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 19-30%.
- 67% of shoppers regularly use more than one channel to make purchases.
- 28% 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 an 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% say technology limitations hinder proper attribution execution or implementation.

The Future

- 39% expect to use an average of 6 or more channels over two years.
- 75% of marketers plan to adopt 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 Leadsix.