



# Enterprise Marketing Team Uncovers Significant Revenue Influence with Attribution 3.0



CaliberMind **Customer Story**

## An attribution journey story.

This is the story of how an enterprise stepped into a new era of attribution, multiplied its revenue contribution (with hard proof!), and forever changed its approach to customer data.

Our customer is a global B2B enterprise with revenue in the billions. Its attribution story is one that begins with hundreds of thousands of orphaned leads and ends with all of that customer data funneling into a fuller, more accurate picture of what its customers did and didn't do, who was involved, for how long, and to what end (read: Did they close?).

**This enterprise effectively went from having little evidence or understanding of its marketing influence on pipeline (in the hundreds of millions) to proving influence on multiple billions.** There's no magic to its approach; no gimmicks. Just a big step forward into the next stage of attribution.

We'll call it Attribution 3.0.

If you want to learn more, keep reading.



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This is the really good stuff, skip ahead to this section if you're short on time.

# Your Customer Data Strategy Is Your Revenue Growth Strategy.

Enterprises are swimming in pools of disparate data about their customers. Years of rapid growth combined with an onset of dozens of tools to gather that data have resulted in a dizzying mix of information overwhelming to even the average mid-market organization; Imagine how that feels when multiplied in an enterprise environment.

Attribution is among, if not the, most challenging obstacles to overcome within an enterprise marketing organization. We know that understanding where and how our customers came to be customers is necessary for improvement and refinement of our marketing process.

More than that, your customer data strategy is your revenue growth strategy, and attribution sits at the core of all of it. How well we understand our customers is a protective moat around our business, critical as we move full-steam into the age of AI-driven “systems of intelligence.”

No tool has been able to solve for X around enterprise customer data in an unbiased, reliably accurate way, and at enormous scale.

That is, until now, with the advent of the advent of **B2B Customer Data Platform (CDP)**.



[Why You Should Care About Customer Data Platforms? 2 Minute Video >>](#)

## What is a Customer Data Platform?

A CDP is a unified customer database that pulls data across sources into customer profiles. Because it was architected to meet the needs of marketers specifically, it's the ideal place upon which to build a far more advanced, scalable, and accurate attribution model.

Using smart AI and automated machine learning to work backwards from the business outcome (pipeline, revenue, ROI), the CDP can reverse-engineer the customer journey, making recommendations to your marketing mix, channels, cadence, and targeting.



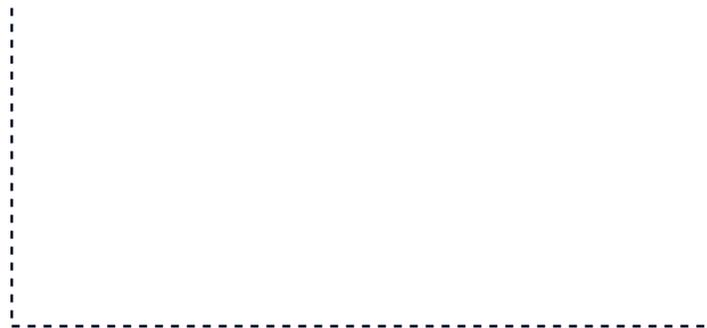
# When The Data Doesn't Sync - A Disparate View Of A Unique Enterprise Tech Stack.

Systems that don't stick together are impossible to analyze holistically with traditional attribution software. In an enterprise implementing CaliberMind (built upon a CDP), manual processes are replaced with automation and machine learning that adapts to a unique tech stack and disparate data among systems. The CDP is purpose-built to handle the complexity of B2B, handling multiple buyers, lead-to-account matching, matching online and offline data, etc.

Simple math: In traditional single- or multi-touch attribution models, it's typical for a lead to go over to Sales only when it reaches a certain threshold (a designated lead score is reached, a specific form is filled out, etc).

An enterprise might have four million email addresses in its marketing automation platform, while its CRM holds less than 10% of those records. What happens to the data filling that gap? Literally millions of records end up counting for nothing.

With traditional attribution models and products, setting up the analytics is complicated because the data is complicated. Deep marketing analytics for a complex business requires something that can put it all together with customer data integration capabilities, and a CDP is the platform built to do that.





