MARKETING ATTRIBUTION

2024

Research Created for Marketers

Ascend2
RESEARCH-BASED MARKETING

IN THIS REPORT...

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 = 357 Marketing Decision-Makers

Primary Marketing Channel

B2B (Business-to-Business)	20%
B2C (Business-to-Consumer)	48%
B2B and B2C Equally	32%

Number of Employees

More than 500	23%
50 to 500	28%
Fewer than 50	49%

Primary role in company

Owner / Partner / C-Level	46%
Vice President / Director / Manager	34%
Non-Management Professional	20%

MARKETING ATTRIBUTION 2024

Marketing attribution is crucial for understanding which channels and touchpoints contribute to conversions, allowing businesses to optimize their marketing spend and strategy. Companies can make data-driven decisions that improve ROI and enhance overall campaign effectiveness by accurately tracking customer journeys.

Because of the importance of attribution to marketing success, Ascend2 consistently researches the topic. Last year's marketing attribution study by Ascend2 explored how marketers execute their marketing attribution strategy. This year's study examines the impact of AI on attribution strategies, challenges, confidence levels, and more.

Ascend2 and our Research Partners conducted the *2024 Marketing Attribution* Survey September 1-3, 2024. We thank the 357 marketing professionals who participated in the survey.

Here are a few of the marketing attribution reports in the Ascend2 research library:

- Marketing Attribution Approach 2023
- Improving Marketing Attribution
- Revenue Attribution Outlook
- Explore the Ascend2 Research Library for more topics!

The *2024 Marketing Attribution Survey Summary Report* represents the opinions of all the market segments responding to the survey. Our participating research partners report specific market segments separately and exclusively.

This report, produced by Ascend2 for your benefit, is a practical tool for your marketing strategy. Use it to enhance your understanding, clip the charts for reference, write about the findings in your blog, or share them on social media. We encourage you to share this research, always crediting it as published, to help others in the industry benefit from the insights.

Enjoy the journey of discovery and learning that this report offers, and may it assist you in optimizing your marketing attribution initiatives.

The Ascend2 Research Team

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MARKETING ATTRIBUTION SUCCESS

Having a very successful marketing attribution program is challenging. Only 28% of marketing professionals consider their attribution strategies very successful (best-in-class) in achieving strategic objectives. A majority of 66% of respondents rate their strategy as somewhat successful.

The data shows significant room for improvement in optimizing attribution to meet strategic objectives. This report will provide the research findings and helpful tips for improving your attribution program.

RATE THE SUCCESS OF YOUR MARKETING ATTRIBUTION IN HELPING YOU ACHIEVE STRATEGIC OBJECTIVES.

UNSUCCESSFUL
6%

VERY SUCCESSFUL
(BEST-IN-CLASS)
28%

SOMEWHAT
SUCCESSFUL
66%
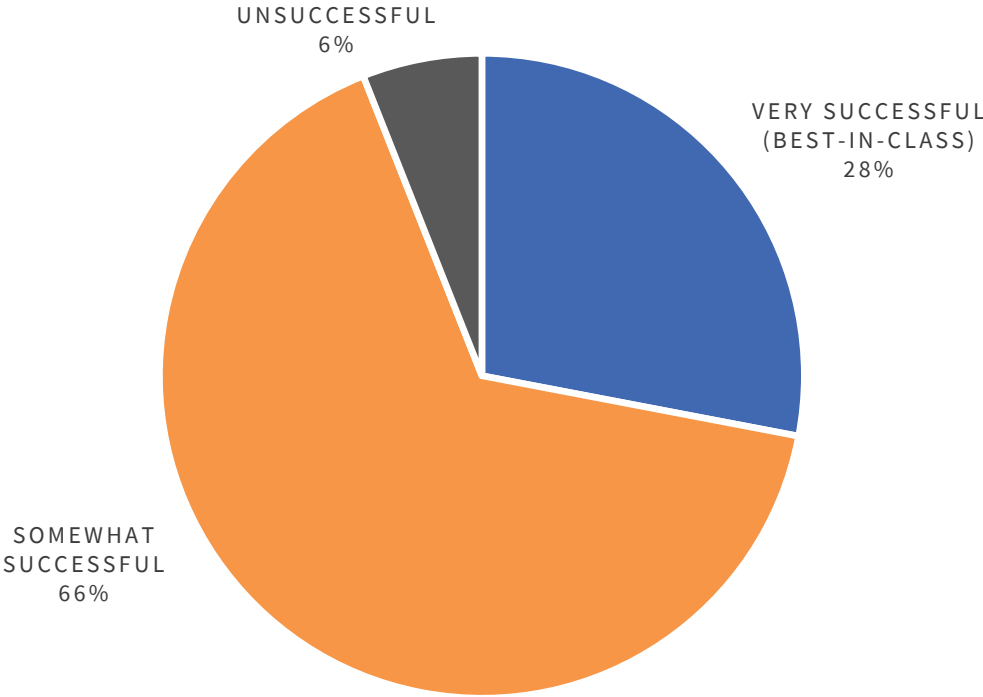
CONFIDENCE LEVEL IN ATTRIBUTION

