

REVSURE

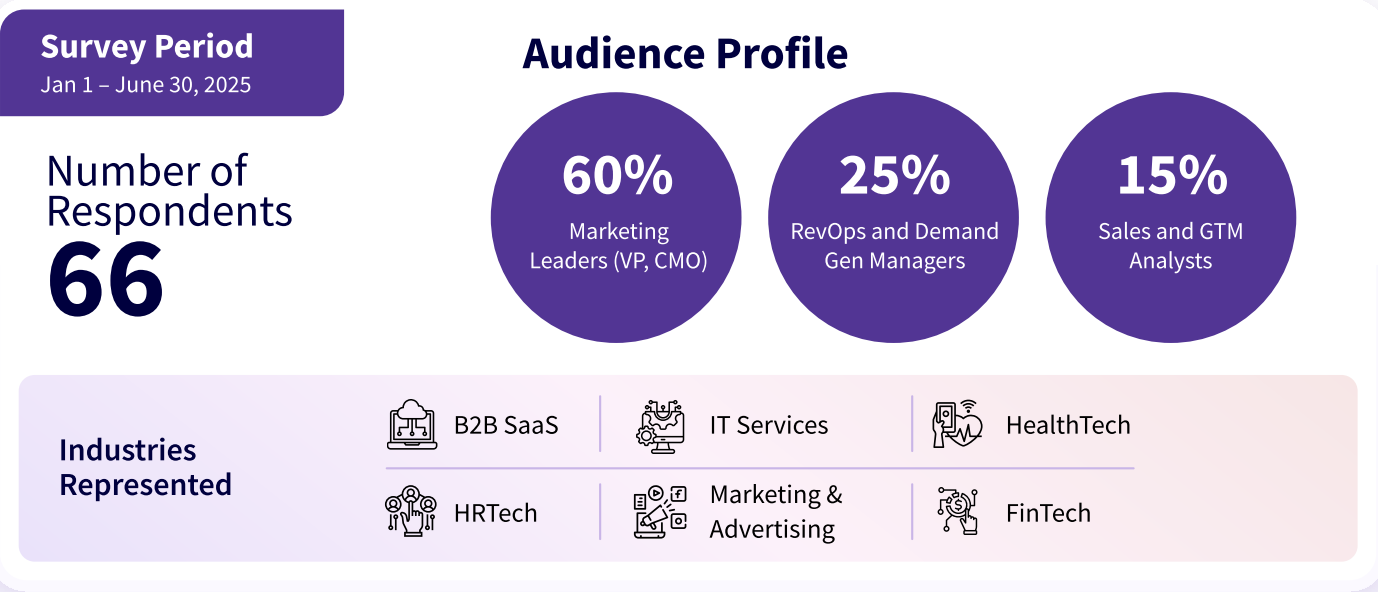
Whitepaper

The State of B2B Marketing Attribution in 2025

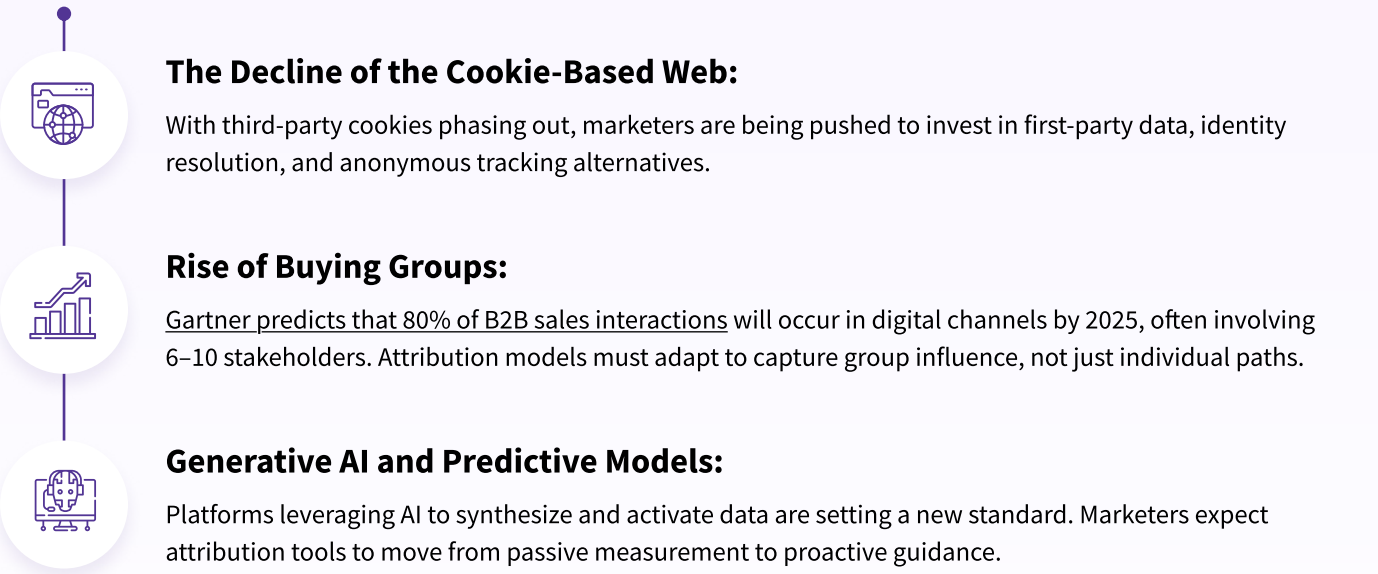
Benchmarking Attribution Maturity Across B2B SaaS

Marketing attribution is at a critical inflection point. As B2B buyer journeys become increasingly complex and cross-functional, legacy attribution models often fall short of delivering accurate and actionable insights. To uncover how marketing leaders are navigating this transformation, RevSure interviewed over 60 senior marketers from leading B2B SaaS companies.

This report, based on qualified responses, reveals systemic gaps in attribution capabilities across the funnel, from anonymous visitor tracking and buying group engagement to predictive pipeline forecasting. The insights underscore the rising need for AI-powered, full-funnel attribution to enable data-backed decisions and revenue impact accountability.



