

# The State of Marketing Attribution in 2024

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New research from the mid-size and enterprise perspective.



Research created in partnership with Ascend2





# Table of Contents

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- 3** Introduction
- 4** The Importance of Marketing Attribution
- 5** The Challenges with Marketing Attribution
- 6** Marketers are Struggling with Getting Meaningful Insight From Traditional Attribution Solutions
- 7** Most Difficult Channels to Measure
- 8** The Need to Improve Attribution Accuracy
- 9** Attribution Goals
- 10** Using Attribution to Optimize Marketing
- 11** What to Look For in an Attribution Platform
- 12** Metrics for Measuring Performance
- 13** Data Review Frequency
- 14** Maximize Marketing Results With RevSure Deep Funnel Attribution

# Participants & Methodology

## Participants

### Number of Employees

More than 500 employees	45%
50 - 500 employees	55%

### Primary Job Role

Owner / Partner / C-Level	19%
Vice President / Director / Manager	58%
Non-Management Professional	23%

## 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.



# The State of Marketing Attribution in 2024

Marketing attribution is changing. In the past few years, marketing attribution has undergone a notable shift towards advanced data analytics and machine learning to predict pipelines and develop a deeper understanding of the marketing funnel.

With this shift comes questions on how marketers use attribution to understand and optimize marketing programs and what challenges marketers face.

To help answer these questions Ascend2 and RevSure fielded the Marketing Attribution Approach Survey.

This report, titled Marketing Attribution from the Mid-Size and Enterprise Perspective, represents the opinions of the 130 marketing professionals responding to the survey who represent companies with 50 or more employees.