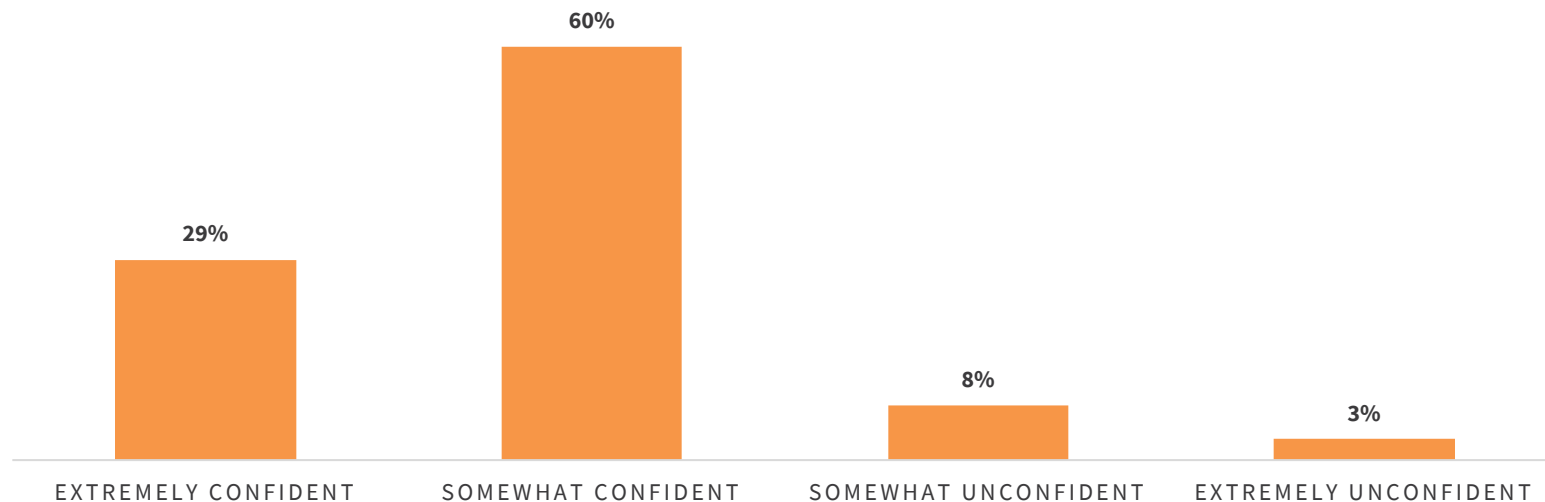Only 29% of respondents are "extremely confident" in the accuracy of their marketing attribution, suggesting that many businesses still have doubts about the precision of their tracking and measurement. While 60% are "somewhat confident," the combined 11% who are "somewhat" or "extremely unconfident" highlights a need for improvement in attribution models to boost confidence levels.

Tip: How can you increase your confidence in your attribution? The first step is to go beyond a basic model that proves data with little or no deep insights. Consider investing in multi-touch attribution models that provide a holistic view of the customer journey, rather than relying on single-touch models. A multi-touch model will help you understand what channels are working (or not working), the timing of efforts, what motivates a purchase decision, and more. With the added insight, you have added confidence in your overall marketing program.

