

A person in a white shirt is pointing towards a screen in a meeting room. The background is blurred, showing other people and a large screen. The overall image has a blue tint.

THE LEADERSHIP OUTLOOK ON Revenue Attribution

Research Conducted in Partnership with Ascend2



demandlab 

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THE LEADERSHIP OUTLOOK ON REVENUE ATTRIBUTION

Marketing leaders face a landscape of shifting priorities, but aligning marketing efforts with revenue is one of the most persistent challenges that marketers face.

How are marketing leaders addressing this challenge and successfully executing a revenue attribution strategy?

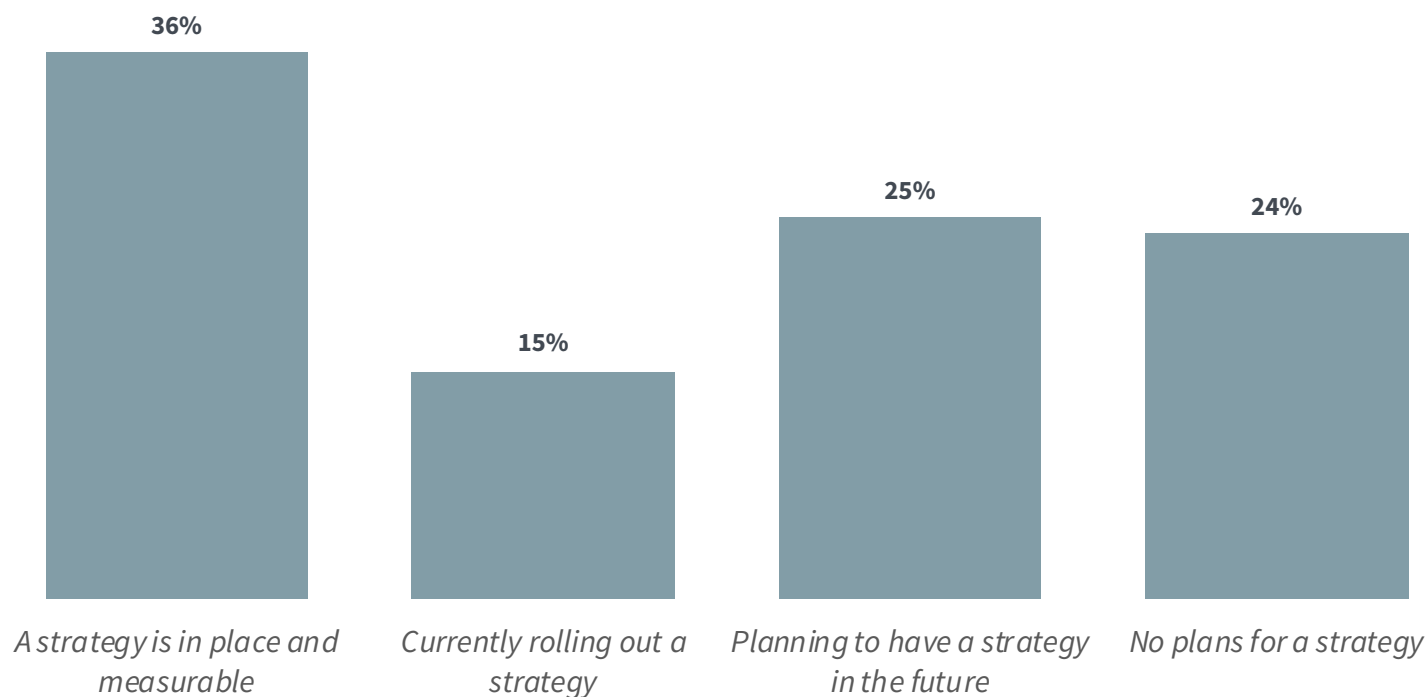
To answer this question, Ascend2 and DemandLab fielded the Revenue Attribution Outlook Survey.

This report, titled The Leadership Outlook on Revenue Attribution, exclusively represents the opinions of those responding to the survey who are in a top leadership role at their organization.