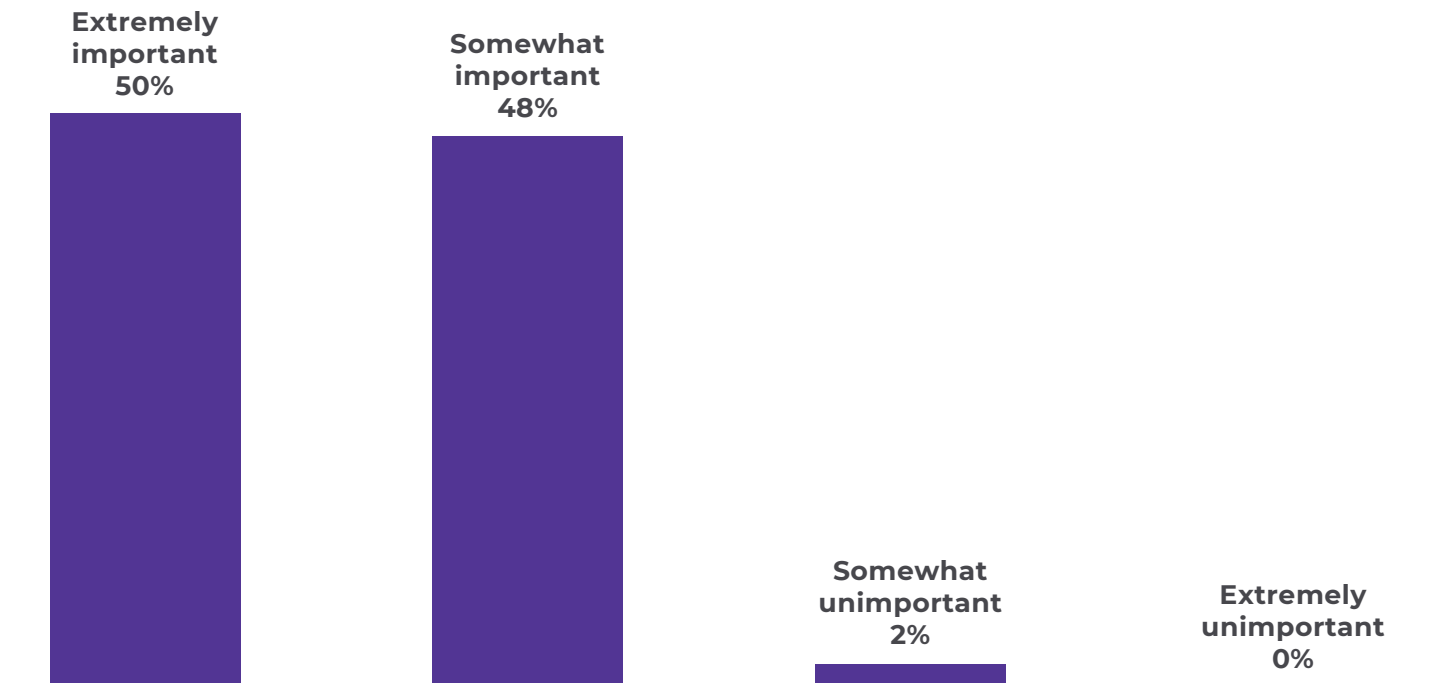


# The Importance of Marketing Attribution

An overwhelming 98% of marketing professionals agree that marketing attribution is vital to the overall success of their marketing strategy.

Why is attribution so important? Every touchpoint of a customer provides valuable insight into your best lead sources, campaigns, channels, and more. Accurate attribution clarifies each step of the customer's journey and provides a deeper understanding of the sales and marketing funnel, allowing marketers to scale up their best-converting campaigns.

**Rate the importance of marketing attribution to the success of your overall marketing strategy?**



# The Challenges with Marketing Attribution

Limited resources (46%) and complexities (46%) are the top challenges preventing marketing attribution implementation. Interestingly, both challenges align around implementing a software solution providing full-funnel attribution. With full-funnel attribution, the software can maximize your resources and minimize the complexity of multiple campaigns.

## What business challenges most prevent you from implementing marketing attribution?

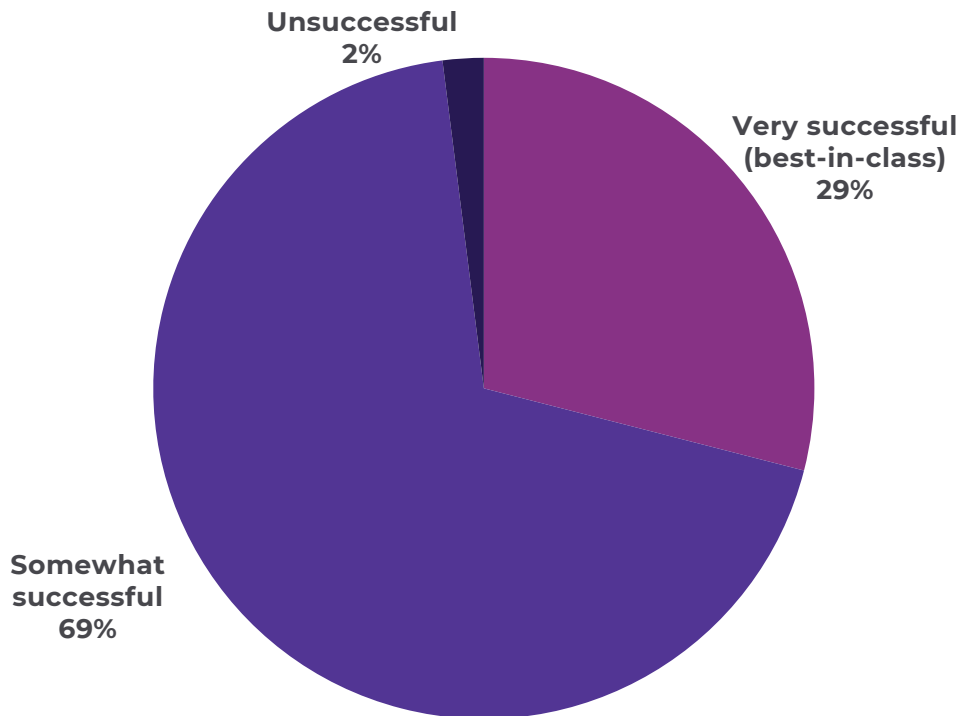


# Marketers are Struggling with Getting Meaningful Insight From Traditional Attribution Solutions

Marketing attribution is challenging, as only 29% consider themselves very successful (best-in-class) at using attribution to achieve strategic objectives. The remaining 71% of marketers need to improve their marketing attribution program to make better decisions and, as a result, improve their overall marketing program.

This report provides current research on the state of marketing attribution and tips and strategies to help you improve your attribution program.