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

EXTREMELY CONFIDENT	SOMEWHAT CONFIDENT	SOMEWHAT UNCONFIDENT	EXTREMELY UNCONFIDENT
29%	60%	8%	3%

2024 Marketing Attribution
Conducted by Ascend2 and Research Partners
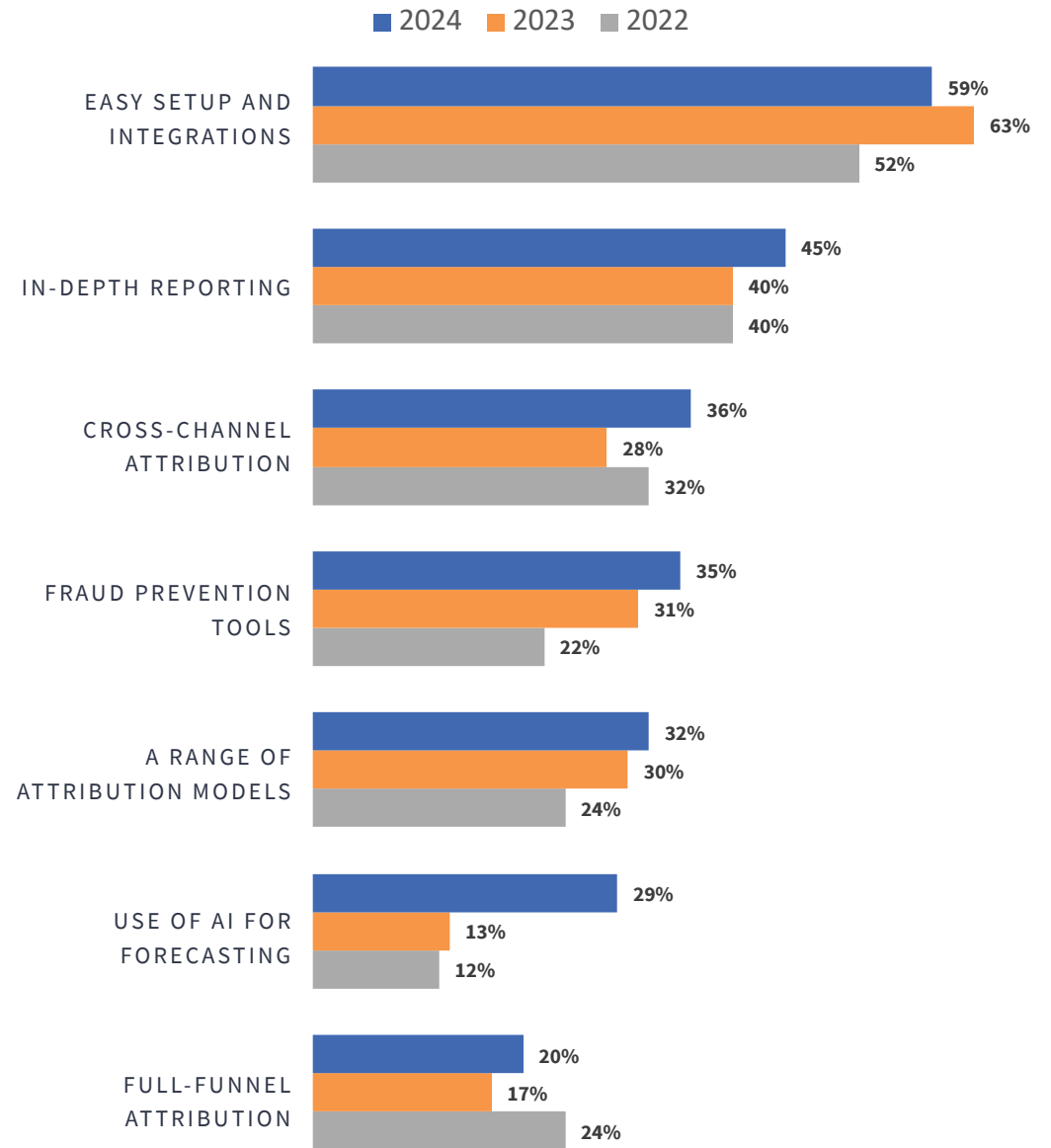Published September 2024

MARKETING ATTRIBUTION PLATFORMS

AI use is on the move. The data highlights a significant upward trend in the use of AI for forecasting, with 29% of marketing professionals in 2024 identifying it as a critical feature, up from 13% in 2023 and 12% in 2022. This increase suggests that businesses increasingly recognize the importance of AI-driven insights to enhance their marketing attribution efforts' accuracy and predictive power.

Tip: To start using AI for forecasting in your marketing attribution, first, identify the key data sources, such as CRM, web analytics, and sales data, and ensure they are clean and integrated. Next, choose an AI-powered forecasting tool or platform, like Google Analytics (or your existing marketing automation platform), to automate the analysis of historical patterns and predict future outcomes. Finally, regularly review and adjust your AI models based on performance insights to refine predictions and improve marketing decisions.