CURRENT SITUATION

Over one-third (36%) of marketing leaders report having an active and measurable strategy to prove marketing ROI using revenue attribution. Another 40% of those surveyed are in the planning, testing, and implementation stages of the marketing attribution process. Nearly one-quarter (24%) of marketing leaders are not prioritizing an attribution strategy.

Which best describes your CURRENT SITUATION as it applies to revenue attribution?

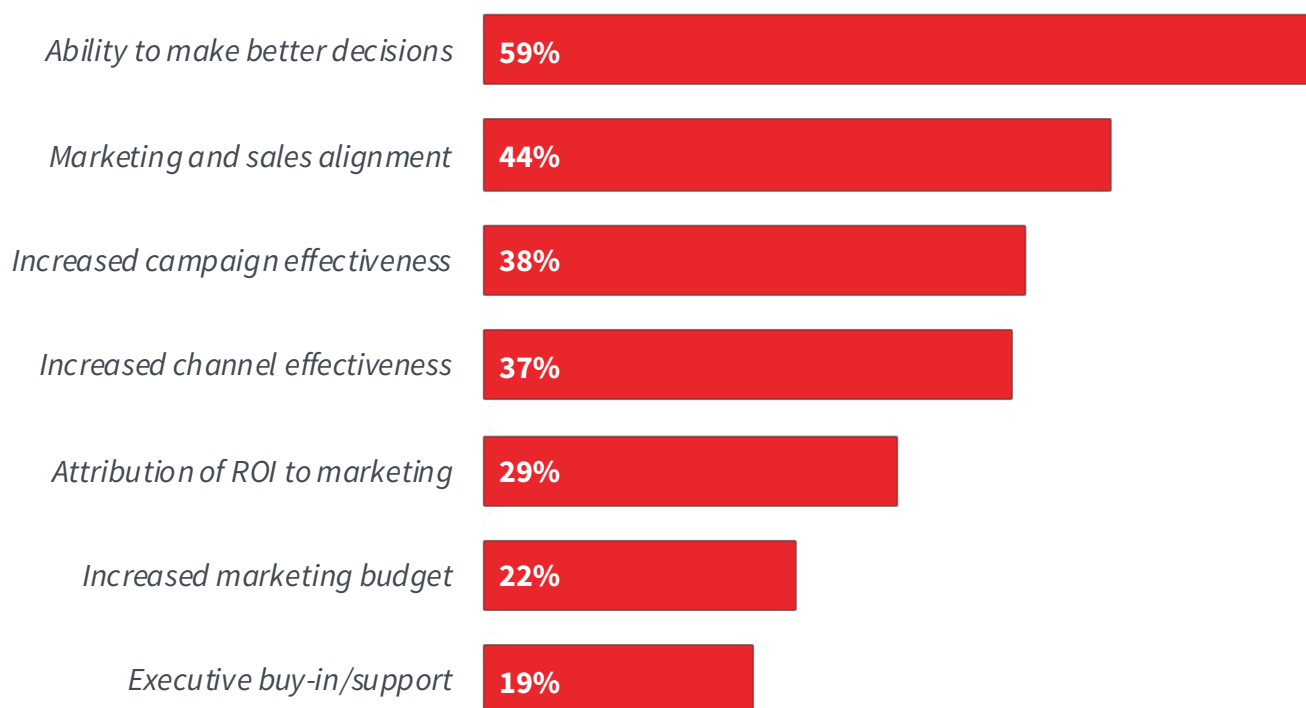


TOP STRATEGIC BENEFITS

Nearly 60% of marketing leaders report that revenue attribution enhances their ability to make better decisions for their organization.

Successful attribution bridges the gap between marketing and sales data, resulting in a better alignment of the two functions according to 44% of marketers in leadership roles. Attribution also enables 38% of marketers to execute more effective campaigns.