**Rate your marketing attribution's success in helping you achieve strategic objectives.**



“We are trying to figure out the right nurturing tactics for leads based on what we have seen work earlier. For example, before conversion, are they scheduling a meeting, raising their hand, or signing up for a trial?”

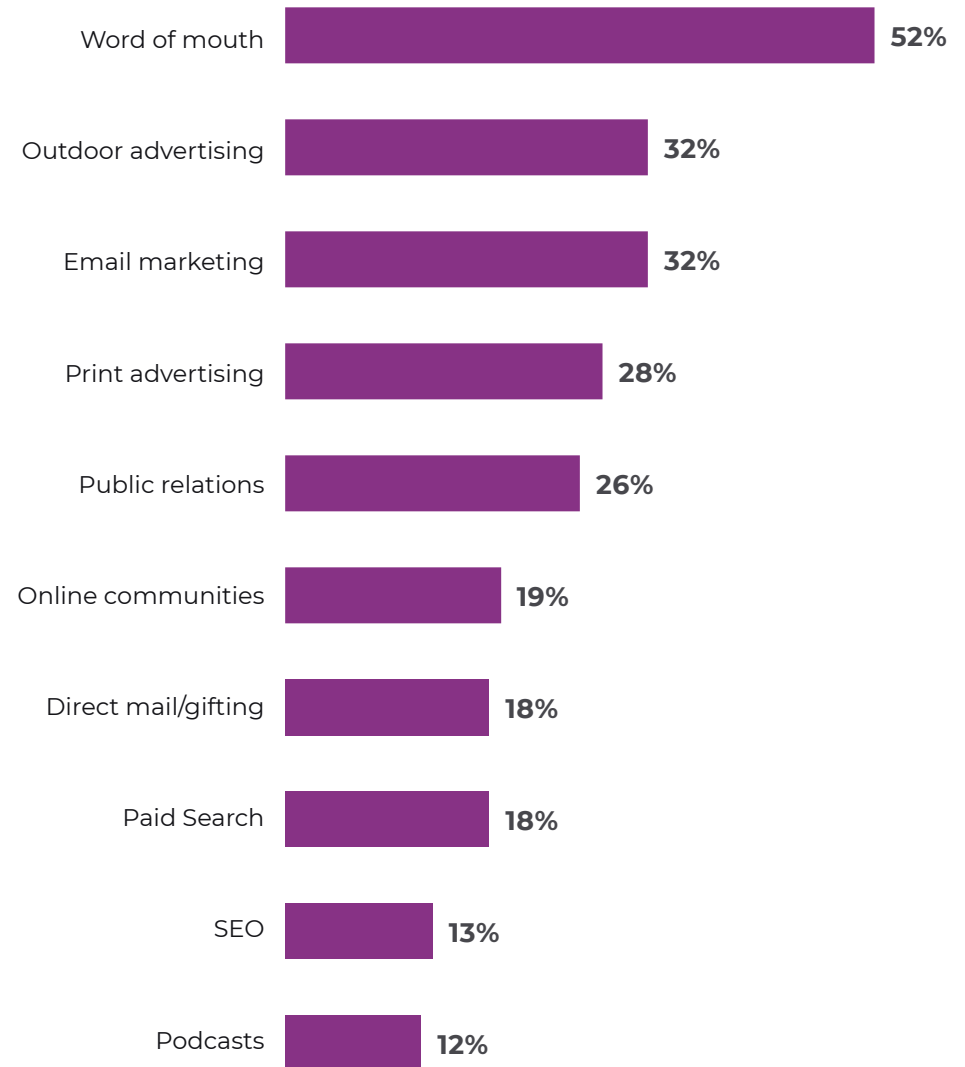
**VP Demand Generation,  
Digital Whiteboard, SaaS**

# The Most Difficult Channels to Measure

Word-of-mouth marketing is highly effective but is also the most difficult to measure (52%). The following chart is an excellent reminder not to allow attribution challenges to hinder your channels. Email marketing is still the workhorse of most marketing programs but still has measurement challenges (32%).

Dark Social, the growing trend of sharing links or content through private messaging platforms and channels, is good because people share your content but challenging because the sharing activity is not immediately visible and attributable to a specific marketing activity. More sophisticated attribution platforms allow marketers to shed light on Dark Social activities and proactively use tactics like word-of-mouth.

Which of the following marketing channels are the most difficult to measure the performance of?