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

Legend: ■ 2024 ■ 2023 ■ 2022

EASY SETUP AND INTEGRATIONS
- 2024: 59%
- 2023: 63%
- 2022: 52%

IN-DEPTH REPORTING
- 2024: 45%
- 2023: 40%
- 2022: 40%

CROSS-CHANNEL ATTRIBUTION
- 2024: 36%
- 2023: 28%
- 2022: 32%

FRAUD PREVENTION TOOLS
- 2024: 35%
- 2023: 31%
- 2022: 22%

A RANGE OF ATTRIBUTION MODELS
- 2024: 32%
- 2023: 30%
- 2022: 24%

USE OF AI FOR FORECASTING
- 2024: 29%
- 2023: 13%
- 2022: 12%

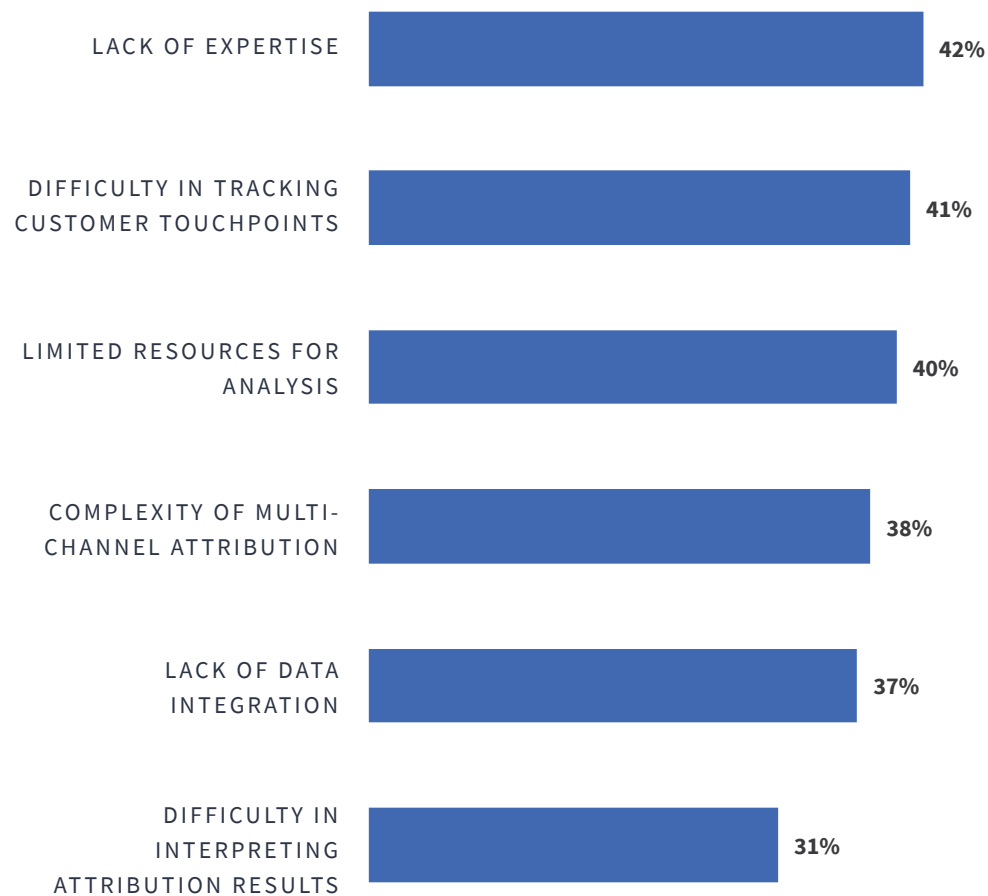**FULL-FUNNEL ATTRIBUTION**
- 2024: 20%
- 2023: 17%
- 2022: 24%

TOP CHALLENGES

Marketing professionals reveal that a lack of expertise (42%) and difficulty tracking customer touchpoints (41%) are the two most significant challenges for organizations when implementing marketing attribution. Additionally, the complexity of multi-channel attribution (38%) and limited resources for analysis (40%) suggest that many businesses struggle with the technical and resource-intensive nature of attribution efforts.

Tip: To overcome the difficulty in tracking customer touchpoints, consider implementing a centralized customer data platform (CDP) that unifies data from various channels, ensuring you have a complete view of customer interactions. Use tools (like email or marketing automation platforms) to track and tag touchpoints automatically across different devices and platforms. Finally, ensure your team regularly audits and updates tracking codes and integrations to maintain accurate data collection as your marketing efforts evolve.

The Customer Data Platform Institute is an excellent source of vendor-neutral CDP resources and learning materials.