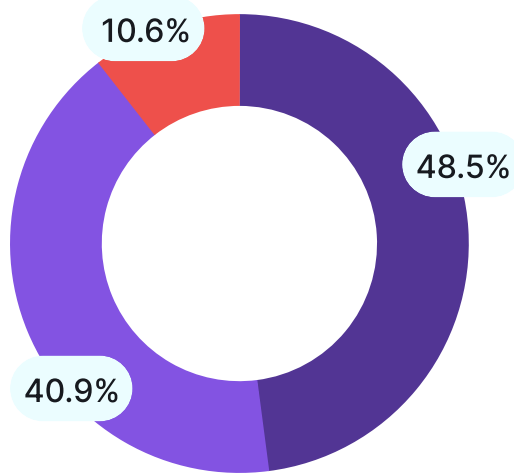
These findings also align with broader industry trends



Attribution today is no longer just a function of marketing analytics; it's essential for revenue planning, performance measurement, and cross-functional collaboration. B2B GTM leaders must evolve beyond static models to dynamic, AI-powered engines that can keep pace with digital-first buyer behavior.

Key Survey Findings and Actionable Takeaways

1 Which attribution model does your team currently use to evaluate marketing impact?



Single-Touch / Last-Touch

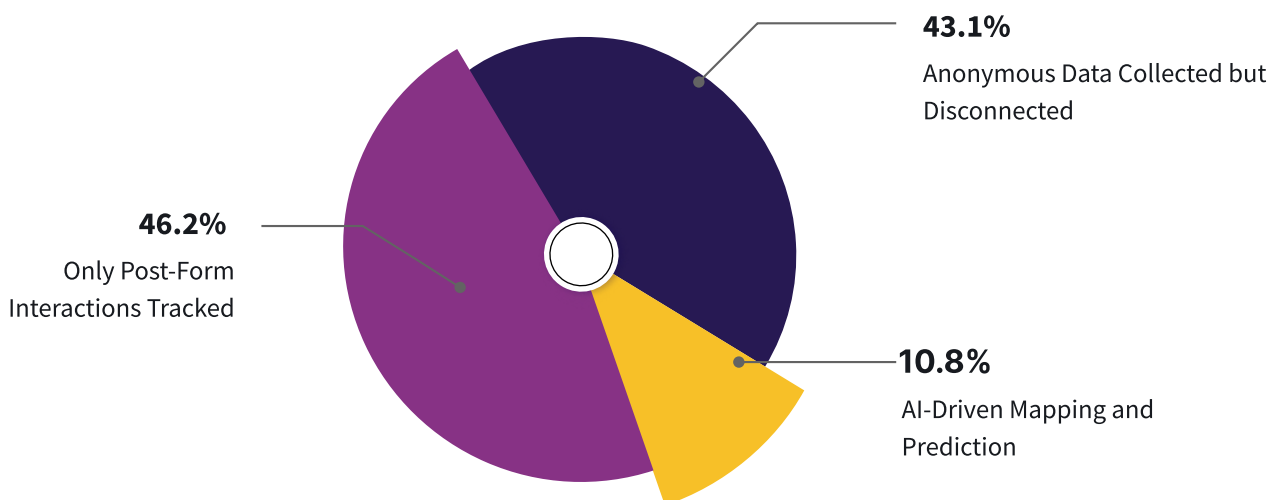
Multi-Touch Attribution

AI-Driven Attribution

The dominance of single-touch and basic multi-touch attribution models, used by nearly 90% of respondents, **exposes a critical limitation in how B2B marketing teams measure influence**. These approaches often oversimplify buyer journeys, ignore anonymous or multi-threaded interactions, and create a bias toward easily tracked touchpoints.

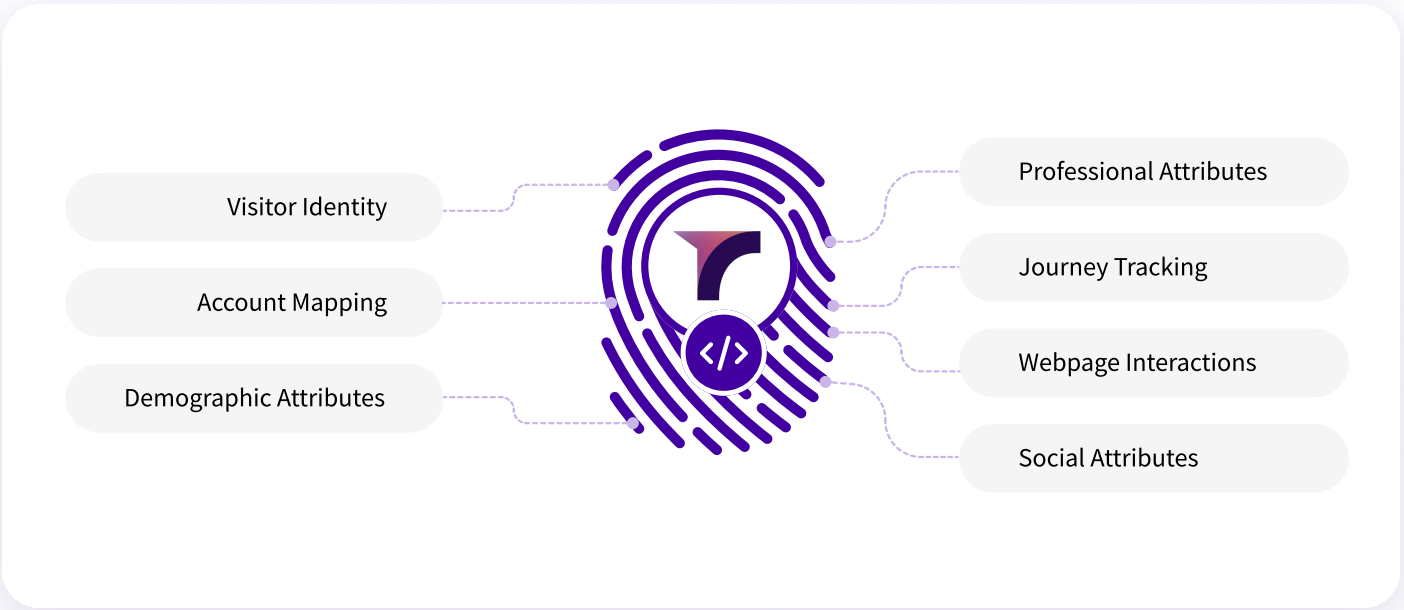
To build a more accurate, revenue-aligned attribution strategy, **B2B teams must pilot advanced models** such as time-decay, behaviour-weighted scoring, or AI-driven attribution. These models not only reflect the true complexity of the funnel but also empower marketers to optimize budget allocation and campaign strategy based on what genuinely drives pipeline progression.

