

MARKETING ATTRIBUTION APPROACH 2023

TREND REPORT

Research Created for Marketers



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

Ascend2[™]
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

N = 384 Marketing Decision-Makers

Primary Marketing Channel

B2B (Business-to-Business)	23%
B2C (Business-to-Consumer)	53%
B2B and B2C Equally	24%

Number of Employees

More than 500	16%
50 to 500	18%
Fewer than 50	66%

Primary role in company

Owner / Partner / C-Level	58%
Vice President / Director / Manager	30%
Non-Management Professional	12%

MARKETING ATTRIBUTION APPROACH 2023

Accurately measuring marketing performance across channels and attributing success to the appropriate efforts can be incredibly complex.

So how are marketers executing their marketing attribution strategy?

To help answer this question, Ascend2 and our Research Partners fielded the Marketing Attribution Approach survey. We thank the 384 marketers who responded to this survey during the week of May 22, 2023.

Additional reports referenced:

[Improving Marketing Attribution](#)

This Survey Summary Report, titled *Marketing Attribution Approach*, 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.

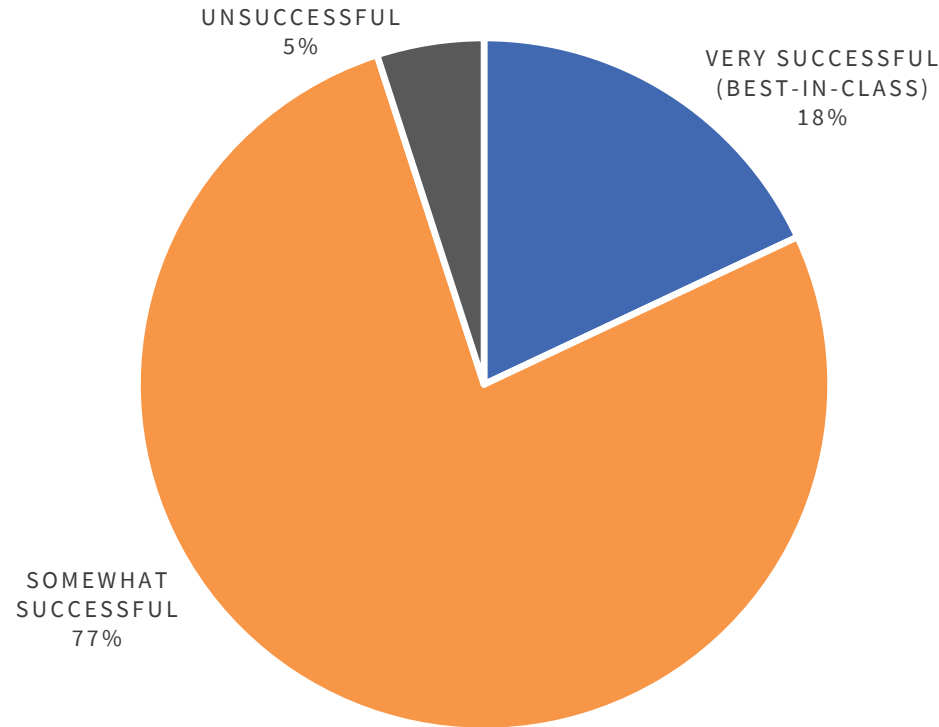
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RATING STRATEGIC SUCCESS

Less than one-in-five (18%) marketers feel that their attribution strategy is very successful at helping to achieve strategic marketing goals, about three-quarters (77%) have experienced some success but there is still work to do. These numbers look very similar to [last year](#), with 19% reporting best-in-class success, 72% reporting some success, and 9% reporting little-to-no success.