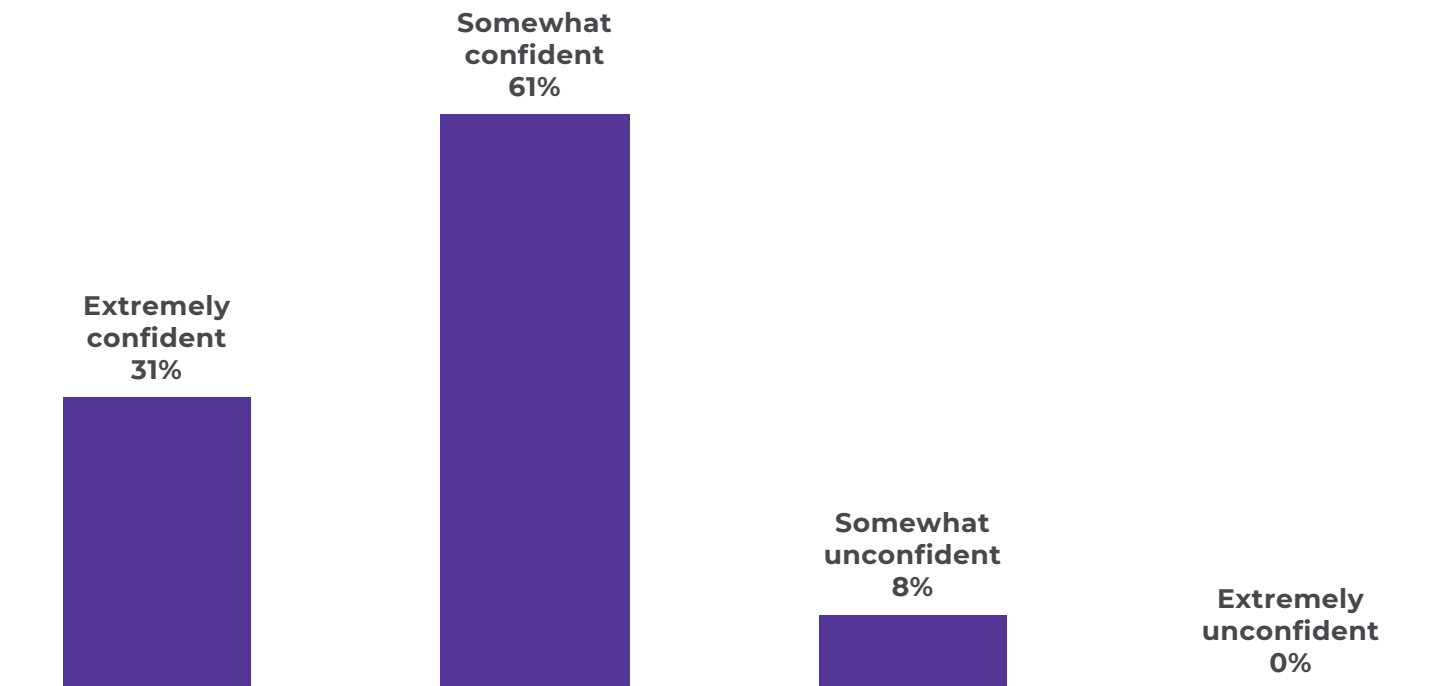




# The Need to Improve Attribution Accuracy

Only 31% of marketing professionals are extremely confident in the accuracy of their marketing attributions. Without accurate marketing attribution, marketing professionals risk misallocating resources and budgets, potentially investing in ineffective channels while neglecting those that truly drive results. This lack of precision can hinder informed decision-making, impede campaign optimization, and ultimately lead to wasted efforts and diminished returns on investment.

