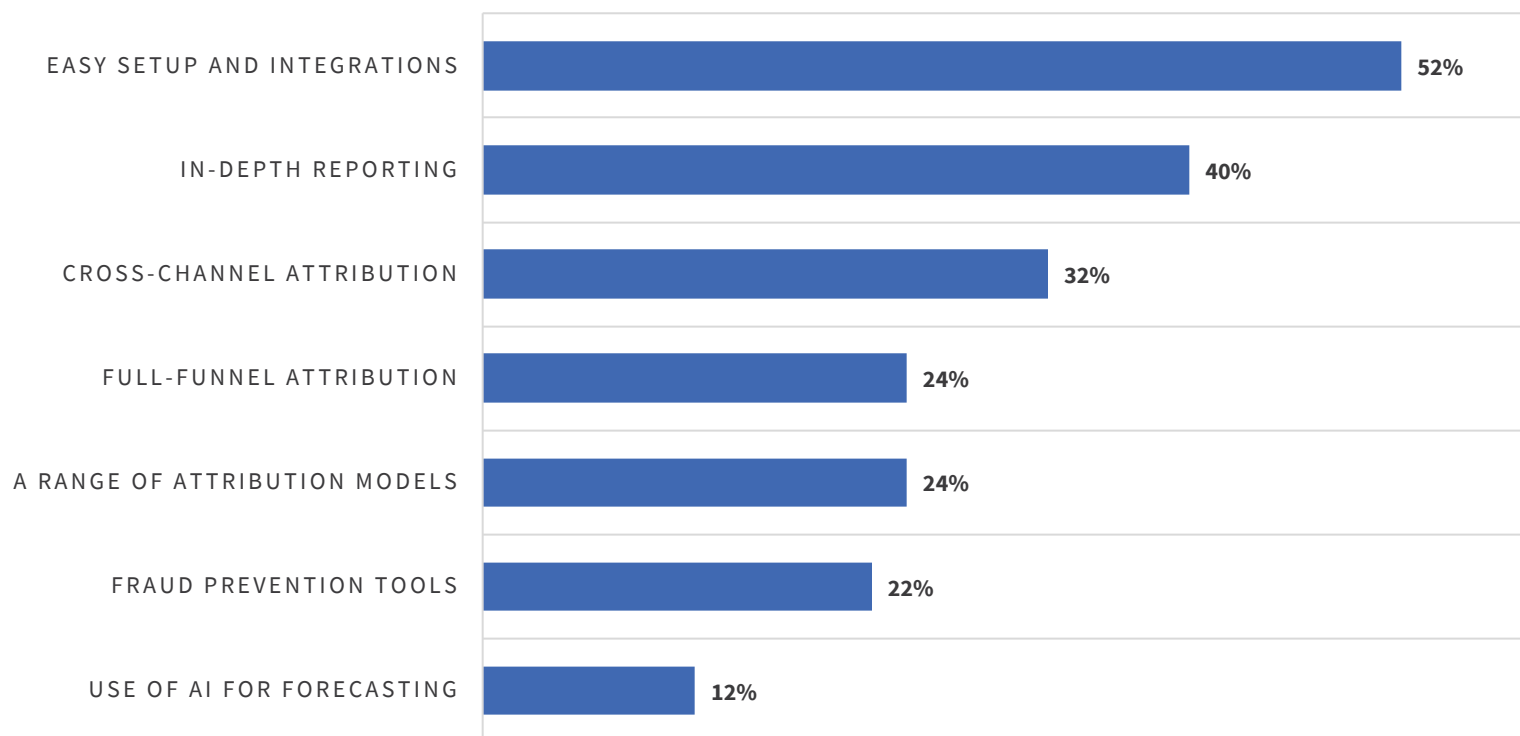
Comparing the top benefits that a successful attribution strategy can provide versus the potential challenges that marketers face as they try to improve marketing attribution gives us insight into how to manage expectations and priorities for implementing and optimizing a marketing attribution strategy.



# CRITICAL PLATFORM FEATURES

When considering technology to apply to a marketing attribution strategy, over half of marketing professionals report that a platform with an easy setup and integrations is most critical. In-depth reporting and cross-channel attribution capabilities are also important features for a marketing attribution platform according to 40% and 32% of those surveyed, respectively.