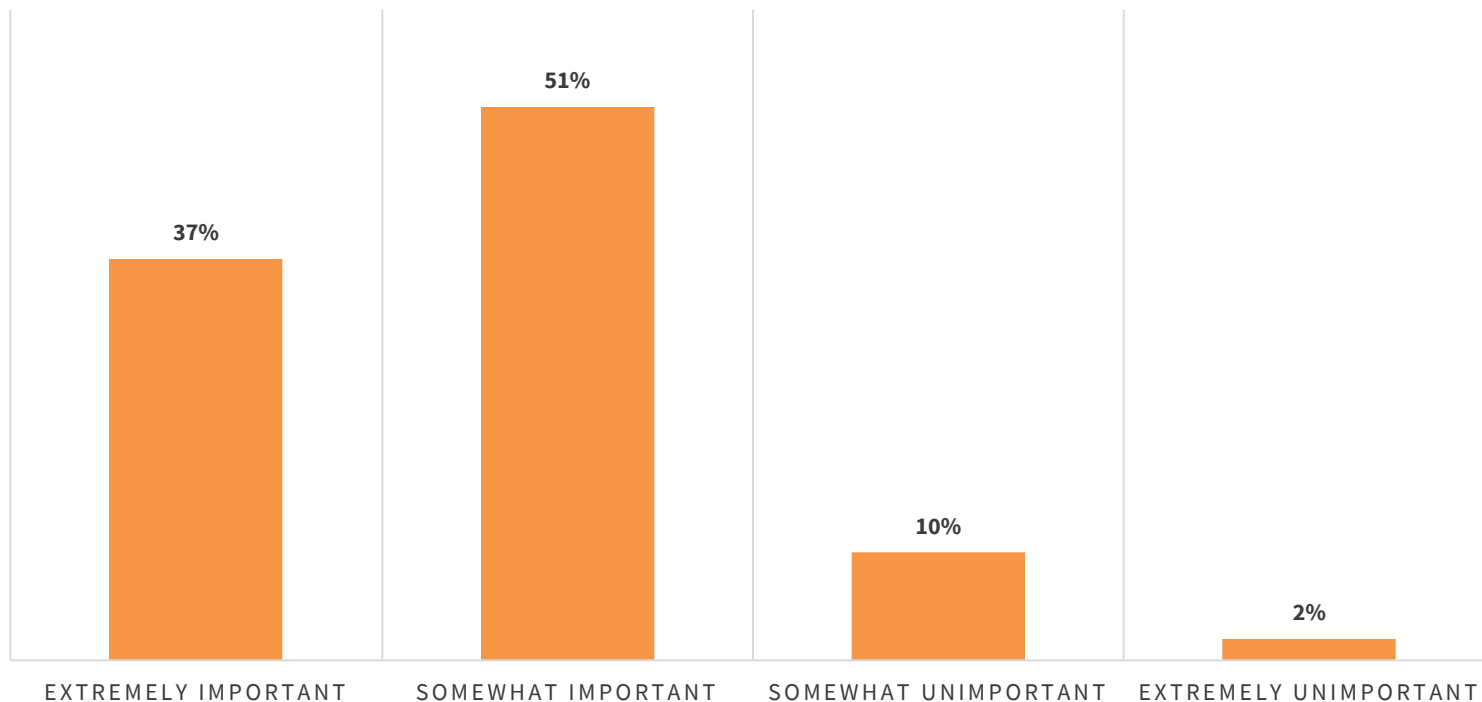
RATE YOUR MARKETING ATTRIBUTION'S SUCCESS IN HELPING YOU ACHIEVE STRATEGIC OBJECTIVES.



ATTRIBUTION IMPORTANCE

Nearly nine out of every ten (88%) marketers feel that attributing results of their marketing programs to the right sources is important to the success of their strategy. 37% of this group describe marketing attribution as extremely important to success while another 51% say that it is somewhat important. Only 12% feel that attribution is unimportant to the success of their marketing strategy.

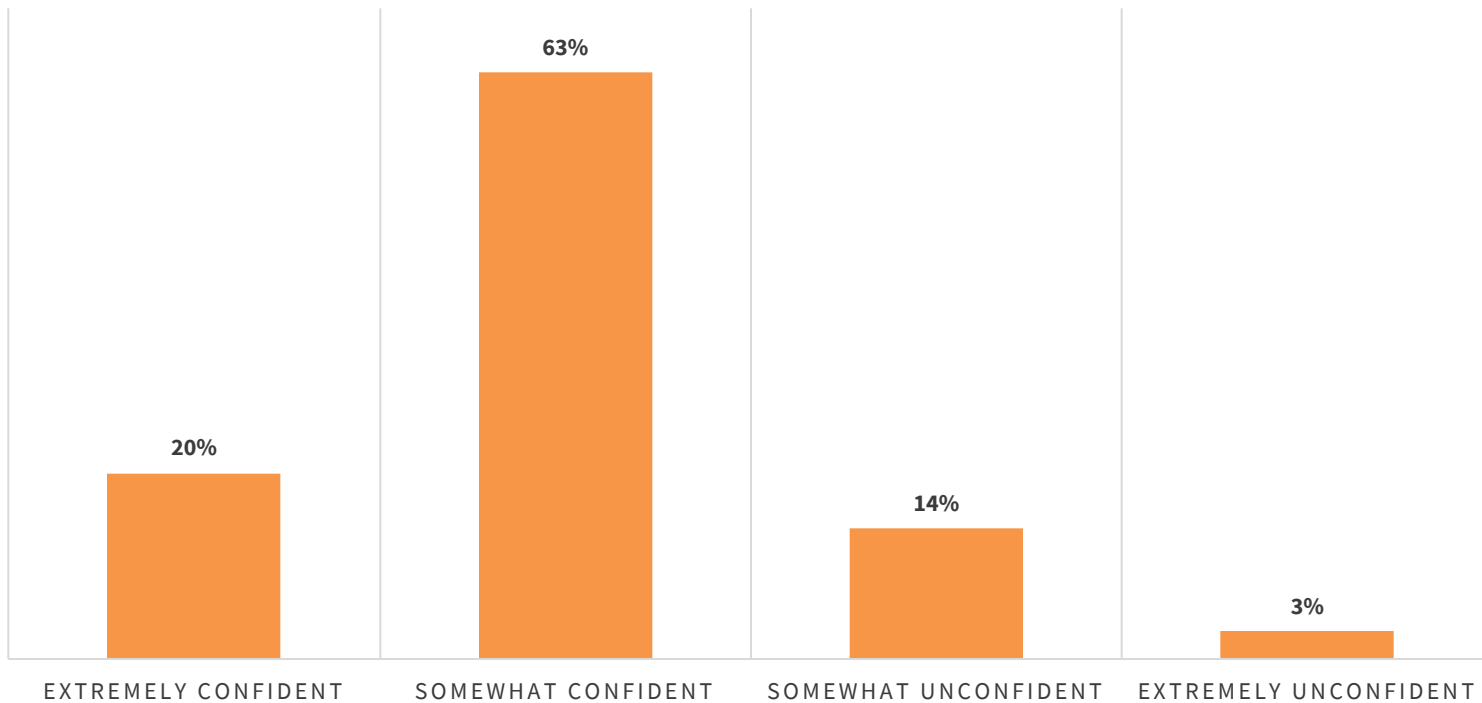
RATE THE IMPORTANCE OF MARKETING ATTRIBUTION TO THE SUCCESS OF YOUR OVERALL MARKETING STRATEGY.