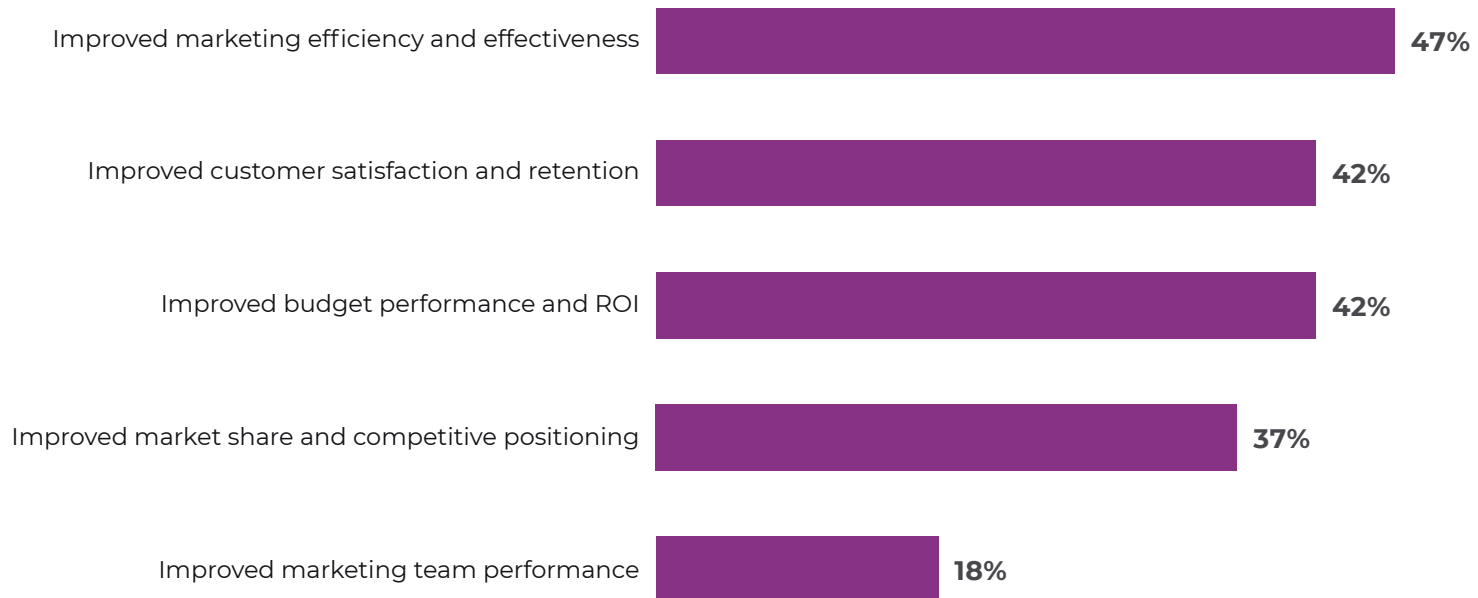
Rate your level of confidence in your marketing attribution's accuracy.



# Attribution Goals

The overall goal of attribution is to close more deals. Still, taking a deeper look at what marketing professionals want to accomplish with attribution, the #1 goal is improving marketing efficiency and effectiveness (47%). Improved efficiency saves money, and improved effectiveness allocates your resources to the best channels, increasing ROI.

## What attribution goals, beyond "more sales," are the most important to your marketing department?



We are struggling with accurate attribution of qualified leads and opportunities, from what marketing initiatives, accurate prospect journeys and most impactful touches for conversion.”

**- Head of Demand Generation**

# Using Attribution to Optimize Marketing

59% of marketing professionals use traditional attribution to improve targeting and messaging, followed by 53% to enhance the customer experience. Effective attribution allows you to optimize the next best action for a customer, keep them engaged, and increase the likelihood of converting.

Forward-looking attribution offers the advantage of predicting future trends and allocating resources more effectively.

## How do you use attribution data/analysis to optimize your marketing strategy?



### Get the Answers You Need With RevSure

The AI-powered RevSure solution improves marketing efficiency and effectiveness by optimizing your go-to-market strategy, creating more pipeline, covering more opportunities, and driving more revenue. The easy-to-use solution allows you to:

- Understand the effectiveness of every marketing campaign
- Make better decisions about how to allocate the budget
- Scale up top-performing campaigns
- Drive conversions and revenue