2 How do you track anonymous visitor journeys before they become leads?

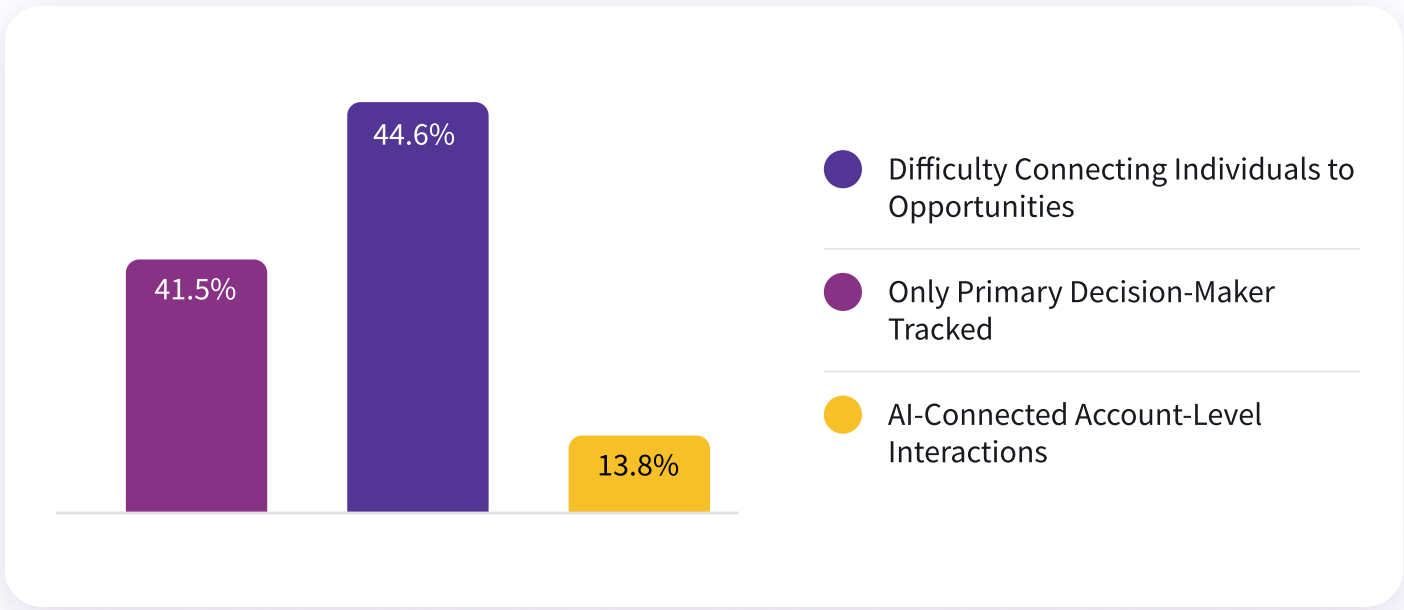


The inability to track and connect anonymous visitor behavior remains a major blind spot in modern B2B attribution. With nearly 90% of respondents either ignoring or failing to unify anonymous interactions, a critical portion of the buyer journey goes unmeasured.

To fix this, marketing teams must implement first-party tracking tools, like RevSure’s SDK or other pixel-based solutions, and enrich CRM data with anonymous web activity. Doing so not only improves attribution accuracy but also enables marketers to recognize buying intent earlier, retarget with precision, and accelerate pipeline.



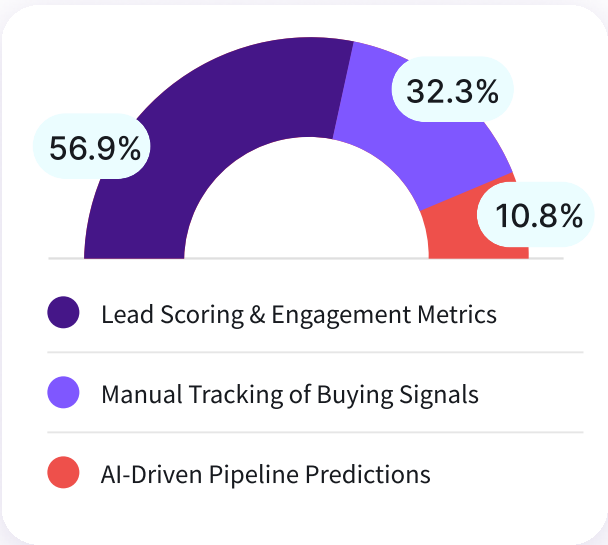
3 How do you track multiple stakeholders engaging with your marketing within the same account?



In complex B2B deals, buying decisions are rarely made by a single person, yet most attribution models still track engagement at the individual level. With over 86% of respondents struggling to connect multiple stakeholders to opportunities, **critical influence signals are being lost.**