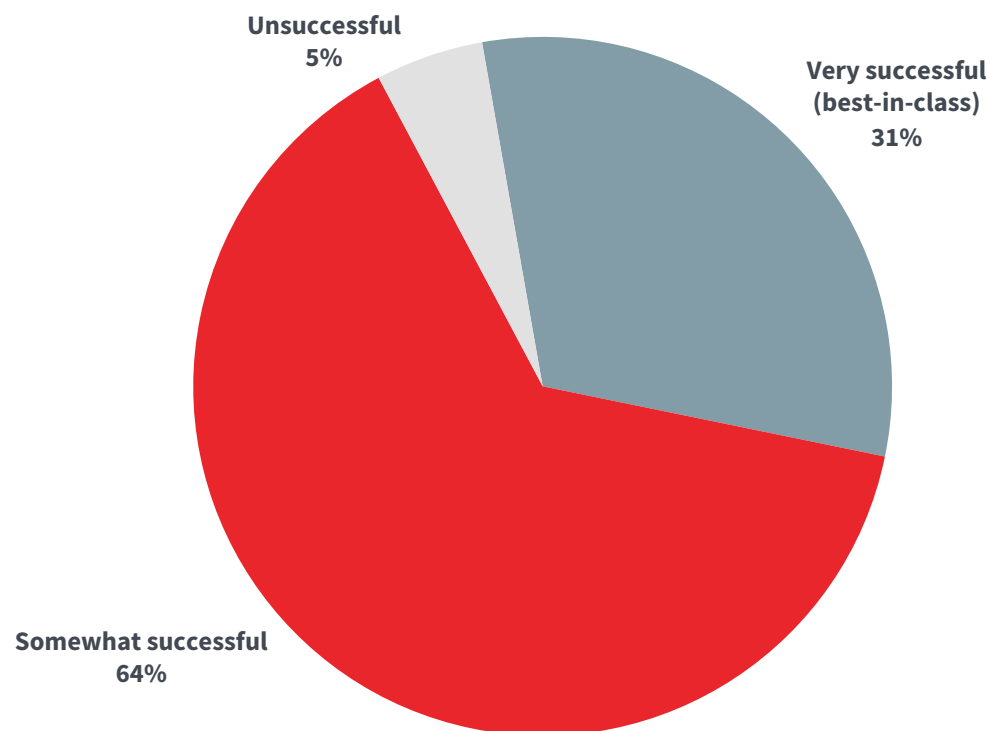
What are the TOP BENEFITS of implementing a revenue attribution strategy?



STRATEGIC SUCCESS

Does attributing revenue to marketing processes help marketing leaders achieve important objectives? The overwhelming majority of marketing leaders say yes. 95% of those surveyed are seeing success from an implemented revenue attribution strategy. Nearly one-third (31%) describe this success as best-in-class.

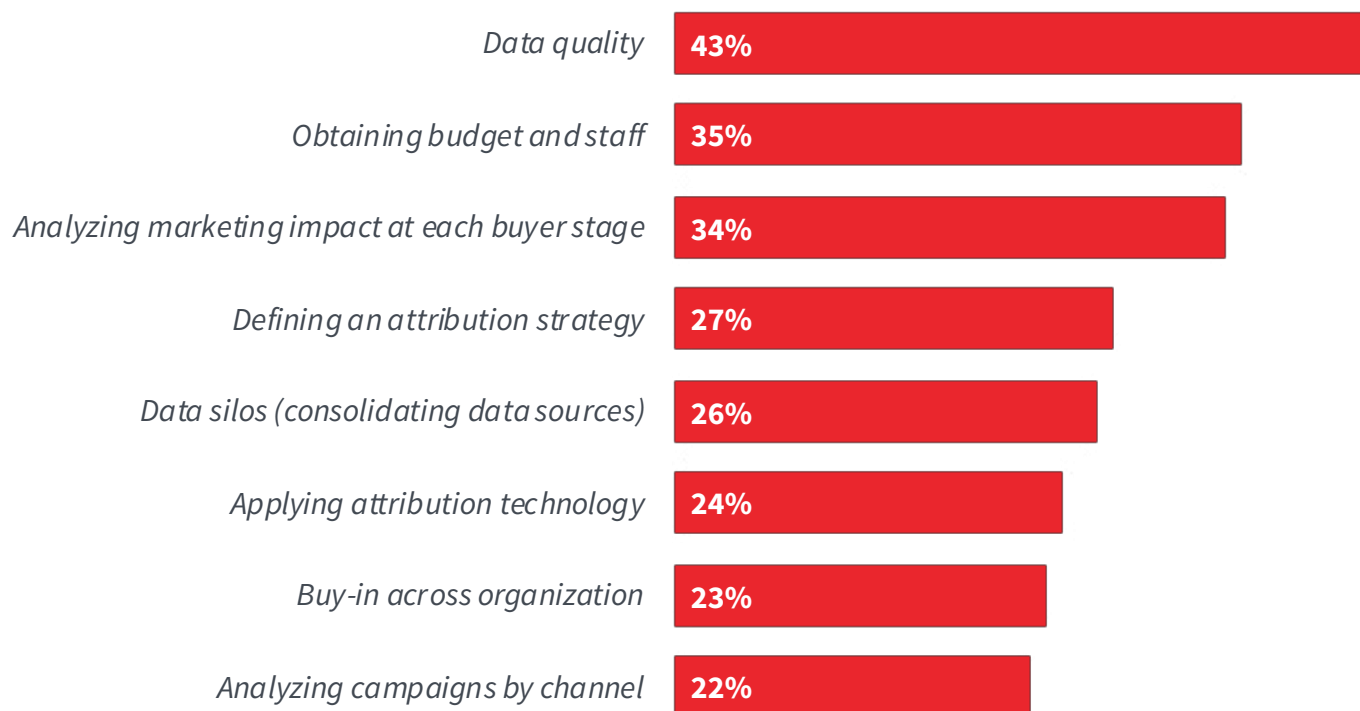
How do you rate the SUCCESS of a revenue attribution strategy at achieving important objectives?