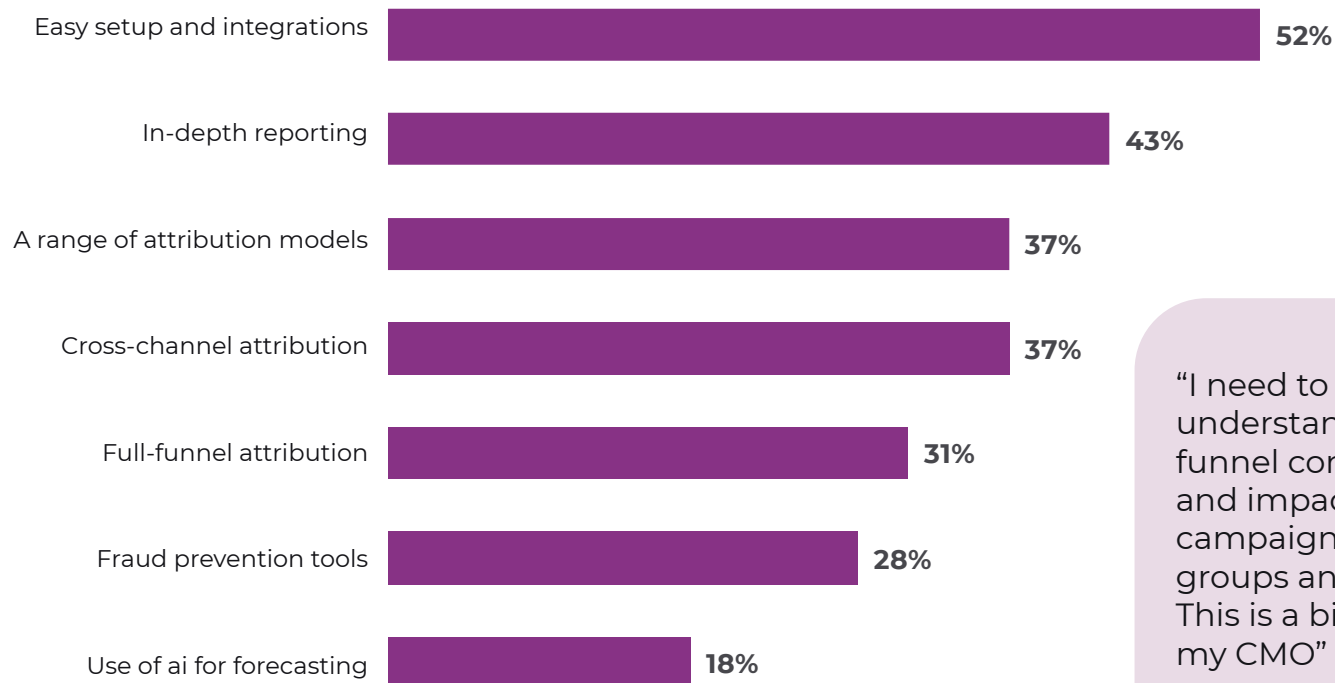
[Learn more.](#)

# What to Look For in an Attribution Platform

Easy setup and integrations (52%) and in-depth reporting (43%) are the top features that marketing professionals want in a marketing attribution platform. Full-funnel attribution (31%) is also critical, especially if you want to optimize every touchpoint in the buyer journey.

Full-funnel attribution is crucial in a marketing attribution platform as it provides a comprehensive view of the customer journey, enabling marketers to understand the impact of each touchpoint across the entire sales funnel and make informed decisions to optimize performance at every stage.

## What are the most critical features of a marketing attribution platform?



“I need to easily understand the cross-funnel conversion and impact of not just campaigns but Ad groups and Ads too. This is a big ask from my CMO”

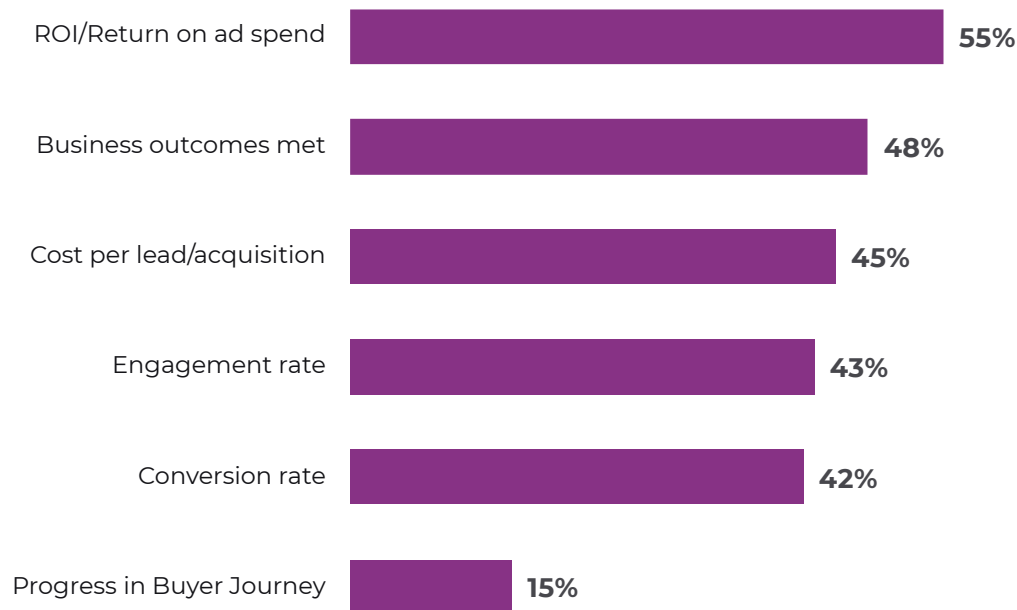
**Head of Demand Gen,  
Data Security SaaS**