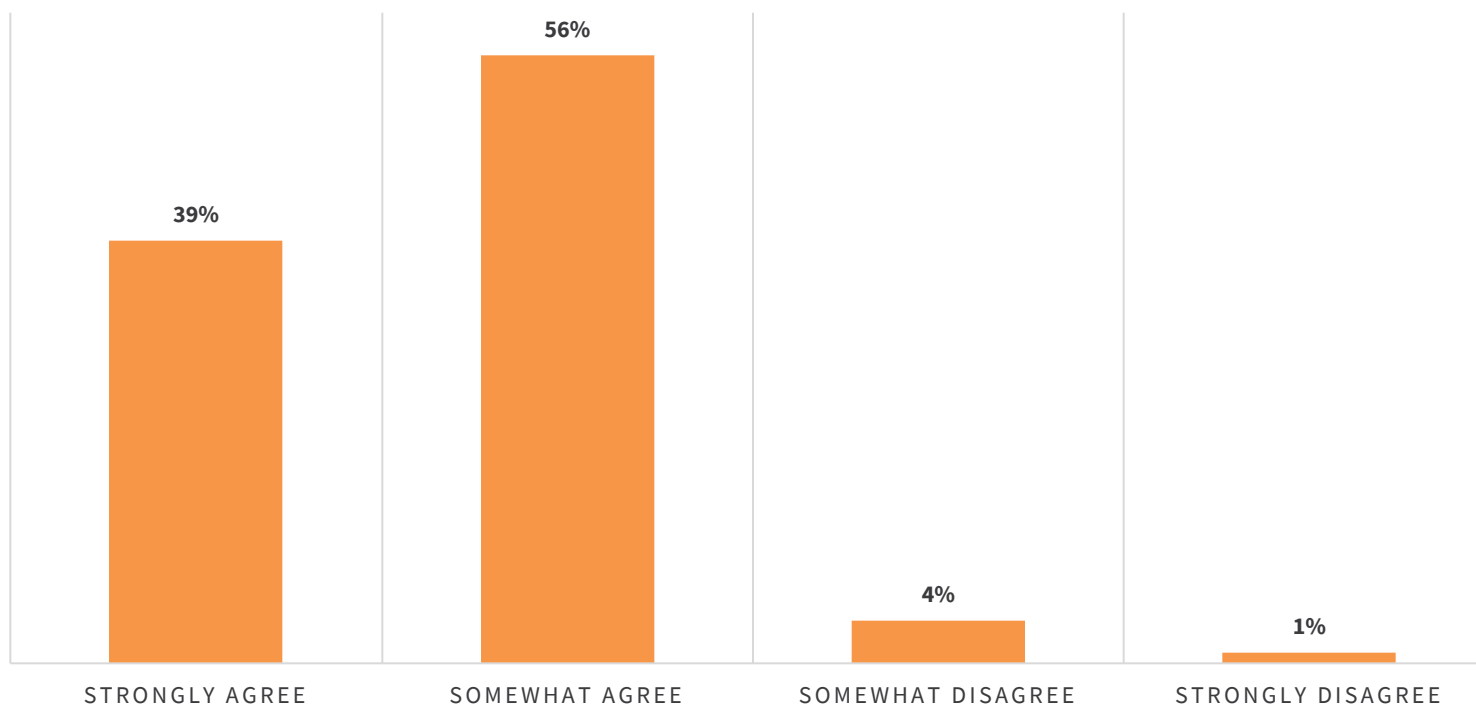
## WHAT ARE THE MOST CRITICAL FEATURES OF A MARKETING ATTRIBUTION PLATFORM?



# IMPROVING MARKETING ATTRIBUTION

95% of marketing professionals agree that having a single source of truth (or a unified data source) improves marketing attribution. Integrating data allows marketers to evaluate touchpoints across the entire customer lifecycle and determine the overall contribution of each interaction. This allows for greater optimization of marketing efforts.