WHAT ARE YOUR GREATEST CHALLENGES WHEN IMPLEMENTING MARKETING ATTRIBUTION IN YOUR ORGANIZATION?

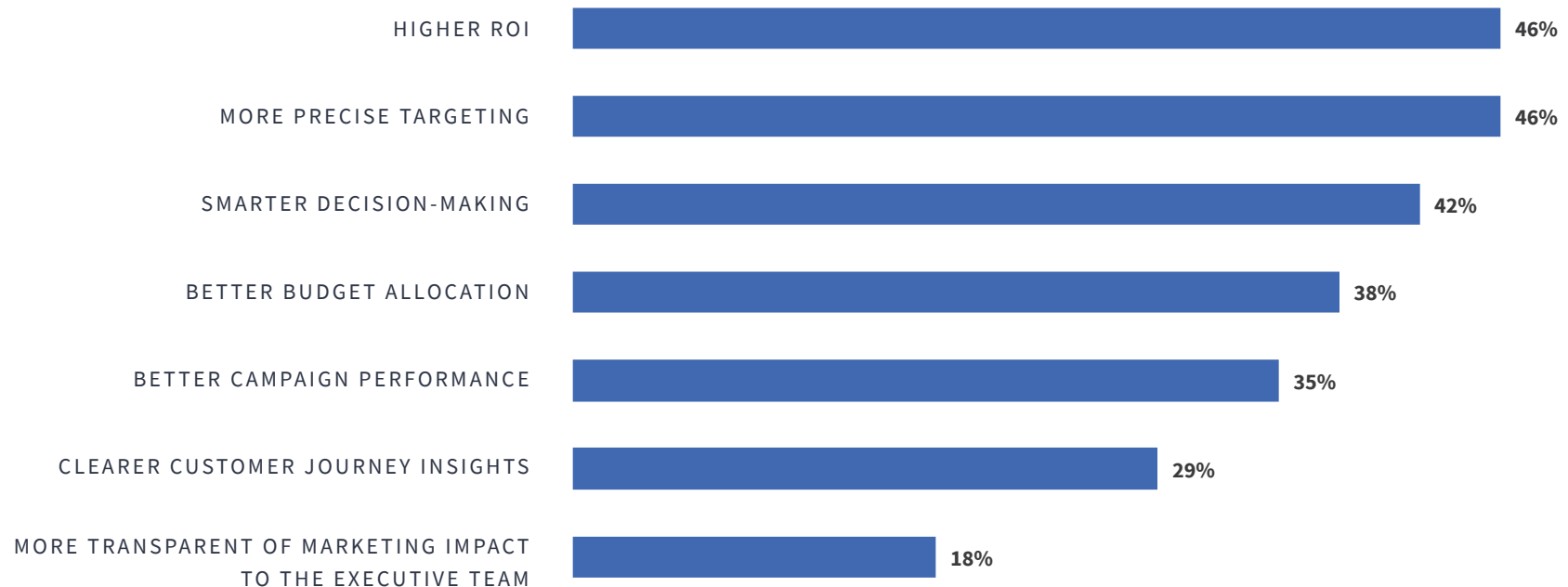| Challenge	%
LACK OF EXPERTISE	42%
DIFFICULTY IN TRACKING CUSTOMER TOUCHPOINTS	41%
LIMITED RESOURCES FOR ANALYSIS	40%
COMPLEXITY OF MULTI-CHANNEL ATTRIBUTION	38%
LACK OF DATA INTEGRATION	37%
DIFFICULTY IN INTERPRETING ATTRIBUTION RESULTS	31%

TOP BENEFITS OF MARKETING ATTRIBUTION

The top benefits of successful marketing attribution are more precise targeting and higher ROI, both at 46%, emphasizing how effective attribution can lead to better financial outcomes and audience segmentation. Additionally, smarter decision-making (42%) and better budget allocation (38%) highlight the strategic advantages of attribution, helping businesses optimize their resources and make informed marketing decisions.

Better attribution increases ROI by allowing businesses to identify the most effective marketing channels and allocate budgets more efficiently, ensuring that resources are spent where they generate the highest returns. By tracking the customer journey across touchpoints, companies can focus on optimizing campaigns that drive conversions and eliminate underperforming efforts.

WHAT ARE THE TOP BENEFITS OF SUCCESSFUL MARKETING ATTRIBUTION?