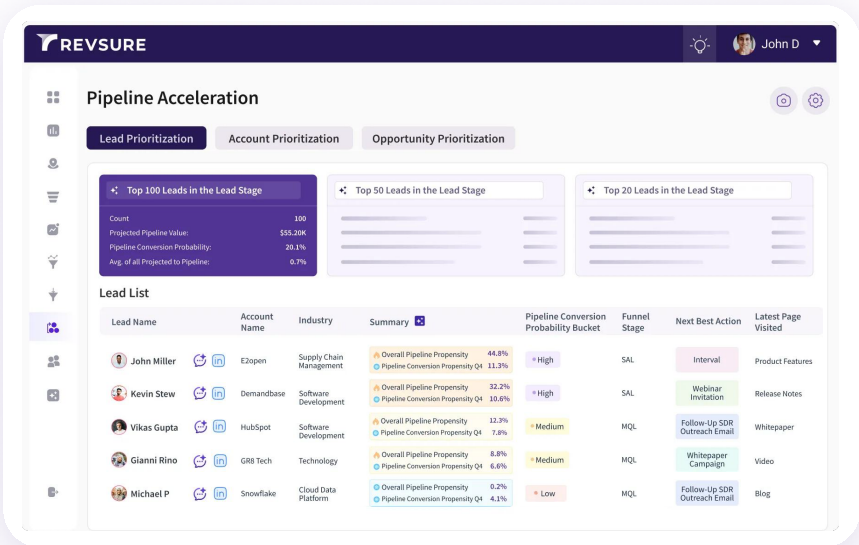
To truly understand how the pipeline is shaped, marketers need attribution tools that map account-level engagement across all decision-makers, influencers, and champions. By capturing multi-threaded journeys, GTM teams can identify deal accelerators, uncover hidden blockers, and coordinate outreach more effectively across sales, marketing, and SDRs.

4 How does your analytics predict which accounts will become pipeline opportunities in the next 1-2 months?

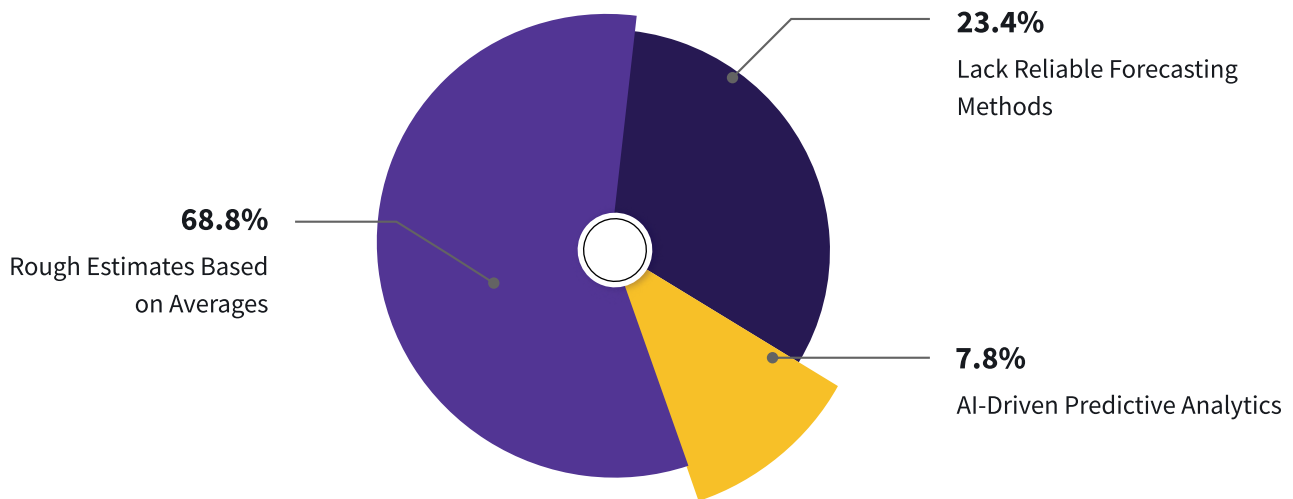


Traditional lead scoring and manual signal tracking, used by more than 90% of respondents, fall short of providing reliable visibility into future pipelines. These methods are often static, reactive, and easily gamed, resulting in inaccurate forecasts and missed revenue targets. Predictive attribution, powered by AI, changes that by **analyzing historical performance, buyer behavior, and funnel velocity to forecast pipeline more accurately.**

It allows marketing teams to identify which personas, channels, and content combinations are most likely to convert, enabling smarter budget allocation and proactive campaign planning that aligns with sales capacity and revenue goals.

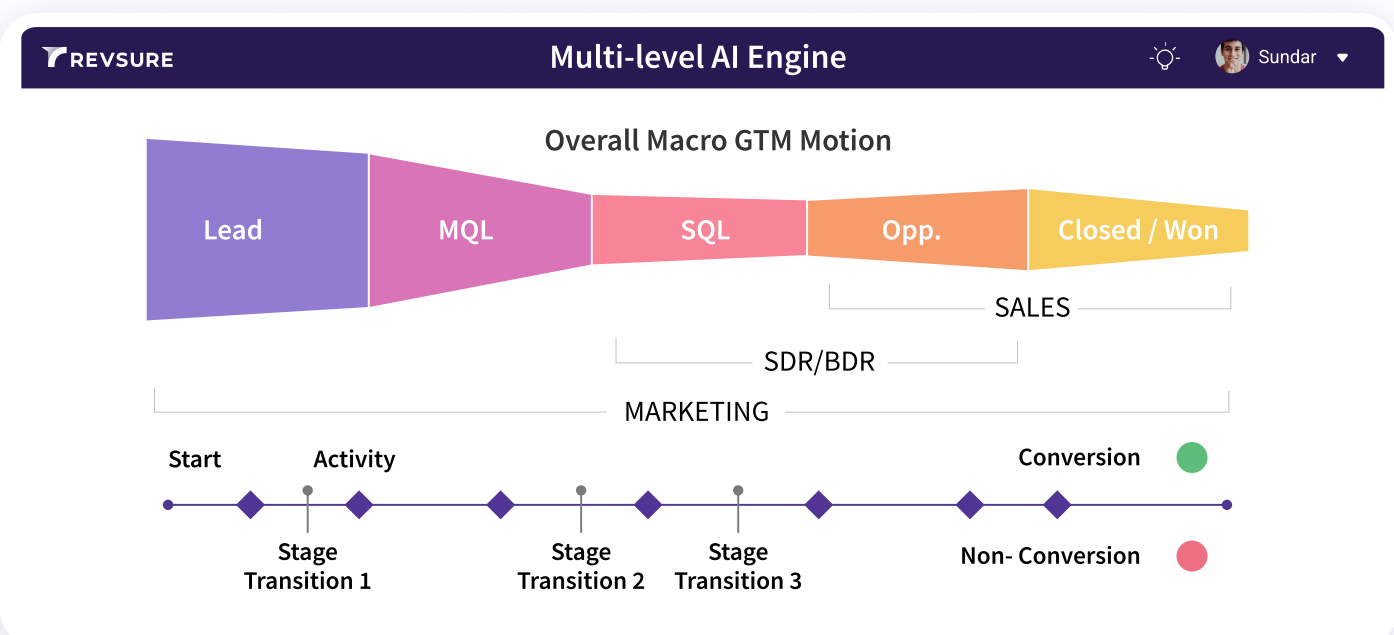


5 A key stakeholder has asked you to forecast next quarter's pipeline contribution from your current MQLs. How can you make those projections?