CONFIDENCE IN ACCURACY

In order to optimize a strategy, it is critical for marketers to have an accurate gauge of which marketing efforts and channels are producing results, but only one-in-five marketers (20%) report being extremely confident in their marketing attribution's accuracy. Nearly two-thirds (63%) of marketing professionals surveyed feel somewhat confident in the accuracy of their attribution strategy.

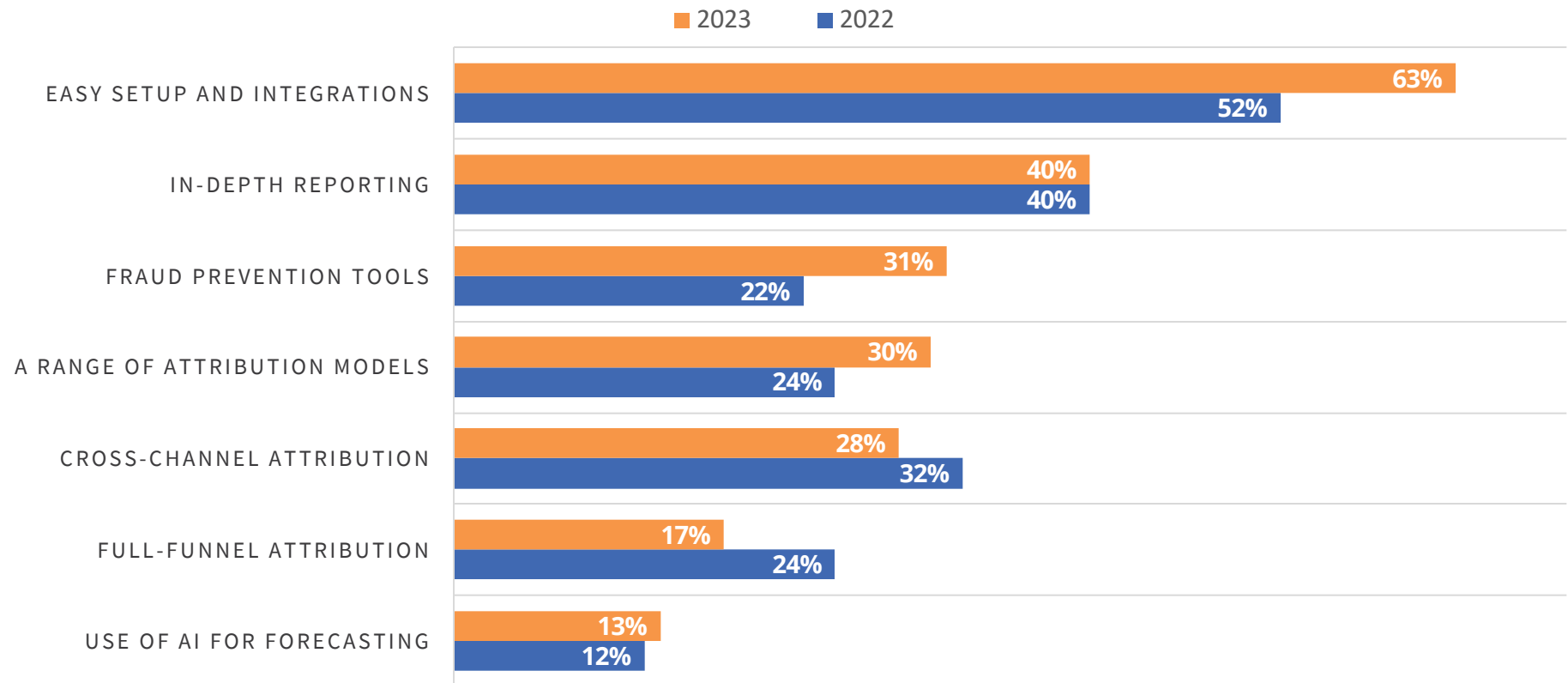
RATE YOUR LEVEL OF CONFIDENCE IN YOUR MARKETING ATTRIBUTION'S ACCURACY.