BARRIERS TO SUCCESS

Claiming ownership of generated revenue comes with challenges. Marketing leaders report that data quality issues (43%) and budgetary constraints (35%) are major barriers to the success of revenue attribution. Analyzing the impact of marketing efforts at different stages of the buyer journey is also a challenge faced by 34% of those in leadership roles.

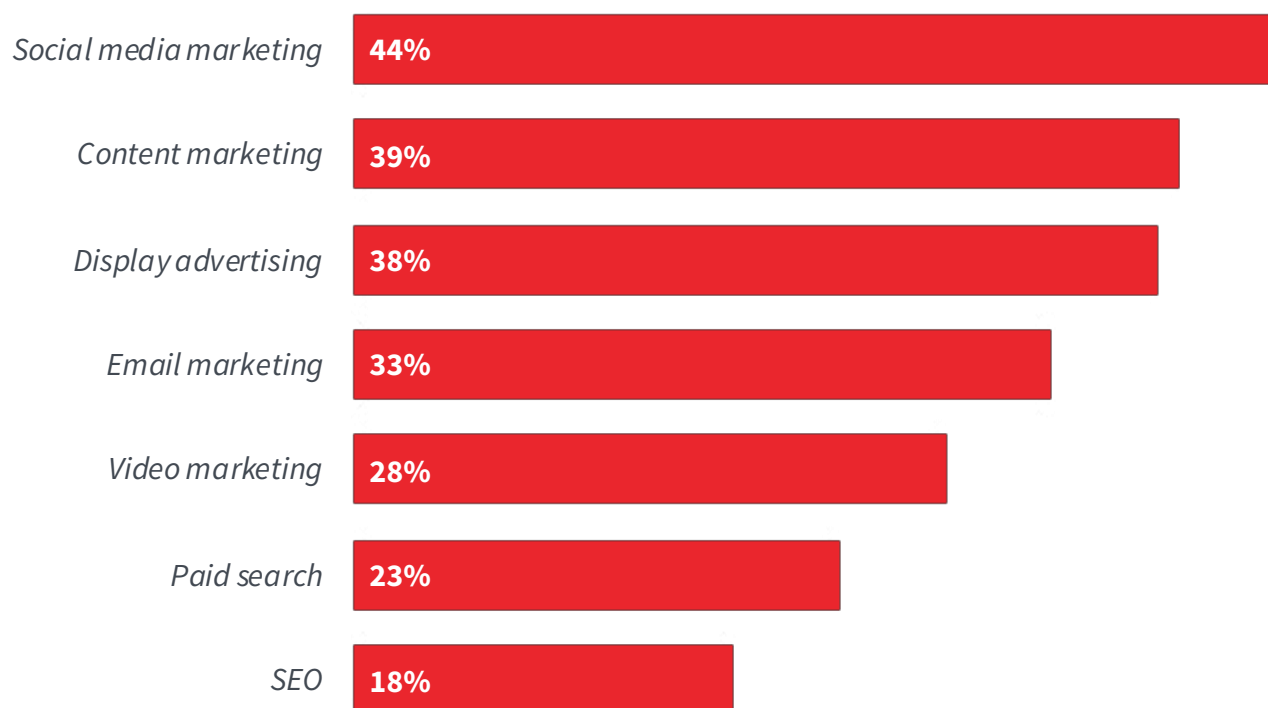
What are the greatest BARRIERS TO SUCCESS for revenue attribution?