Despite MQLs being a foundational metric for demand generation, most teams still rely on rough averages and static benchmarks to forecast their pipeline, an approach that 92% of respondents admit lacks precision.

Without real-time insights into how MQLs convert across segments, campaigns, and time periods, marketing teams risk over- or underestimating their true pipeline contribution. By **using AI-driven predictive analytics**, teams can track conversion likelihood and velocity from MQL-to-opportunity stages, **enabling more accurate forecasting, better alignment with sales targets, and smarter investment in high-performing lead sources.**



6 How seamlessly does your data support cross-functional collaboration among marketing, sales, and customer success teams?

Moderate Data Silos

44

Significant Integration Challenges

15

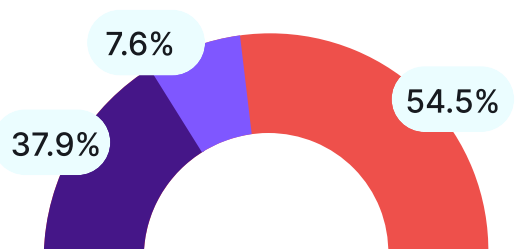
Fully Unified Data Access

7

Fragmented data remains one of the biggest barriers to effective attribution, with nearly 90% of marketers reporting siloed systems or integration challenges. When campaign, CRM, engagement, and pipeline data live in disconnected tools, marketing's impact becomes difficult to measure and nearly impossible to act on in real time.

To unlock true attribution insights, **GTM teams must consolidate platforms, implement a shared data model, and leverage open APIs** or middleware to bridge marketing, sales, and RevOps workflows. A unified data foundation isn't just an operational fix; **it's a strategic enabler for forecasting accuracy, campaign optimization, and full-funnel accountability.**

7 How well can you tie the influence of your virtual events and webinars to changes in pipeline velocity and conversion rates?



Short-Term Metrics Only

Basic Registration and Attendance Tracking

AI-powered Event-to-Pipeline Attribution

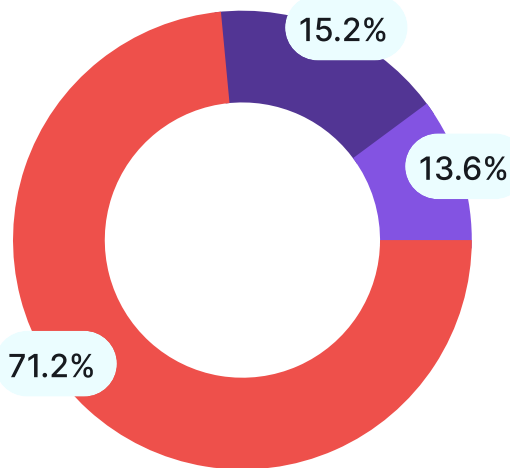
Virtual events continue to be a major demand generation channel, yet most marketers still evaluate them using surface-level metrics like registrations or attendance, offering little insight into actual revenue contribution. With only 7.6% using AI-powered attribution to tie events to the pipeline, the true ROI of webinars, roundtables, and virtual summits often goes unrecognized.

To change this, **GTM teams must tag event touchpoints at the contact and account level, track post-event engagement, and connect these signals to opportunity creation and deal acceleration.** Doing so transforms events from standalone tactics into measurable revenue drivers that can be optimized over time.

Event Effectiveness					
Module: Marketing Performance					
Count: 10	Dimensions: Campaign Type, Ca...	Metrics: Influenced Account ...			
	Campaign Name	Campaign Type	Campaign Member Engagement Status	Account ABM Tier	Influenced Account Volume
✓	Event 2025: Manifest	Event	Booth Scans	Tier 3	48
✓	Event 2025: Manifest	Event	Booth Scans	Tier 2	35
✓	Event 2025: Manifest	Event	VIP Event RSVP Only	Tier 1	10
✓	Event 2025: Manifest	Event	VIP Event Attendee	Tier 2	10
✓	Event 2025: Manifest	Event	VIP Event RSVP Only	Tier 3	9
✓	Event 2025: Manifest	Event	VIP Event Attendee	Tier 1	6
✓	Event 2025: Manifest	Event	Booth Scans	Tier 2	1
✓	Event 2025: Manifest	Event	VIP Event Attendee	Tier 1	1
✓	Event 2025: Manifest	Event	VIP Event Attendee	Tier 2	1
✓	Event 2025: Manifest	Event	Booth Scans	Tier 3	1

Event 2025: Manifest Booth Scans									
Count: 4	Dimensions: Campaign Type, Ca...	Metrics: Influenced Account ...							
	Campaign Name	Campaign Type	Account ABM Tier	Influenced Account Volume	Generated In-Market Volume	Generated Engaged Volume	Generated MQA Volume	Generated SAA Volume	Generated SQA Volume
✓	Event 2025: Manifest	Event	-	48	1	23	34	16	0
✓	Event 2025: Manifest	Event	-	35	0	10	23	7	0
✓	Event 2025: Manifest	Event	Tier 2	1	0	0	1	0	0