CRITICAL PLATFORM FEATURES TREND

While in-depth reporting (40%) remains a top most critical feature of a marketing attribution platform to consider, easy setup and integrations has become even more important to marketers since last year with 63% listing it as a most critical platform feature, up from 52% last year. Fraud prevention tools have also seen an increase in importance, up to 31% from 22% last year.

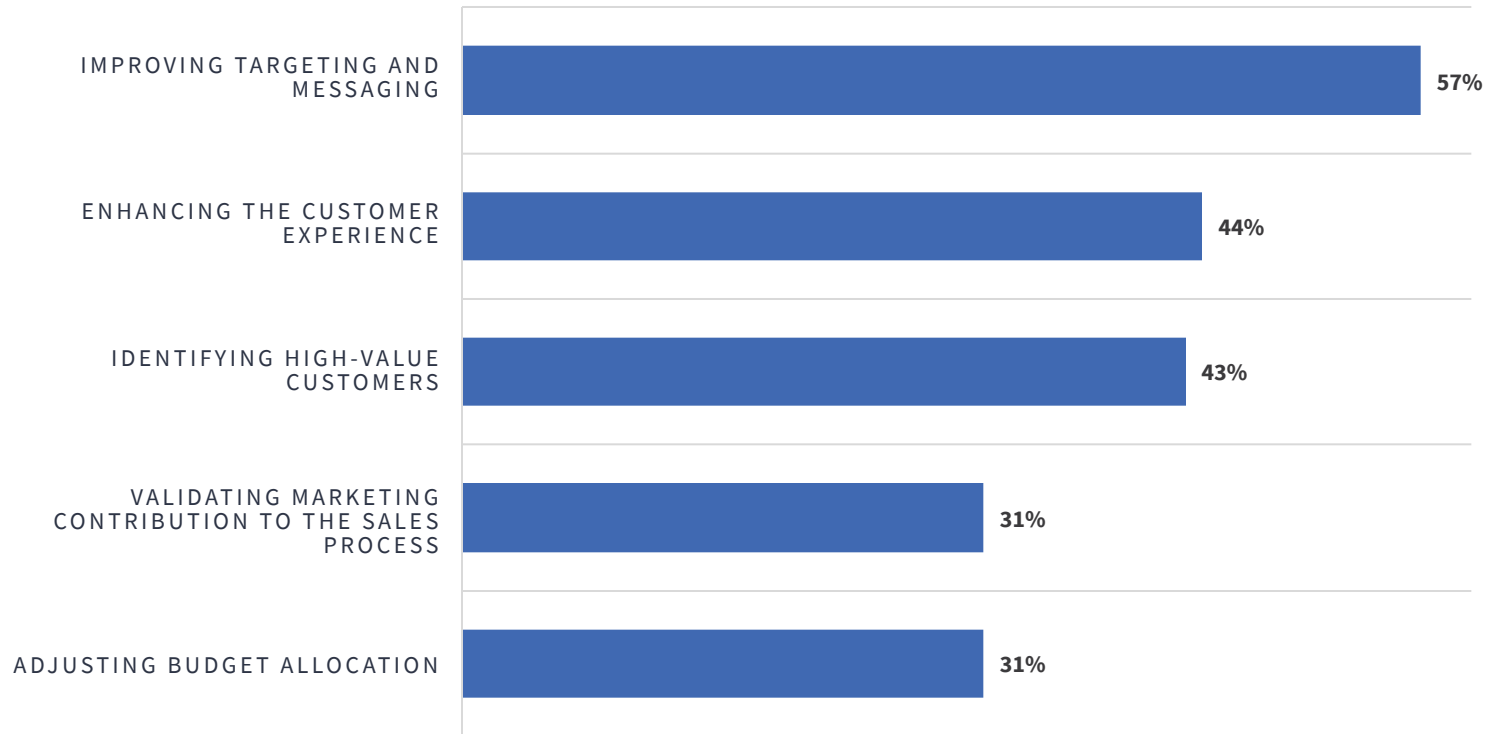
WHAT ARE THE MOST CRITICAL FEATURES OF A MARKETING ATTRIBUTION PLATFORM?



ATTRIBUTION FOR OPTIMIZATION

Marketing professionals are using attribution data and analysis to improve targeting and messaging with their audience according to 57% of those surveyed. Another 44% are using attribution data to enhance the overall customer experience and 43% say they are using it to identify high-value customers.