CHANNEL ANALYSIS

The ability to show which marketing campaigns and channels are contributing to moving a customer toward making a purchase is integral to an effective attribution strategy, but marketing channels are inherently difficult to analyze. Social media marketing and content marketing are considered to be the most challenging to analyze according to 44% and 39% of marketing leaders, respectively.

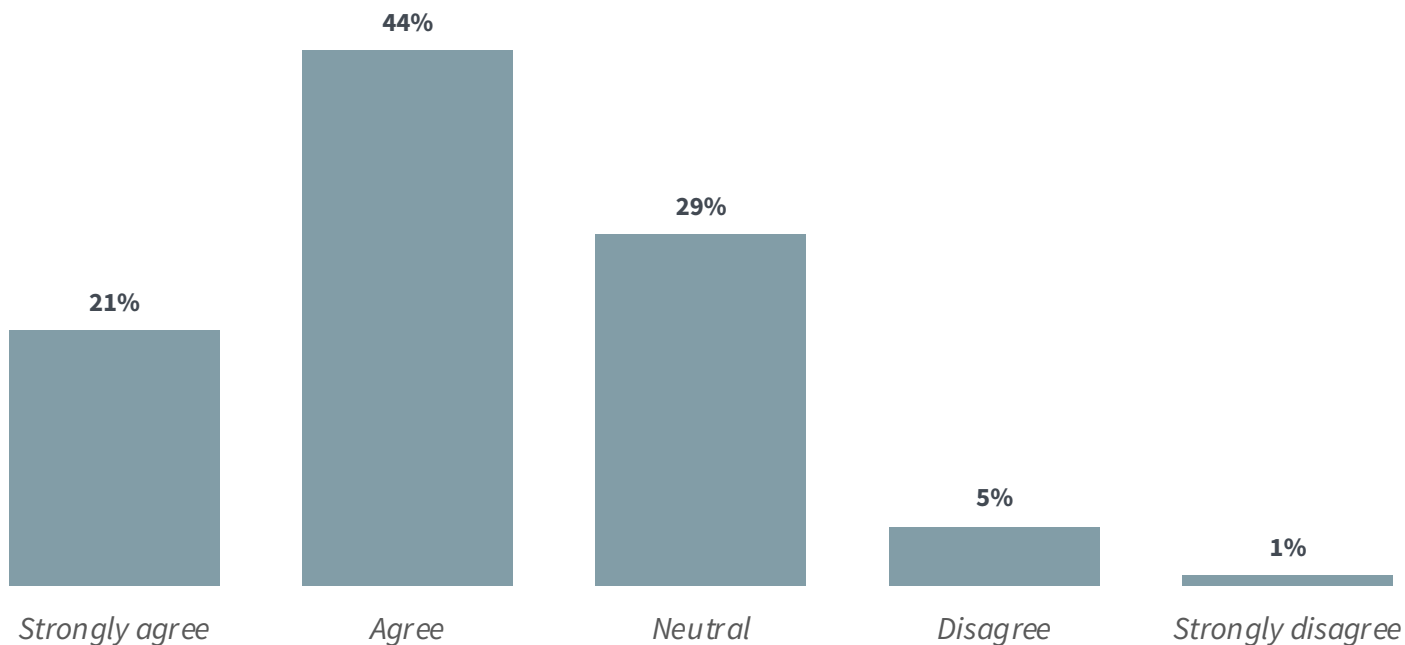
Which digital channels are most DIFFICULT TO ANALYZE for attributing marketing results to sales revenue?