8 How can you track conversion rates and impact of past years' MQLs?

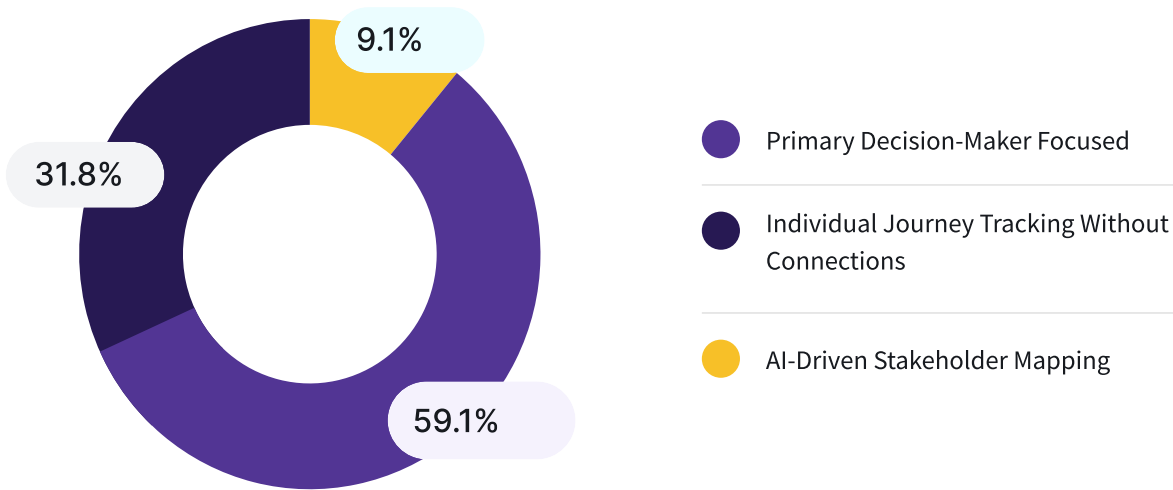


- Difficult to Analyse Historical Trends
- Current Year Only Metrics
- AI-Driven Yearly Analysis

The inability to analyse MQL performance over time severely limits strategic decision-making, yet over 70% of marketers still lack year-over-year visibility. Without historical context, it's impossible to identify whether campaign performance is improving, stagnating, or declining or to spot long-term shifts in lead quality.

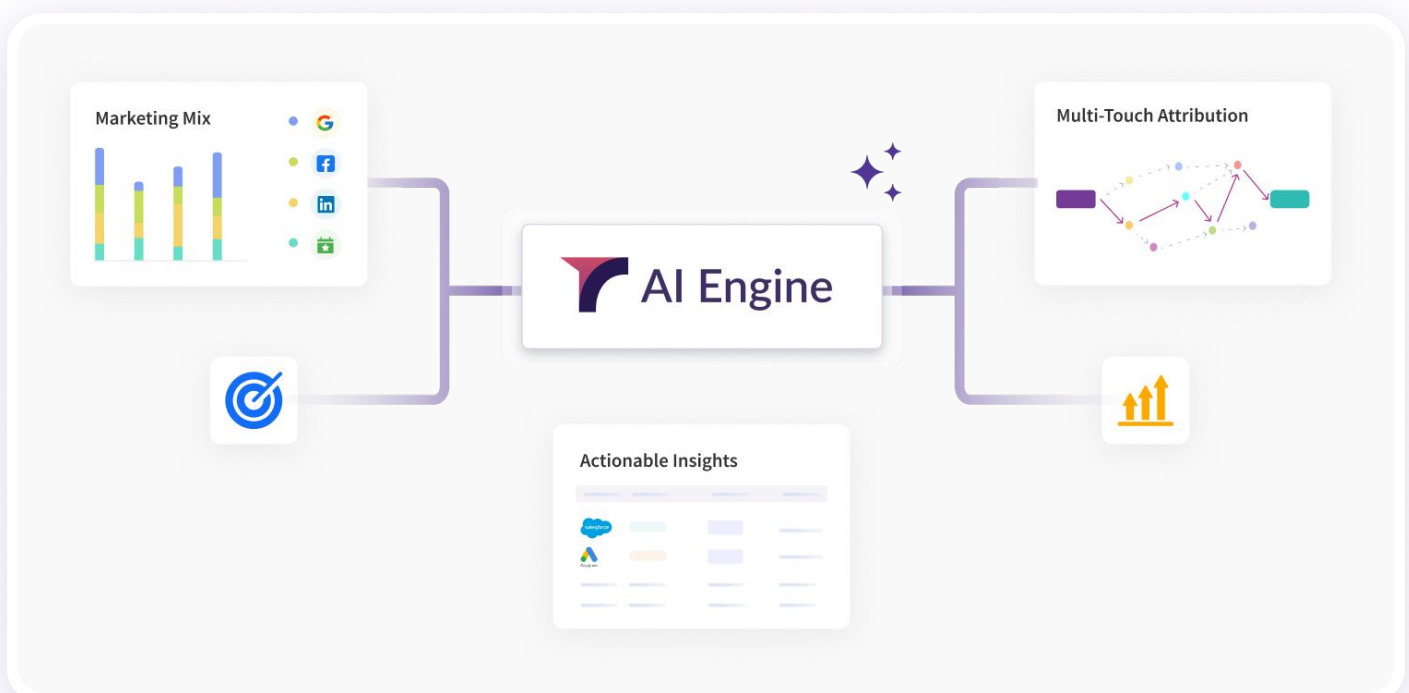
To address this, **marketing teams should build longitudinal dashboards** that track MQL-to-pipeline conversion rates, velocity, and influenced revenue by campaign, channel, and persona across multiple time periods. **AI-driven analysis can further surface patterns and anomalies**, helping teams fine-tune targeting, rebalance budgets, and make smarter long-term bets.

9 If your enterprise deals typically involve 6-8 stakeholders, how do you track and optimize marketing's influence across the buying group?