## Life Before a CDP.

Orphaned leads.

CRM is the only source of truth  
Missing 20-60% of your customers' journey (in  
unknown stage before it gets logged into CRM  
and MAP systems).

Only records that make it to Sales get any  
marketing attribution.

**Revenue impact by the marketing  
department is seen as a fraction of what it  
actually is.**



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## Let's Talk About Orphaned Leads.

In an enterprise with global reach there are millions of them. Counter to early belief, orphaned leads contain very valuable information.

Website visitors, content downloads, event attendance, blog reads... these small touches add up to big truths about your customer journey.



## Do Costly Customer Events Have Real ROI?

Live events are among the most expensive marketing spends, often costing millions of dollars at the enterprise level. Yet marketers have a hard time justifying the cost. Trade shows and events are difficult to track and measure because they occur offline.

How do you calculate the ROI of an event to know whether to increase or decrease efforts around them?

When someone registers for and attends an event, they aren't typically all being qualified as a lead unless they perform a certain number or type of action beyond that. From website visits to emails read and events participated in, the first chapters of so many lead stories with the customer are missing. What campaign did they fall into? Where was the campaign attribution?

To solve for this, one of our enterprise customers used CaliberMind to find out which attendees and engagements at its customer event were associated with closed deals. They learned that about 7% of company revenue was influenced by the show (more than they guessed). Moreover, they now understand which regional shows have the greatest impact to revenue, and with that information, can confidently allocate budgets for future shows.

# Recouping Marketing's Lost Influence On Revenue.

It's time for marketing to tell the full story of its contribution to revenue. That can be accomplished in a few steps:

1. Use a **combination of attribution models** to answer business questions and fully demonstrate marketing's influence to revenue by campaign, event, or channel (both online and offline campaigns).
2. **Resurrect** your orphaned leads.
3. Measure account **engagement across channels** to escape siloed tracking and measurement.
4. **Understand (without bias)** how many of the right individuals at an account have been reached, and which buyer experiences lead to closed deals.

## How One Enterprise Customer Took Those Steps in CaliberMind.

The company used an enterprise-caliber CRM housing a pipeline derived from contacts with just one touchpoint. For example, a Director of IT at Company X fills out a form and is contacted by the sales team. In its previous attribution set-up, all touchpoint data rolled up into Tableau using a last-touch model, giving that single touchpoint all the credit.

When marketing ops looked only at what made it into the CRM, it appeared as though marketing touched or influenced \$500 million in pipeline over the last fiscal year. When they introduced CaliberMind, they implemented a "middle spread" attribution model, which looks like this: Instead of looking at one action taken by that IT Director, they looked at his entire buying journey and saw that he clicked on four emails, they met him at the customer event, after which he filled out the form, and then took five additional actions, such as attending webinars and reading blog posts.

When they introduced CaliberMind's technology and panned out to look at the full set of people who never made it over to Sales as qualified leads, they **found the pipeline potential by marketing was over \$10 billion!** That's 20X the marketing contribution than was previously understood or even glanced at.

They now had the proof this potential exists and could begin to look at the lost buying journey stories within that customer data.



## I'm Sure You're Saying, "Yeah Right".

Understandably, a sudden jump from \$500 million and \$10 billion in marketing pipeline influence raises skepticism. Since the CRM had been the designated "one source of truth," they only looked at the touchpoints making up the initial known CRM-proven \$500 million in pipeline.

Here's the "but," and how CaliberMind gave this enterprise a much clearer view of its marketing-influenced pipeline:

There are several additional buyers at each account than just the contacts in a CRM. CaliberMind identified and looked at the activity (touches) of each of those additional buyers over a year and found that the control group (initial \$500 million) jumps to \$14 billion when looking at all of the opportunities in the enterprise's marketing automation system over the same period. CaliberMind looked for where marketing contributed to that pipeline and found its influence to be about \$9.4 billion of that \$14 billion. Other attribution models and products were limited to looking only at the data in their BI tool, and showed only \$500 million.