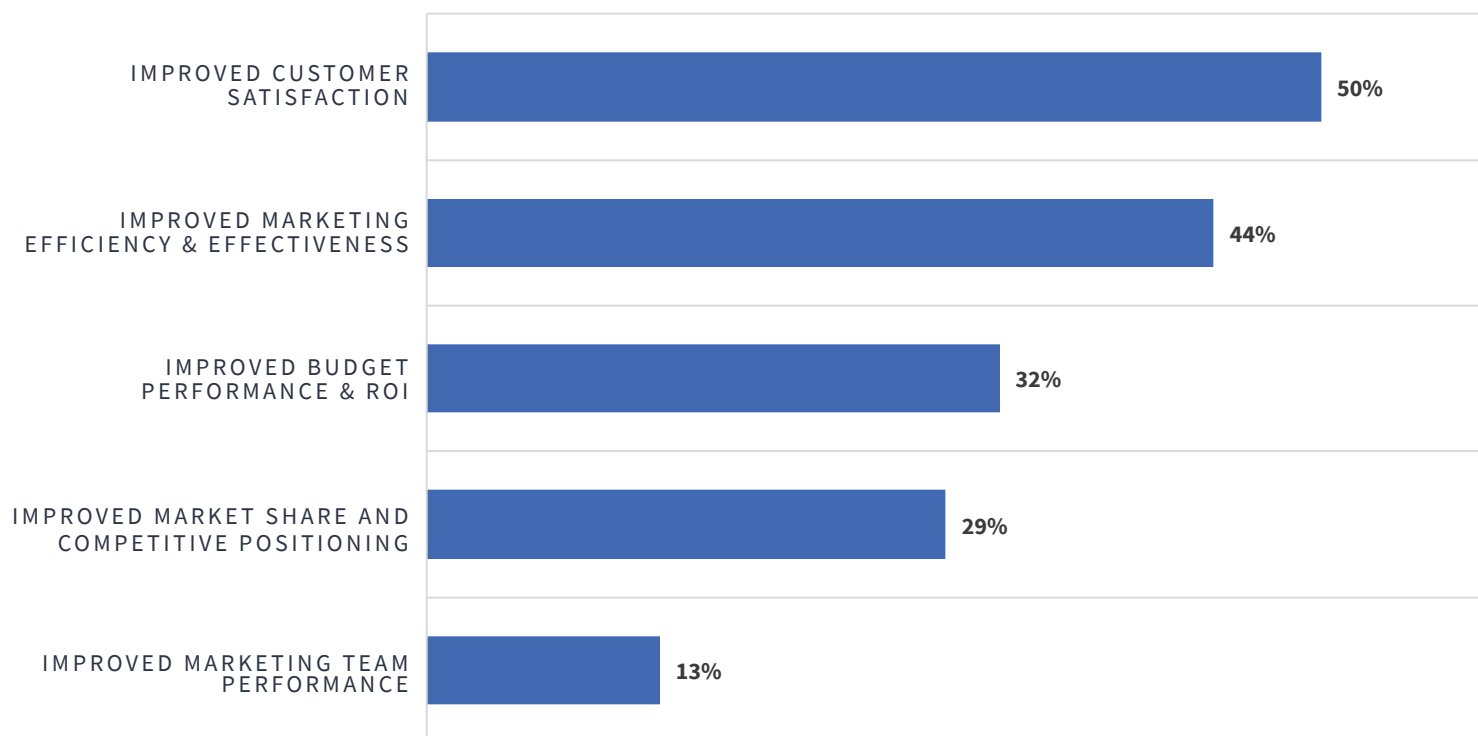
HOW DO YOU USE ATTRIBUTION DATA/ANALYSIS TO OPTIMIZE YOUR MARKETING STRATEGY?



MOST IMPORTANT GOALS

Of course, every marketing department looks to creating avenues for more sales with their marketing efforts, but beyond that common goal, what else are marketers striving for with attribution? Marketers list improving customer satisfaction and improving marketing efficiency and effectiveness as their most important attribution goals according to 50% and 44% of those surveyed, respectively.