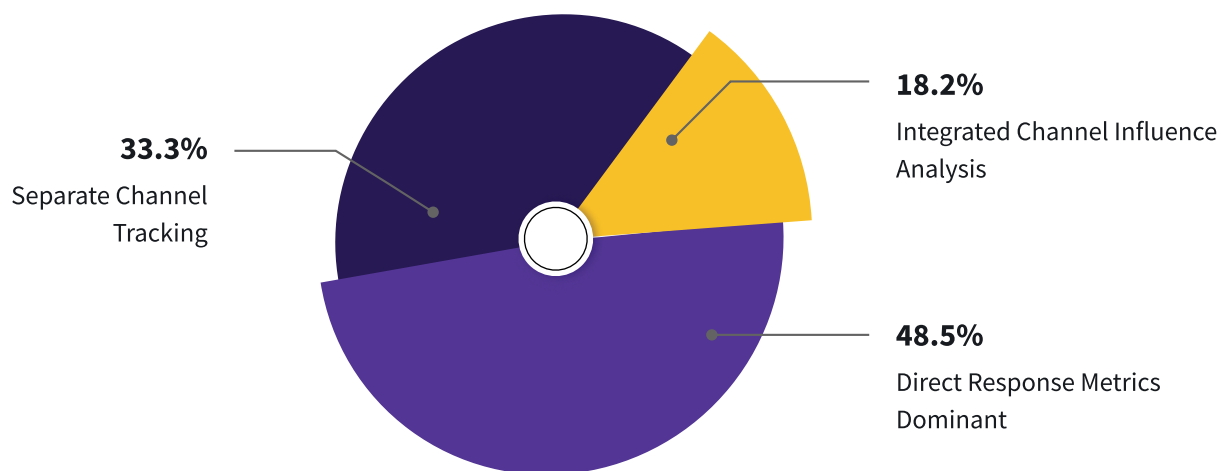


In enterprise B2B sales, decisions are rarely made by a single individual—yet nearly 91% of marketers either focus solely on the primary decision-maker or fail to connect individual journeys within an account. This leaves a significant blind spot in attribution and deal strategy.

To effectively influence and convert modern buying groups, **marketers must adopt attribution solutions that use AI to stitch together multi-person journeys, map role-based engagement, and surface buying signals at the account level.** This shift enables teams to identify true influencers, understand internal deal dynamics, and orchestrate coordinated plays that resonate across the full buying committee.

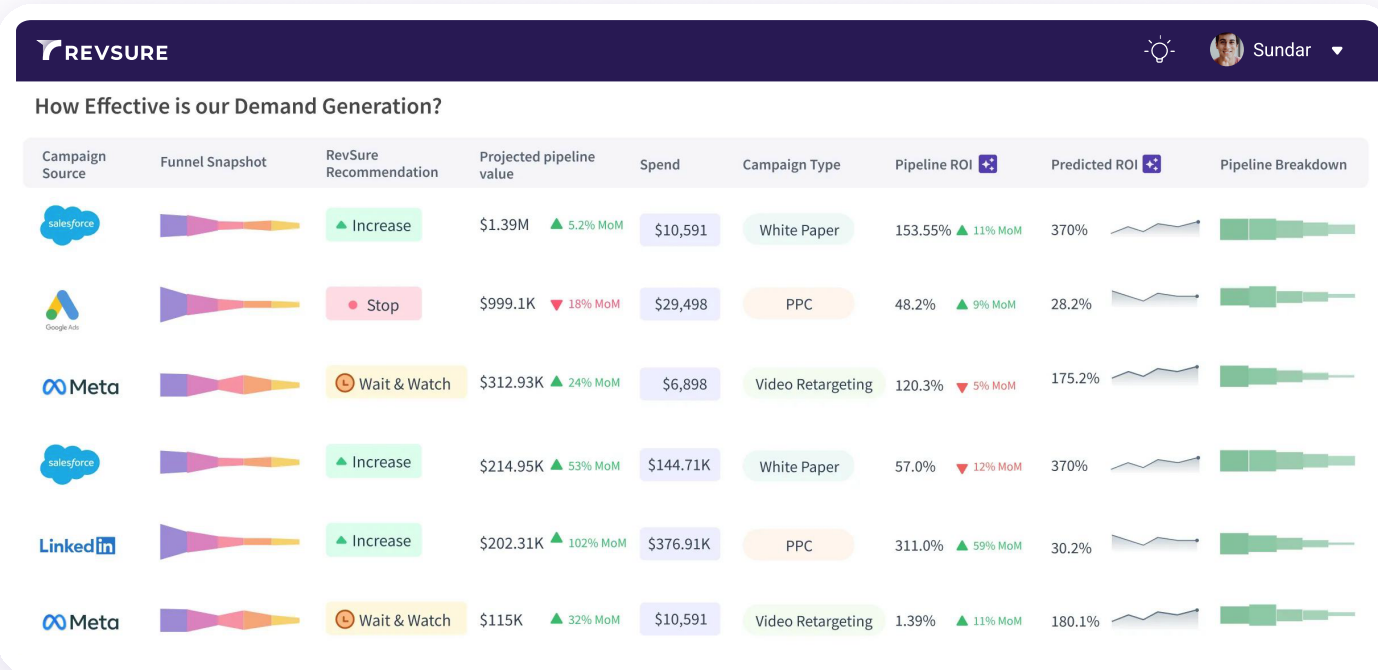


10 When launching a new product feature, how do you measure the effectiveness of your multi-channel marketing campaign's impact on pipeline generation?



With only 18.2% of respondents using integrated attribution across channels, most B2B marketers still measure success in silos—relying on last-touch or direct response metrics that obscure the full impact of their campaigns. In today's omnichannel landscape, this approach underestimates the compound influence of multiple touchpoints working together across the buyer journey.

To get a true picture of marketing effectiveness, **teams must implement multi-channel influence models that attribute value based on contribution, not just conversion.** By layering in control-test design and channel sequencing analysis, **marketers can uncover which combinations (e.g., paid social + nurture email) drive lift, and where to scale for greater ROI.**



Strategic Recommendations Based on Attribution Maturity



If You're Using Single-Touch Attribution

Fix UTM parameters, add lead source normalization, and begin tracking middle-funnel activity.



If You're Using Multi-Touch Attribution

Customize touchpoint weightage, introduce AI scoring, and connect engagement to pipeline stages.



If You're Exploring AI-Based Attribution

Align attribution with funnel velocity, test agentic triggers (e.g., budget shifts, auto-prioritization), and expand to persona-level journey mapping.

Case Study

mabl Unlocks Full-Funnel Visibility and Marketing ROI with RevSure

Mabl, a leading AI-powered software testing platform, faced challenges in measuring marketing's contribution across both PLG and enterprise GTM motions. With fragmented data and siloed systems, it was difficult to connect early-stage campaigns to pipeline outcomes.