Benefit	Percentage
HIGHER ROI	46%
MORE PRECISE TARGETING	46%
SMARTER DECISION-MAKING	42%
BETTER BUDGET ALLOCATION	38%
BETTER CAMPAIGN PERFORMANCE	35%
CLEARER CUSTOMER JOURNEY INSIGHTS	29%
MORE TRANSPARENT OF MARKETING IMPACT TO THE EXECUTIVE TEAM	18%

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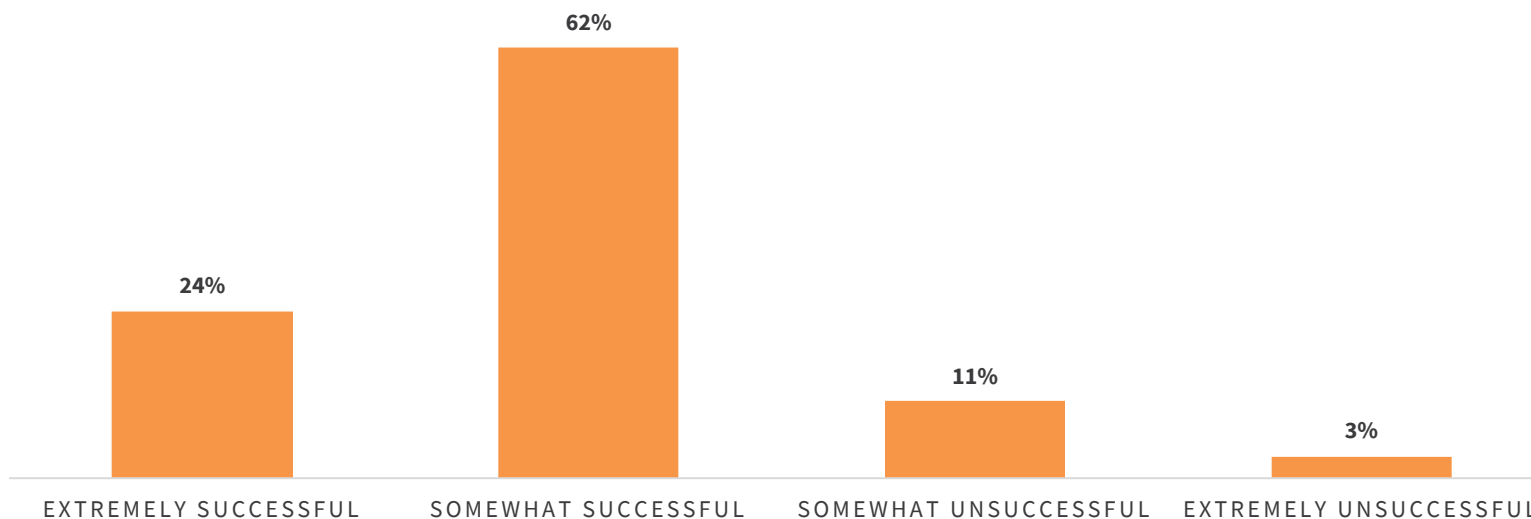
CONFIDENCE LEVEL IN ATTRIBUTION

Only 24% of marketing professionals consider their marketing attribution model "extremely successful" at capturing the full customer journey. The remaining 76% of respondents have a limited view of the customer journey, hindering the decision-making process of marketing efforts.

Tip: We recommend using a multi-touch attribution model early in this report, and understanding the customer journey is a primary reason for that recommendation.

To improve marketing attribution on the customer journey, adopt multi-touch attribution models that account for every customer interaction with your brand across channels. Integrate all data sources, such as CRM, email marketing, and social media platforms, to ensure comprehensive tracking of customer behaviors. Lastly, regularly analyze and refine your attribution models using advanced AI and machine learning tools to improve accuracy and reflect the evolving customer journey.

HOW SUCCESSFUL IS YOUR MARKETING ATTRIBUTION MODEL AT CAPTURING THE FULL CUSTOMER JOURNEY?