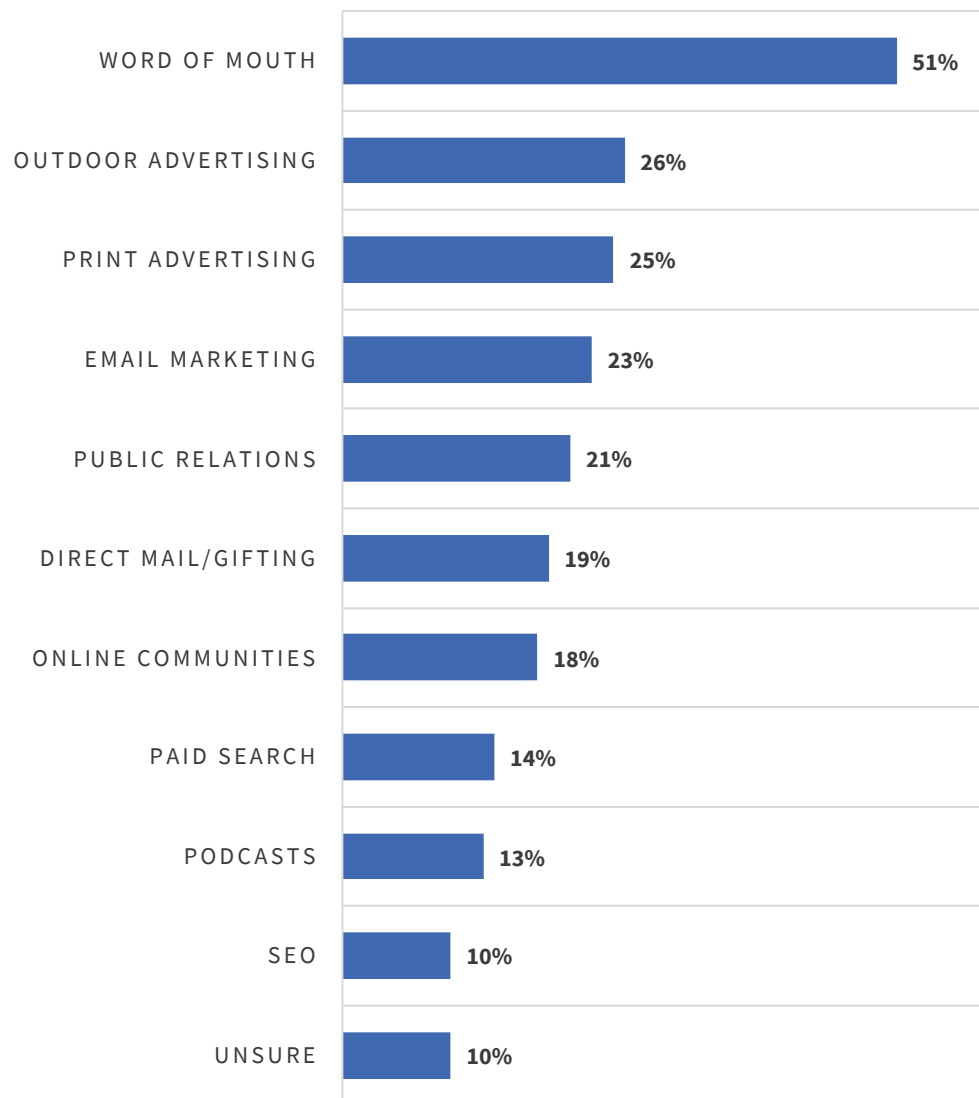
WHAT ATTRIBUTION GOALS, BEYOND "MORE SALES," ARE THE MOST IMPORTANT TO YOUR MARKETING DEPARTMENT?



MOST DIFFICULT CHANNELS TO MEASURE

Marketers have the most difficulty gauging how word of mouth impacts their bottom line, with 51% of those surveyed listing this channel in their top three most difficult to measure. Outdoor advertising and other print advertising are also difficult channels for about one-quarter of those surveyed (26% and 25%, respectively).

WHICH OF THE FOLLOWING MARKETING CHANNELS ARE THE MOST DIFFICULT TO MEASURE THE PERFORMANCE OF?

