

MIND-BLOWING MARKETING ATTRIBUTION STATS

Marketing attribution is becoming ever more important to marketing success.



WHAT EXACTLY IS MARKETING ATTRIBUTION?

Let's dig in a bit on attribution...



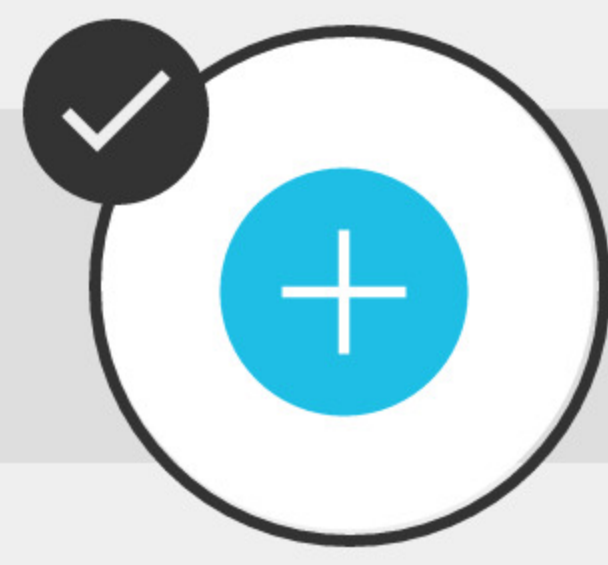
provides key insights about 'conversions', like product sales, form completions, and phone calls



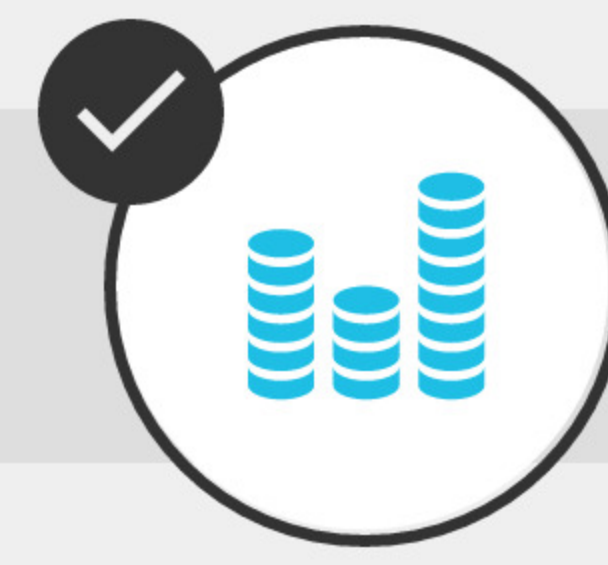
identifies user actions (or touchpoints) that contribute to a desired conversion



assigns credit or allocates dollars from a sale to marketing touchpoints



quantifies the influence each advertising impression has on conversions



highlights ways to optimize spend across marketing channels

THE STATS

✓ The Importance of Attribution



- ✓ Attribution provides efficiency gains of 15-30%
- ✓ 67% of shoppers regularly use more than one channel to make purchases
- ✓ 26% say the reason for choosing their current attribution model is accurately giving revenue credit to marketing

✓ The Opportunities



- ✓ 34% say having the right technologies for data collection and analysis has the greatest impact on ability to understand the customer
- ✓ 43% believe an ideal measurement solution provides a unified cross-channels view
- ✓ 74% say matching customers across multiple devices is important to growth, but only 14% has a "strong capability" to do so

✓ The Challenges



- ✓ 77% say they believe they're not using the right attribution models, or they don't know
- ✓ 48% say integrating cross-channels attribution with existing methods is a challenge
- ✓ 41% technology limitations hinders proper attribution execution or implementation

✓ The Future



- ✓ 39% expect to use an average of 6 or more channels over two years
- ✓ 78% of marketers plan to adapt or increase their use of cross channel attribution
- ✓ 30% plan on changing attribution model in the next 6 months

Increasing revenue means connecting the dots between marketing touchpoints and customer acquisition events using LeadsRx.