62%	

24% EXTREMELY SUCCESSFUL
62% SOMEWHAT SUCCESSFUL
11% SOMEWHAT UNSUCCESSFUL
3% EXTREMELY UNSUCCESSFUL
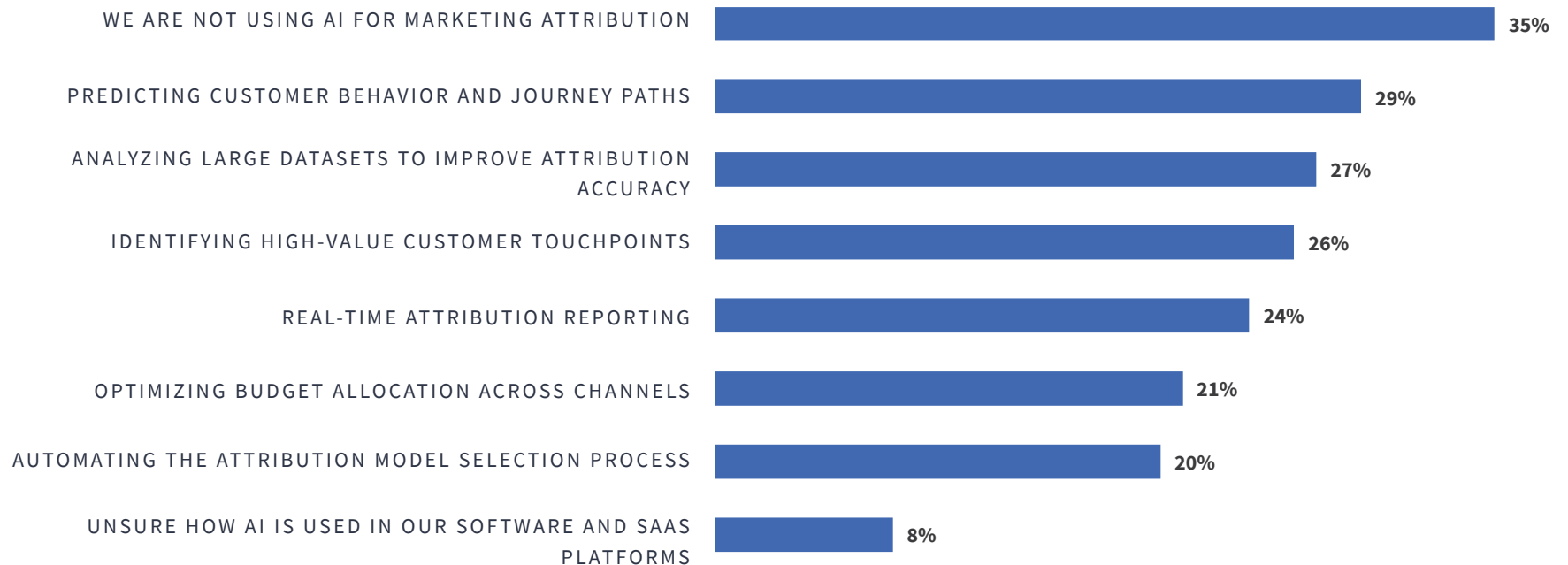
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USING AI TO ENHANCE MARKETING ATTRIBUTION

35% of organizations are not yet using AI for marketing attribution, indicating a significant opportunity for growth in AI adoption. Among those using AI, the most common applications are predicting customer behavior (29%) and analyzing large datasets for attribution accuracy (27%), suggesting that companies primarily leverage AI to enhance insights and precision in their attribution models. However, the 8% unsure how AI is used in their platforms highlights a need for better education and understanding of AI's role in marketing.

What is next for AI? The future of AI in marketing attribution lies in its ability to provide more accurate, real-time insights across increasingly complex customer journeys, allowing for more precise targeting and optimized resource allocation. As AI evolves, it will likely enhance predictive analytics, automating decision-making processes and helping marketers anticipate customer behaviors more precisely and efficiently.

HOW IS YOUR ORGANIZATION USING AI TO ENHANCE MARKETING ATTRIBUTION?