Improved pipeline ROI **by 50%** through optimized campaign spend



Gained unified visibility across Marketo and Salesforce



Reduced manual reporting time by **over 60%**



Strengthened alignment between marketing, sales, and product teams



Understanding the impact of our marketing efforts using RevSure's detailed analytics is a game-changer.



Ryan Shopp
CMO


Marketing Attribution Capability Scorecard

Capability Area	Common Today	What's Next
Attribution Model	Last-touch, basic MTA	AI-powered, behaviour-weighted models
Anonymous Tracking	Post-form or siloed	Identity resolution + first-party SDKs
Buying Group Visibility	Primary decision-maker only	Full stakeholder mapping
Pipeline Forecasting	Lead score-based or manual	AI-predicted, real-time probability
Data Integration	CRM + MAP silos	Unified RevOps data infrastructure
Event ROI	Registration metrics	Event-to-pipeline impact attribution
Historical Analysis	Current year only	YOY trend benchmarking
Multi-Channel Measurement	Channel-specific view	Cross-channel lift & touch sequencing

Frameworks for Execution

1. Attribution Impact Maturity Ladder

Stage	Description	Strategic Focus
Reactive	Last-touch, siloed tools, minimal reporting	Move to multi-touch tracking with basic funnel stages
Foundational	Multi-touch, CRM-connected	Layer in time-decay weighting and funnel mapping
Predictive	AI-led modeling with behavioral data	Forecast contribution, pipeline, and conversion confidence
Agentic	Always-on orchestration with AI agents	Let AI decide campaign priority, spend allocation, and next-best actions

2. 90-Day Roadmap to Attribution Uplift

Days 1–30

Audit, Standardize, and Align



Audit your current MarTech stack

To understand which tools are capturing touchpoints, where data lives, and where attribution gaps exist.



Clean and standardize UTM parameters

Across campaigns to ensure consistent tracking of source, medium, and campaign data. This is a critical prerequisite for any accurate attribution analysis.



Align internal stakeholders

(Marketing, sales, RevOps, IT) on the goals of attribution—whether it's improving pipeline forecasting, proving campaign ROI, or informing budget allocation.



Document your buyer journey stages and KPIs

So attribution logic can mirror real funnel dynamics rather than default CRM statuses.

Days 36-60

Integrate and Instrument



Connect core systems

Such as your CRM (e.g., Salesforce), Marketing Automation Platform (e.g., Marketo, HubSpot), and paid media platforms (e.g., LinkedIn, Google Ads), to begin creating a unified attribution dataset.



Deploy RevSure's SDK or an equivalent first-party tracking tool

To start capturing anonymous web interactions, campaign engagements, and behavioural signals earlier in the funnel.



Map lead and opportunity lifecycles

So you can define and measure the stages where attribution will be most actionable (e.g., MQL > SAL > SQL > Closed Won).



Validate data pipelines and touchpoint flow

To ensure every interaction is logged, time-stamped, and mapped to the appropriate contact or account record.

Analyse, Benchmark, and Optimize



Run a pilot attribution analysis

Focusing on a few active campaigns or programs, such as a webinar series, a paid ad campaign, or a nurture flow.



Evaluate performance across channels, personas, and funnel stages

Identifying which combinations drive the highest touch-to-pipeline conversion ratios.



Generate attribution reports

Segmented by deal stage, campaign type, and engagement depth to surface actionable insights.



Hold a cross-functional review session

To present findings, pressure test the data, and agree on changes to budget allocation or campaign mix.



Create a feedback loop

So marketing, sales, and RevOps teams can iterate attribution models and activate insights into ongoing GTM motions.

3. Attribution Metrics That Matter (2025 Edition)

As attribution matures from static reporting to predictive insight generation, B2B marketers must go beyond surface-level metrics like lead volume or last-touch conversions. Here are five high-impact metrics that modern attribution platforms should enable and GTM teams should adopt:

01

Conversion Lag Time by Campaign

Track the average time between a prospect's first touch and eventual conversion across different campaigns. This helps identify which efforts generate short-term results versus those that influence long-term pipeline, critical for balancing quick wins with sustained engagement strategies.

02

Touch-to-Pipeline Ratio by Persona

Measure how many meaningful marketing interactions it takes for specific buyer personas to convert to pipeline. This metric uncovers which personas are more responsive, how much effort is required to engage them, and where to optimize content sequencing and channel mix.

03

Lift Analysis by Cohort vs. Control

Apply A/B or holdout group testing to evaluate the true incremental impact of campaigns. By comparing performance between exposed and unexposed groups, you can isolate the real contribution of each initiative and justify spend based on measurable lift, not just correlation.

04

Attribution Confidence Score by Funnel Stage

Gauge the reliability of attribution models at different points in the buyer journey. For instance, confidence may be lower in early-funnel touchpoints due to anonymous traffic and higher in opportunity-stage activities. This score helps teams calibrate trust in their models and prioritize optimization where attribution is strongest.

05

Multi-threaded Buying Journey Map

Visualize and analyze how multiple stakeholders within a single account engage across channels and time. This map reveals patterns of collective influence, uncovers hidden champions or blockers, and supports better alignment between marketing, sales, and SDRs when executing ABM strategies.

Final Thought: Attribution Is a Team Sport

Marketing doesn't own attribution alone—Sales, RevOps, Product, and even Finance depend on it. Organizations that treat attribution as a cross-functional discipline stand to gain clarity, agility, and competitive advantage. It's not just about credit. It's about accountability and acceleration. In the next evolution of B2B go-to-market, attribution isn't just a dashboard; it's your GTM engine.

About RevSure.ai

RevSure transforms B2B GTM execution with **Full Funnel Agentic AI**, an enterprise-grade solution that unifies data, workflows, and intelligence across the funnel. It eliminates silos, streamlines workflows, and deploys AI agents to maximize marketing, accelerate pipeline, and drive revenue predictability. Beyond insights, RevSure delivers a true System of Action with automated next-best recommendations, helping GTM teams execute where it matters most. **Customers see up to 50% uplift in pipeline ROI and 20% improvement in conversions.**

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