**What does that all mean? Marketing was actually influencing 75% of the pipeline. And now they had the proof.**

## Day-to-Day Use of CaliberMind.

Build a team of revenue marketers, not just execution specialists. Different roles can pose and answer very clear enterprise business questions.

### Marketing Manager

We just ran a marketing event, and I wish to track engagement of cohorted attendees over time.

Which campaigns in my channel influenced opportunities?

The business just won a new strategic account. How did Marketing support sales in this deal? Was the deal Sourced or Influenced by Marketing?

### Marketing Executive

How are we performing against our goals? Are we getting better or worse quarter-over-quarter?

I wish to determine ROI and marketing mix of last year's marketing portfolio so I may determine this year's budget for each channel.

Which buyer experiences lead to closed deals?

### Marketing Ops / Analysts

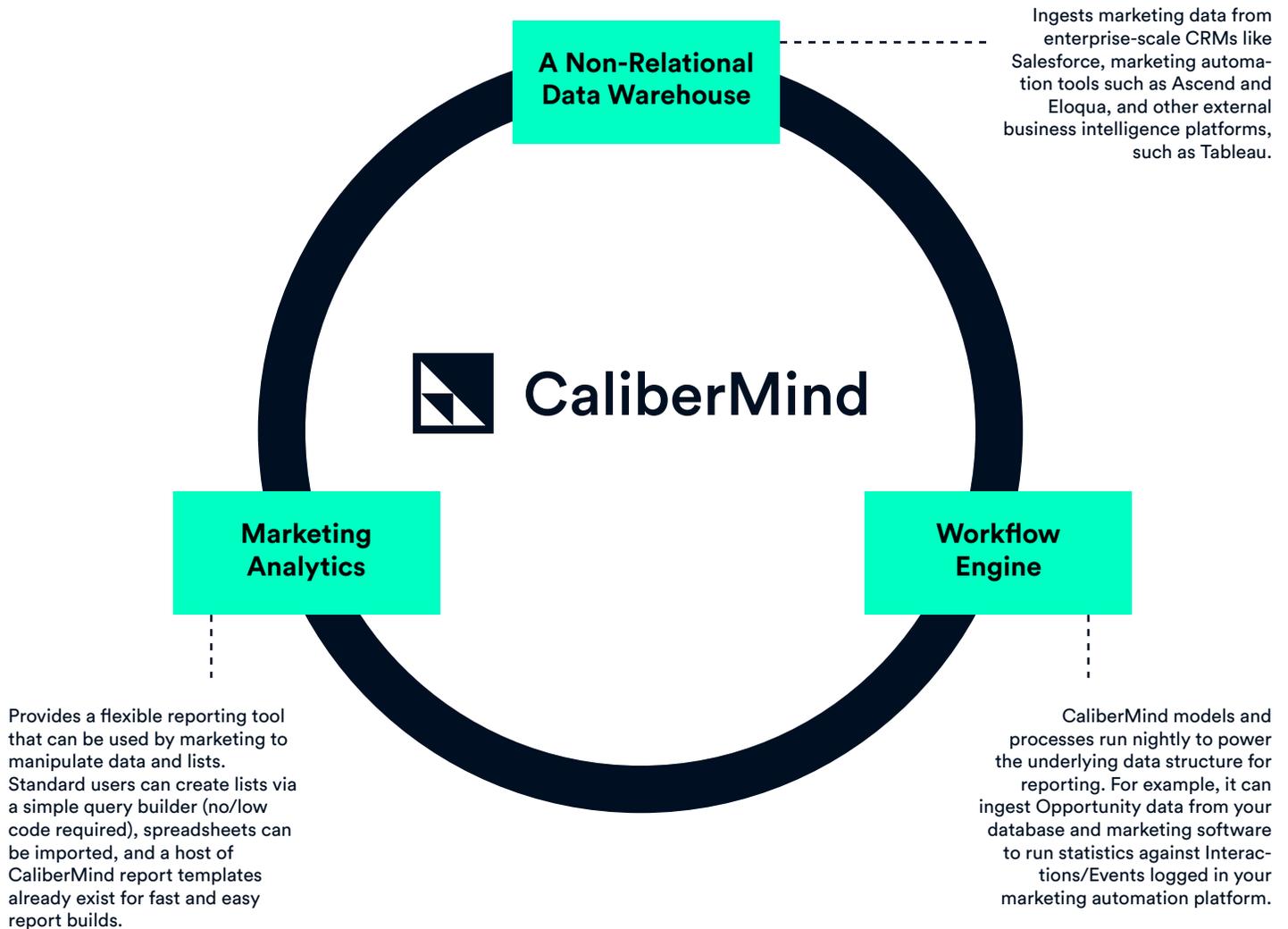
I wish to present a clear view of marketing contribution to revenue for our leadership team.