SALES AND MARKETING FRICTION

Sharing data between marketing and sales results in a better customer experience and more aligned goal sets for both teams. Nearly two-thirds (63%) of marketing leaders agree that a successful revenue attribution strategy helps to alleviate friction between marketing and sales teams.

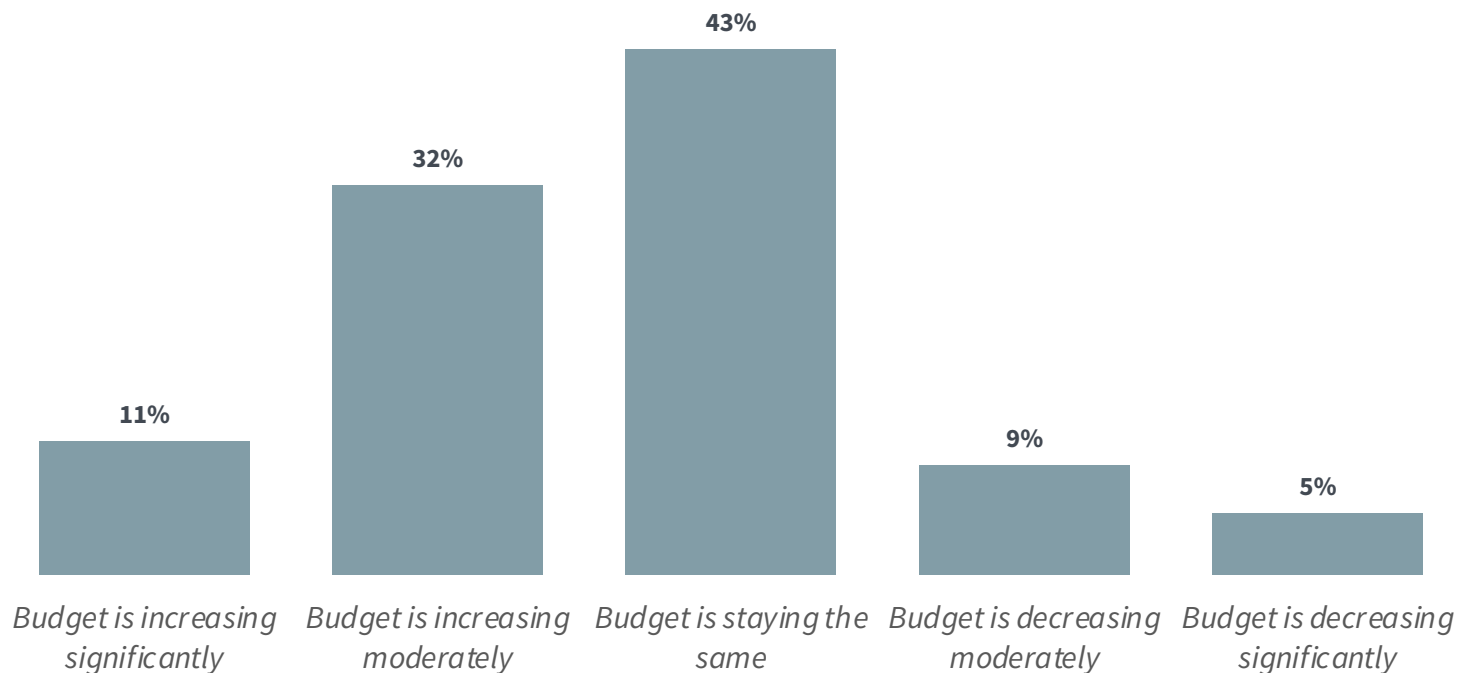
An effective revenue attribution program helps to eliminate friction between SALES AND MARKETING teams:



BUDGET TRENDS

Optimization and evaluation of underperforming resources will be critical for the 57% of marketing leaders who report that budgets dedicated to attribution will remain unchanged or decrease in the year ahead. A little more than one in ten marketing leaders (11%) say their revenue attribution budgets will increase significantly.