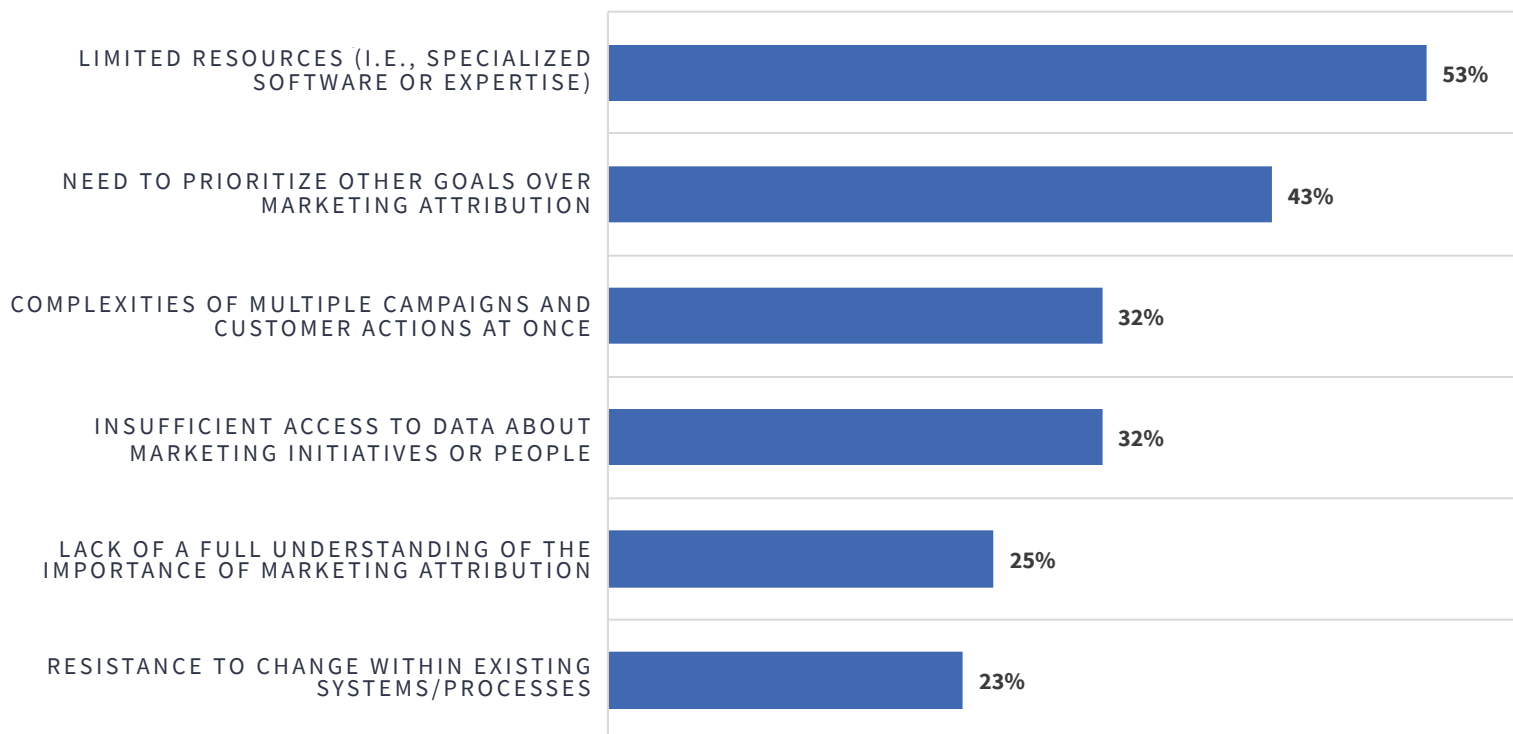


CHALLENGES PREVENTING IMPLEMENTATION

What is preventing marketers from implementing marketing attribution efforts into their overall strategy?

The most commonly reported challenge getting in the way is limited resources, including budget for software and people. 43% say that they have higher priorities that requires their focus.

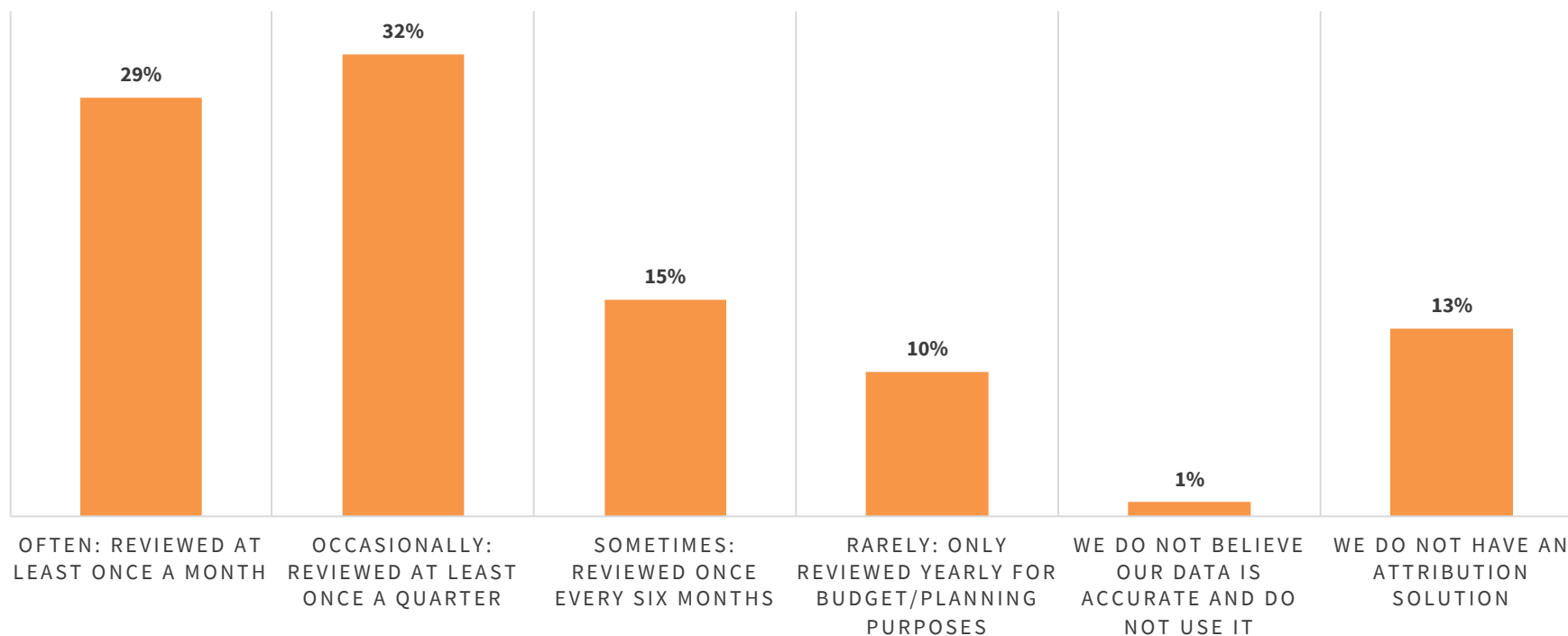
WHAT BUSINESS CHALLENGES MOST PREVENT YOU FROM IMPLEMENTING MARKETING ATTRIBUTION?