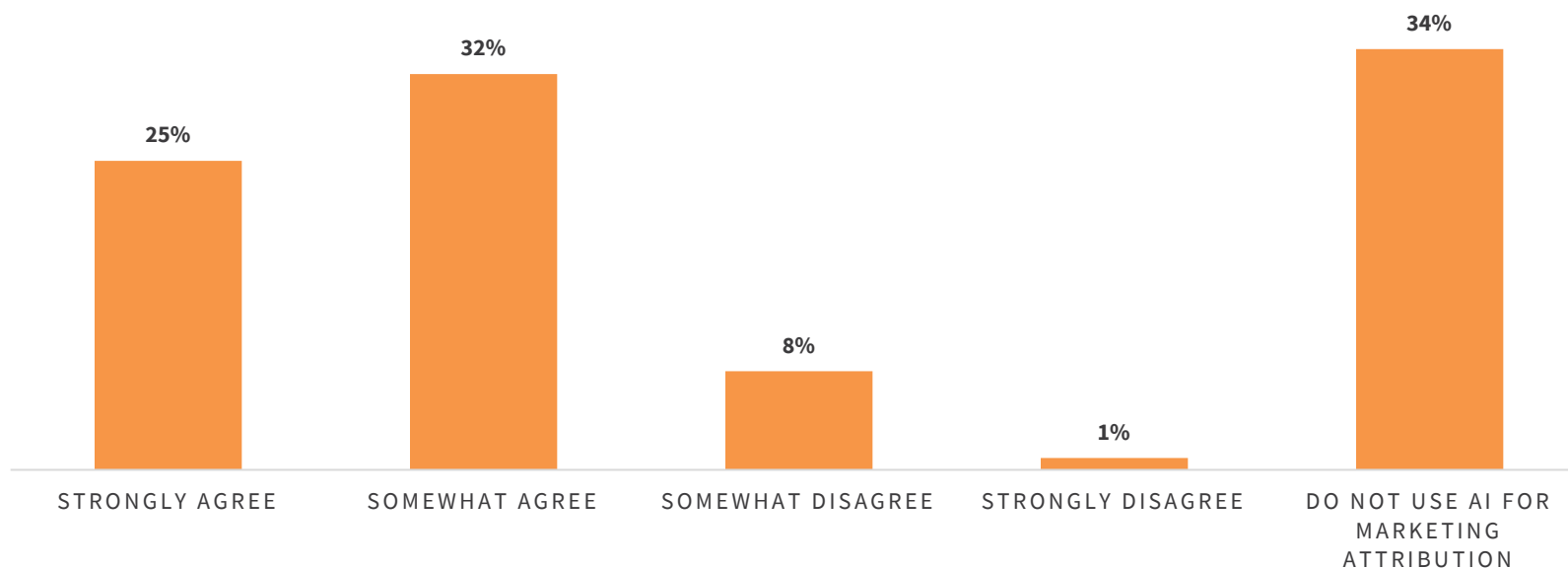| Category	Percentage
WE ARE NOT USING AI FOR MARKETING ATTRIBUTION	35%
PREDICTING CUSTOMER BEHAVIOR AND JOURNEY PATHS	29%
ANALYZING LARGE DATASETS TO IMPROVE ATTRIBUTION ACCURACY	27%
IDENTIFYING HIGH-VALUE CUSTOMER TOUCHPOINTS	26%
REAL-TIME ATTRIBUTION REPORTING	24%
OPTIMIZING BUDGET ALLOCATION ACROSS CHANNELS	21%
AUTOMATING THE ATTRIBUTION MODEL SELECTION PROCESS	20%
UNSURE HOW AI IS USED IN OUR SOFTWARE AND SAAS PLATFORMS	8%

AI EFFECTIVENESS

57% of marketing professionals either "strongly agree" or "somewhat agree" that AI has improved the accuracy and effectiveness of their marketing attribution; a notable 34% are not using AI for attribution at all. The data suggests that while AI benefits many, a significant portion of organizations have yet to adopt AI and could be missing out on its potential advantages.

Why should your executive team invest in AI? Investing in AI for marketing attribution will enable you to gain real-time insights into customer behaviors, allowing for more precise targeting and efficient budget allocation, ultimately driving higher ROI. By leveraging AI, you can automate and optimize your attribution models, reducing manual effort and improving the accuracy of your decision-making across all marketing channels.

AI HAS SIGNIFICANTLY IMPROVED THE ACCURACY AND EFFECTIVENESS OF OUR ATTRIBUTION EFFORTS.

STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	DO NOT USE AI FOR MARKETING ATTRIBUTION
25%	32%	8%	1%	34%

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Publicity.ai BY AMV • verse • Adestra

STIRISTA • emfluence ONE-TO-ONE, AND THEN SOME

GetResponse • mapp CLOUD • Marketo • bipp • dun & bradstreet

acronym • überflip • vidyard • KM KOMARKETING • Email on Acid • HIPB2B

INTENTSIFY Activate the Power of Intent

![Ascend2 — Research-Based Marketing]

Don't just take it from us... Here's what some of our customers say.

"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

"**The firm truly embeds itself into the research and data needs of your organization**...The team is communicative, easy to work with, and willing to partner in other ways to make sure the data story comes to life through content, comms, social and PR efforts.

-Jillian Ryan, Senior Director of Content Strategy, Brightcove

"Ascend2 research is esteemed in the marketplace, so even press contacts that you don't know will pick it up — and **Ascend2 rates allowed me to do more with my budget** (always a plus!). Adding an Ascend2 original research project is almost always part of my content strategy." Waynette Tubbs, Director, Content Marketing, Oracle

-Waynette Tubbs, Director, Content Marketing, Oracle

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