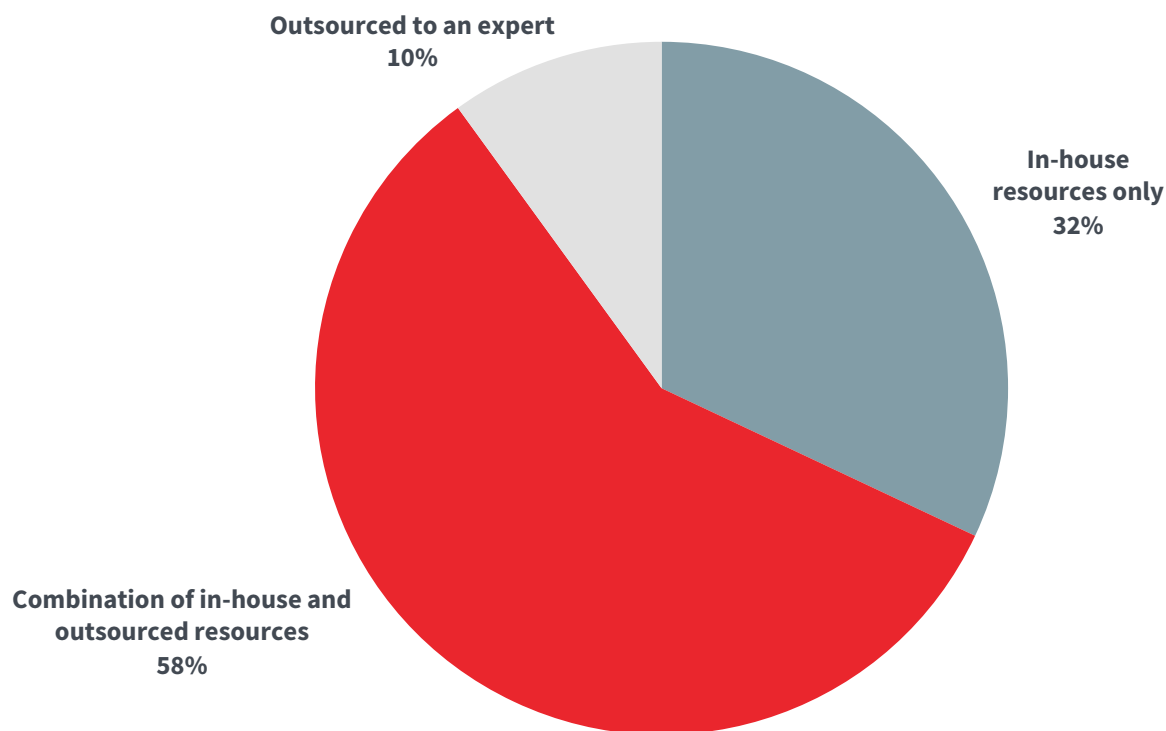
How is the DEDICATED BUDGET for revenue attribution changing in the year ahead?



