Why Attribution Has Failed & How to Fix It

"Even smaller companies are investing in data lakes. People need to invest in tools that are flexible and they need to understand their data better."

"In B2B, you need the ability to look at attribution across an entire account, as opposed to just individual leads or contacts."

"All of the data connections have made attribution more robust, but it's harder to explain. Success can depend on how you're having a conversation, with whom, what their level of expertise is, and how it's framed."

"Marketing Ops often doesn't get the correct amount of resources that they need to keep things running. I do more fixes to original implementations than I do actual implementations because the tool just sat there for a year."

Hard TRUTHS

It works (but you need more than one model).

Internal Positioning Matters. A lot.

There are some things that will never be tracked. That doesn't mean you shouldn't do them

Data Hygiene IS VITAL.

If you're only looking at one system, you're doing it wrong!

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Advice for a New Implementation

"Organizations that do the best with attribution do take into account sales contributions in their models. The investment becomes not marketing's investment, but a business investment. It's not about how marketing performed or sales performed. It's about understanding a crucial part of the business. And if we're not tuning it and making sure that it's running smoothly as a machine, then we are doing the business a disservice."

"Have a defined UTM structure before you get an attribution tool. I've had multiple clients tell me that they don't have UTM parameters, and we have to start collecting data from square one. Think through your channels and which data points you need to make informed decisions."

The dirtiest word in marketing is CREDIT. It's a trigger word that will doom your implementation with the Exec team.

Advice for Fixing an Existing Application

"Go back to the basics. If you've got something that's not working, you may have overcomplicated it. Let the dust settle and review your systems step by step. Do we have UTMs in place? Do we have duplicates? Piece by piece, uncover what's missing."

"Make sure the attribution tool you invested in is able to connect to all of your data sources! We don't have a single platform that is the end all be all. If you have an attribution tool that can digest all of your data, you'll have a more complete picture."

Our Esteemed Panel

Carey Picklesimer — in

Brooke Bartos — in

Andy Caron — in

Anna Leary — in

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