I need to quickly and securely download a clean data set for analysis.

# Turning Enterprise-Scale Data Into Business Decisions.

CaliberMind simplifies marketing and analytics by unifying three core technologies in one open platform to generate pipeline.

Hosted on a CDP, CaliberMind has three primary components:



## So, What About the Outcomes?

This ultimately helps enterprises make data-informed decisions about which accounts and campaigns have the highest likelihood of success for generation of repeatable revenue.

Here is what was found in the case of our earlier-mentioned enterprise customer:

**Went from previously knowing where just 5-7% of its revenue came from, to having 10 times the visibility into the source of its revenue (70%).**

**Cost 10% of traditional BI/IT expense.**

**10x faster time-to-insights.**

**Decreased dependency on IT/BI teams (self-serve for marketing and business units.)**

# Attribution Designed For The Enterprise.

Where a mid-market company may need a great point solution, an enterprise requires something that can span the massive global scale and diversity upon which it operates. Here are scenarios more unique to the enterprise that CaliberMind addresses in ways no other CDP product can.

## Attribution On VARs

Prove your partners are contributing to revenue. Our customers have demonstrated partner contribution of \$30 to \$40 million a year using CaliberMind. So often, when VARs are given a marketing fund, it simply goes over the fence with zero accountability or measurement. When you look at the number of campaigns, between events, trainings, etc, that go into partner marketing, this becomes a massively siloed spend that occurs offline.

CaliberMind takes spreadsheets with nothing more than company names and event IDs and uncovers a fuller picture of the ROI on partner programs.

## The Challenge With DIY Enterprise Attribution

Enterprises have tremendous amounts of data from marketing sources that they cannot do analysis on. Typically you start by handing this issue off to IT or Business Intelligence teams, and they start centralizing the data via a third-party tool (or even build one inhouse). Then they realize they can't sync the data, or the sales process changes, and a year or two in they haven't yet obtained and any usable output.

CaliberMind can be implemented in a fraction of the time and cost while still making the plumbing available to IT teams, should they wish to dig into it.

### **Currency Conversions**

The global nature of the enterprise means deals are done in a variety of currencies. This never plays well in the current martech stack. Someone will sell a deal in yen, but all the attribution is in US dollars. If the CMO is in the US, they want it converted.

### **Enterprise-level IdP integration via AD, LDAP, and SAML**

Identity Provider (IdP) integration can be cumbersome, and enterprise engineering teams typically have limited resources assigned to a project. The less resources they have to devote to integrating a product, the more likely they are to say yes.

### **Enterprise-level Security**

Quarterly penetration testing and fully ISO 27001 certified systems.

### **Best-in-Class Engineering**

Enterprise systems run the spectrum from modern cloud-based systems to legacy on-premise systems. CaliberMind engineers have worked with hundreds of different data sources and can architect integrations with virtually any data source.

### **Top-notch Support**

A team equipped to provide 24/7 support with response times under an hour in most cases.

**Attribution has always been important to marketing leadership and its teams, but if it can't prove its effect on the bottom line, it doesn't really matter to the CEO.** In an enterprise marketing environment, nothing solves for this attribution challenge until now.

The global scale of data across an array of siloed channels, both online and off, can be tackled with the power of CaliberMind's CDP — harnessing AI and machine learning, and built for marketers and sales teams to easily see the full picture of their efforts.

## Thank You.

CaliberMind is a customer data platform built for B2B enterprise revenue marketers that use data, analytics, and automation to grow revenue faster, together with sales. **Learn more at [www.calibermind.com](http://www.calibermind.com).**



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