DATA REVIEW FREQUENCY

Nearly one-third (32%) of marketing professionals surveyed report reviewing and analyzing data from marketing attribution efforts occasionally, at least once a quarter while another 29% say they are reviewing their attribution data as often as monthly.

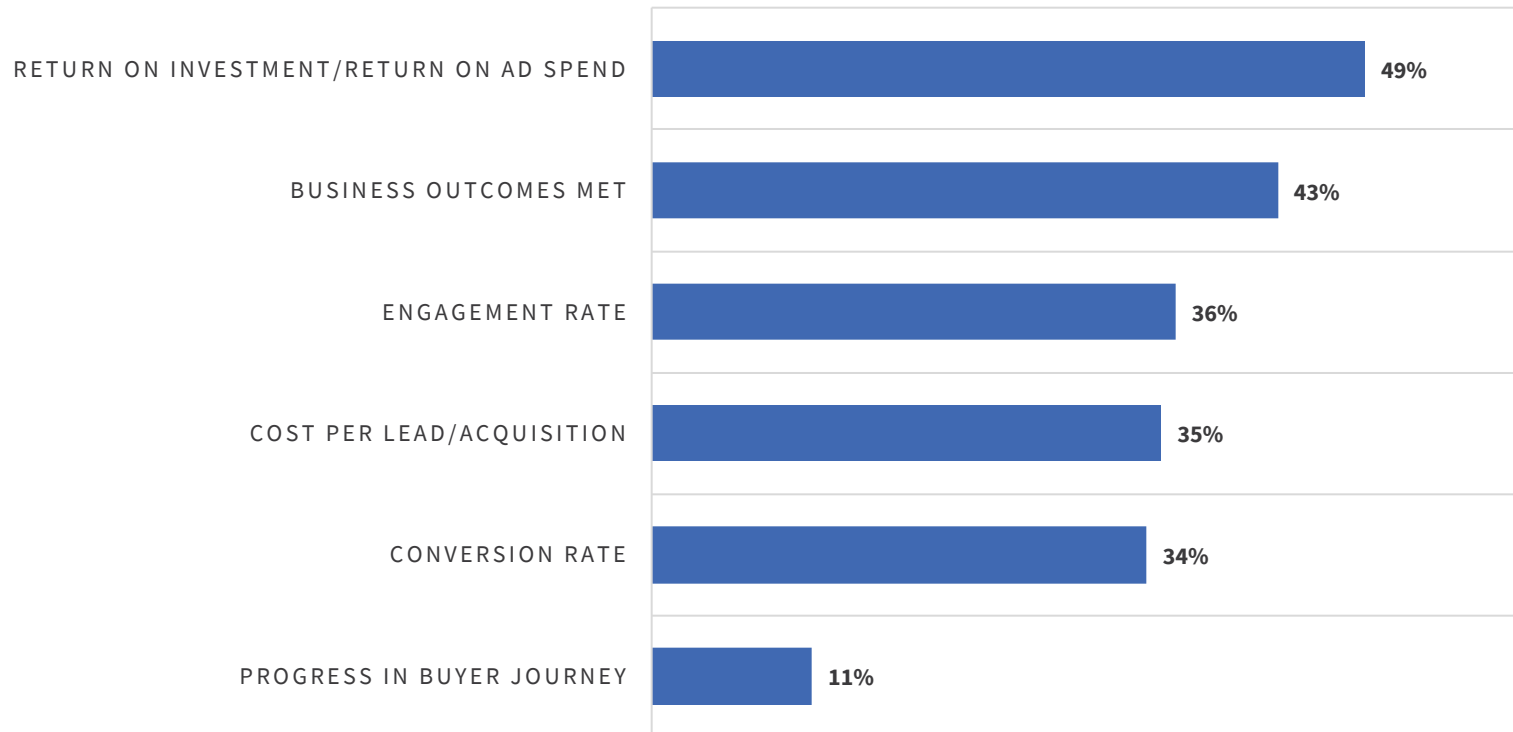
HOW FREQUENTLY DO YOU REVIEW AND ANALYZE THE DATA FROM YOUR MARKETING ATTRIBUTION EFFORTS?



METRICS FOR MEASURING PERFORMANCE

Half (49%) of marketers surveyed use return on investment (ROI) and/or return on ad spend to measure the success of their marketing campaigns. Business outcomes met is also an important performance indicator according to 43% of marketing professionals surveyed.

WHAT MARKETING METRICS DO YOU USE TO MEASURE THE SUCCESS OF YOUR MARKETING CAMPAIGNS?



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.

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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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