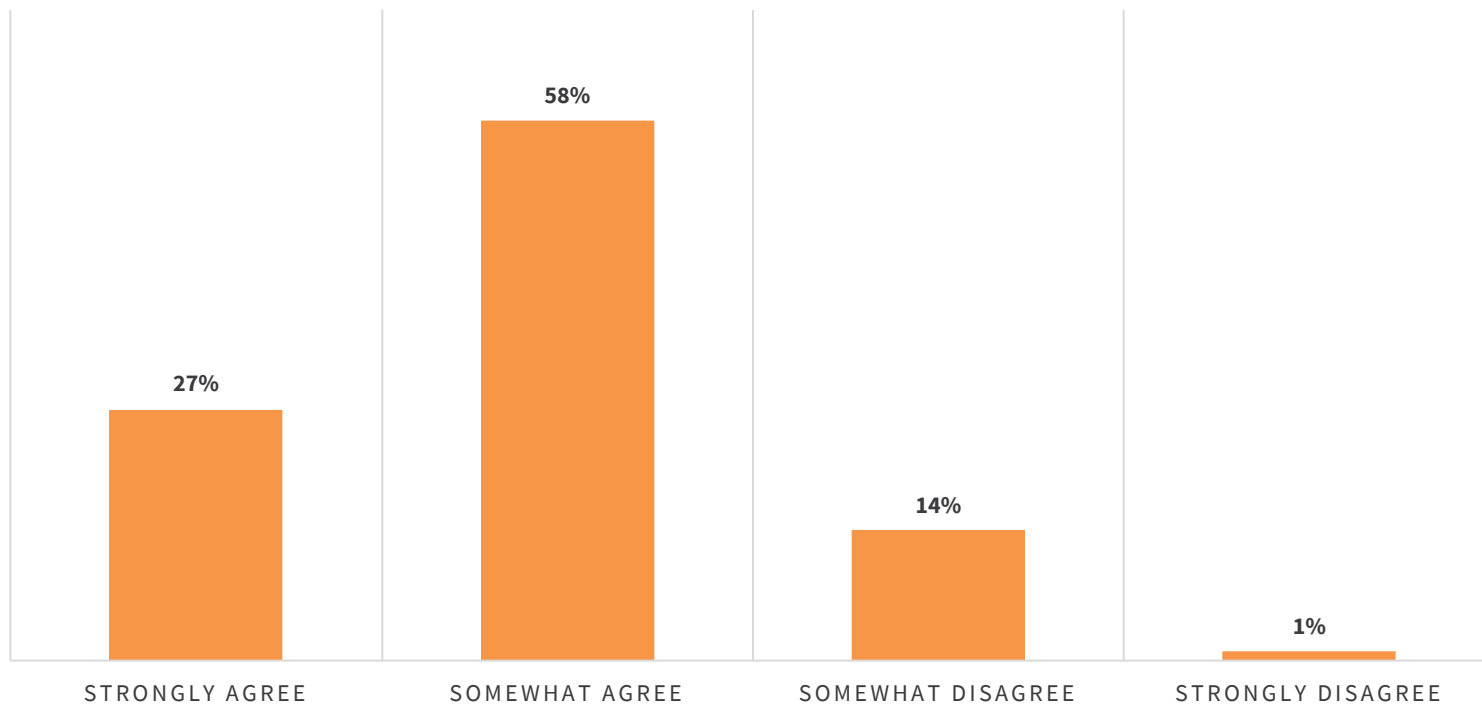
## HAVING A SINGLE SOURCE OF TRUTH (UNIFIED DATA SOURCE) IMPROVES MARKETING ATTRIBUTION.



# DATA UNIFICATION

85% of marketers surveyed agree that it is difficult to create a single source of truth (or a unified data source) to use for marketing attribution. Unifying data across sources and channels can be a daunting task for marketers. According to this research however, it may be worth the effort to improve an overall marketing attribution strategy.

## IT IS DIFFICULT TO CREATE A SINGLE SOURCE OF TRUTH (UNIFIED DATA SOURCE) TO USE FOR MARKETING ATTRIBUTION.



# CUSTOMIZED B2B RESEARCH

*delivered to you with a plan to use it.*

We find the right audience, ask the right questions, and gather insightful data to create useful and affordable research that will help you generate demand and increase engagement.

Join the industry powerhouses that use Ascend2 to create compelling research content that speaks to their audience.

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## Don't just take it from us...

Here's what some of our customers have to say.

"I highly recommend Ascend2 for any research projects in the B2B marketing space. Coming from a heavy academic-research background myself, I'm quite demanding when it comes to fielding and analyzing market surveys. Intentsify had very specific goals in mind to support multiple use cases with original research. Todd and Jenna of Ascend2 had the requisite knowledge, skills, and resources to achieve our weighty objectives. **Further, the program was affordable (even for an early-stage startup), and the results to date are already surpassing our ROI goals.**"

*-David Crane, VP Marketing, Intentsify*

"Ascend2 was a pleasure to work with and helped us to **design a thoughtful survey that uncovered truly actionable and noteworthy findings**. They work smart and fast and even helped to promote and place the research results at launch. Ascend2 is at the top of our list for future projects."

*-Nick Olsson, CEO, Olsson Communications*

"Good news to report back to you – we are seeing a lot of success with the leads we have gotten, not only from you but from the report in general (website, our emails, ads, etc.). **My CEO is super pleased.**"

*-Emily Wingrove, Director of Marketing, Synthio*

"On a hunch that original, empirical research could boost engagement with my audience, I contracted Ascend2 and Todd Lebo to provide a study on the most effective tactics being employed by B2B marketers. The research was delivered on time in an easily workable format, and any minor corrections were handled with rapid turnaround and excellent customer service. In the end, the research deliverable ended up influencing hundreds of thousands of dollars in closed-won business, **achieving an 85x ROI on the purchase price of the research**. I am extremely impressed with Ascend2 and will use them again any time I require original research on industry influencers for my marketing campaigns."

*-Jonathan Greene, Director of Marketing, LeadCrunch*

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