RESOURCE ALLOCATION

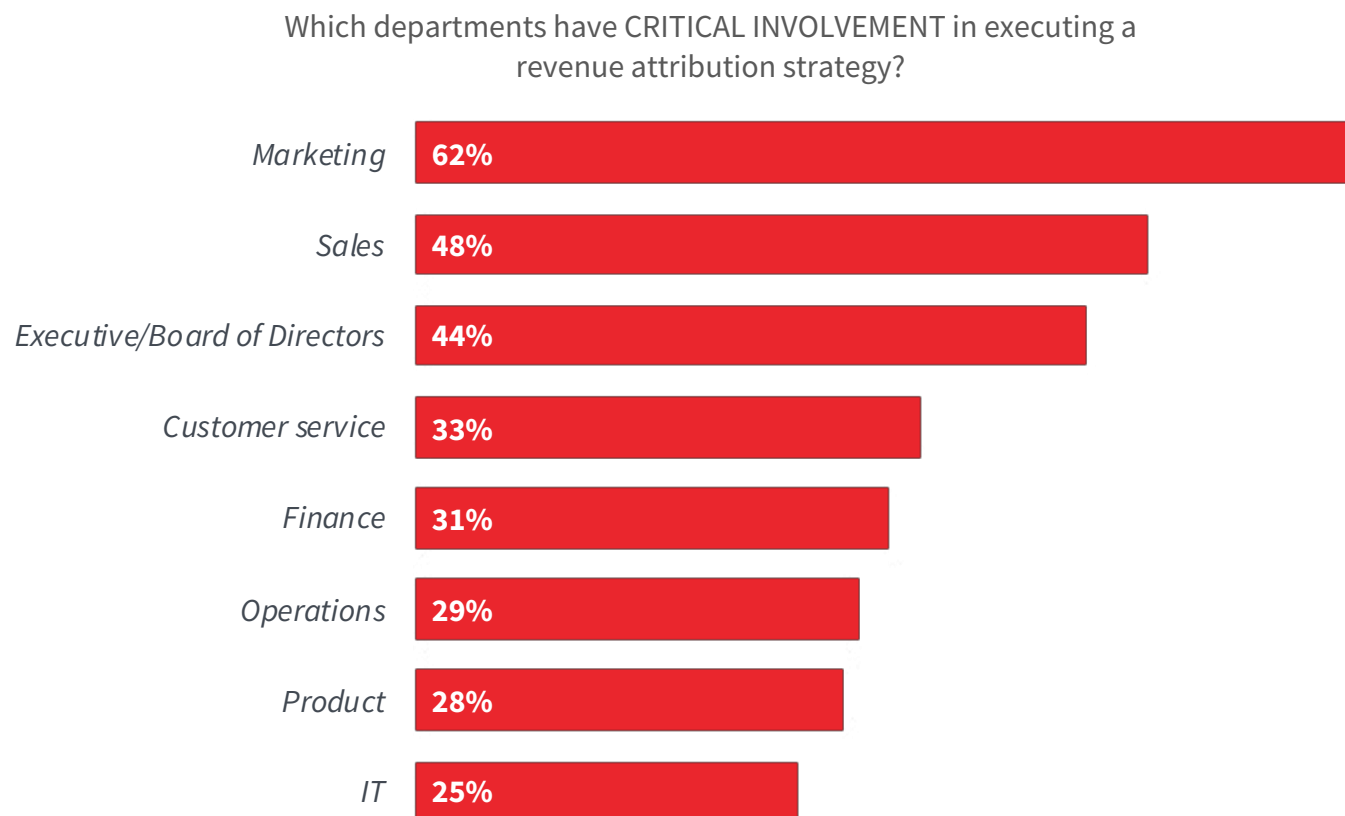
Implementing and optimizing a revenue attribution strategy involves aggregating data across multiple channels, departments, and platforms that connect marketing dollars spent to performance and revenue generated. More than two-thirds of marketing leaders (68%) agree that this highly technical and strategic process requires outsourced expertise.

Which best describes the most effective RESOURCES USED to execute a revenue attribution strategy?



CROSS-DEPARTMENT INVOLVEMENT

Identifying marketing's contribution to the bottom line involves multiple entities within any organization. Beyond marketing (62%) and sales teams (48%), marketers in leadership roles consider the involvement of the executive team, customer service functions, and the finance department to be critical to executing a revenue attribution strategy.



RESOURCES FOR REVENUE ATTRIBUTION SUCCESS

Majority of marketing leaders are recognizing the impact of revenue attribution and prioritizing an attribution strategy for the coming year. Yet, marketers will need support and resources to overcome barriers like data quality, budgets, and technology.

Over the next several weeks, we will be publishing insights, subject matter opinions, articles, and more to support executive decision-making around revenue attribution.

To learn more, visit our Revenue Attribution Resource Hub for more related content.

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	39%
B2C	39%
B2B and B2C equally	22%

Number of Employees

More than 500	17%
50 to 500	12%
Fewer than 50	71%

ABOUT THE RESEARCH PARTNERS

demandlab

DemandLab is a technology-focused marketing consultancy that accelerates revenue for its clients by aligning marketing, sales, and customer success functions through customized strategic solutions that leverage system architecture, data science and analytics, and end-to-end customer journeys. With solutions designed to scale,

DemandLab helps clients advance their digital transformation strategy and create competitive differentiation that advances business goals and drives revenue. Learn more about this award-winning consultancy at demandlab.com.

Ascend2[™]

Marketing technology companies and digital marketing agencies partner with Ascend2 to supplement their marketing content, generate leads, and engage prospects to drive demand through the middle of the funnel.

Learn more about [Ascend2](#).