# Metrics for Measuring Performance

Over half (55%) of marketers surveyed use return on investment (ROI) to measure the success of their marketing campaigns. Business outcomes met (43%) and cost per lead/acquisition (45%) are also important metrics for marketing professionals to measure success.

## What marketing metrics do you use to measure the success of your marketing campaigns?



## Optimize Every Touchpoint and Buyer Journey

RevSure unites marketing attribution and full-funnel management for unprecedented insight into buyer journeys. Map conversion paths through every touchpoint and understand the best next action to keep buyers engaged. RevSure's AI-powered Deep Funnel Attribution lets you:

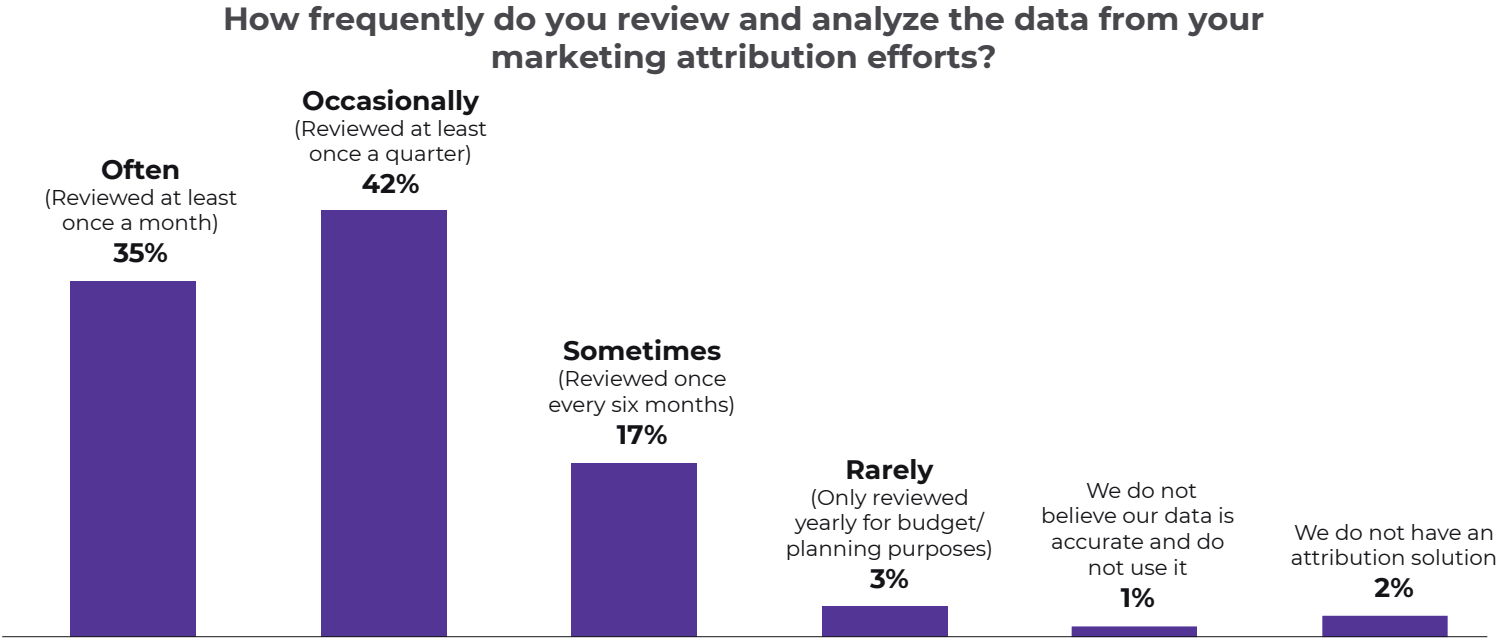
- Gain true full-funnel attribution
- Learn the highest-converting channels and campaigns
- Deep-dive into each channel
- Understand common buyer paths
- See lead journeys by buying stage
- Optimize your next best marketing action
- Adjust your marketing mix across the full funnel

[Learn more.](#)

# Data Review Frequency

The frequency that marketing professionals review attribution data provides insight into its importance. Over one-third (35%) review their data at least once a month, and 43% review it at least once a quarter.

A monthly or quarterly review allows for a comprehensive analysis of data trends and can help make strategic adjustments to maximize your overall marketing performance.



The Revsure attribution solution saves valuable time and effort by providing data visualization into your marketing funnel and pipeline. See which leads and opportunities are converting into revenue so you can focus on driving and closing winnable deals. [See RevSure in action.](#)

# Maximize Marketing Results With RevSure Deep Funnel Attribution

**Gain true full-funnel attribution:** Move beyond first- or last-touch attribution. Gain full-funnel insight with advanced Markov Chain modeling and data integration.

**See lead journeys by buying stage:** Map touchpoints to the buying stage for each lead. See which campaigns perform best, have the highest engagement, and contribute most to the pipeline.

**Learn the highest converting channels:** Understand which channels contribute the most to conversion at each stage of the funnel.

**Understand common buyer paths:** Craft your campaigns based on the most effective conversion paths from buyers, based on conversion to pipeline.

**Deep dive into each channel:** Analyze each channel individually to understand the composition and highest-performing demographics.

**Optimize the next best action:** Use attribution and conversion paths to optimize the next best action for a cohort of leads, keep buyers engaged, and increase the likelihood of converting.

**Adjust your marketing mix across the full funnel:** Adjust the campaign, channel, or lead source mix to optimize marketing results quarter over quarter and generate more revenue.

[Learn more.](#)





## Move from Attribution to Attribution + Predictive Intelligence + Next Best Action

	From Attribution	From Attribution + Prediction + Next Best Action
<b>1 Key Issue Addressed</b>	Who/What touch should get credit?	What activities/touches/campaigns will maximize pipeline & revenue performance of campaigns and marketing activities for upcoming quarter
<b>2 Results Provided</b>	Measurement of Marketing ROI and Contribution	What to double down on? Where to put the next marketing \$? How to reallocate spend to the campaigns/channels predicted to perform the best
<b>3 Actionability</b>	Limited; Reporting on campaign performance; some insights for planning	Specific campaigns/channel/campaign type recommendations to double down on, which leads/accounts to target and prioritize, and “next best action” to drive speed to pipeline and revenue
<b>4 Scope</b>	Marketing campaigns only Closed pipeline/revenue sourced or influenced by marketing	Campaigns and activities across Marketing, SDR/BDR and Sales motion Touches and campaigns to accelerate stage-to-stage conversions along the end to end buyer journey from anonymous visitor to closed-won business
<b>5 Results Timeliness</b>	Quarterly, backward-looking, marketing influence on closed opportunities; wait until end of quarter/campaign to pivot	Instant, real time tracking, with forward looking predictions of pipeline generation and closed revenue from existing pipeline Don't wait till end of quarter/campaign. Pivot and Reallocate spend now!



# About the Research Partners



RevSure is the only solution that enables modern marketing teams to build higher quality pipeline and crush their ROI through predictive intelligence, comprehensive funnel management, and full-funnel attribution. Learn more at [www.revsure.ai](http://www.revsure.ai)

Learn more at [www.RevSure.ai](http://www.RevSure.ai)



Companies partner with Ascend2 to create original research from survey conceptualization through report and content creation to media outreach. Ascend2 helps companies fuel marketing content, generate leads, and engage prospects to drive demand through the middle of the funnel.

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.

Learn more at [Ascend2.com](http://Ascend2.com).