

# Dynamic Revenue Attribution

Best Practices

# Overview

1. What is Revenue Attribution?
2. Is There a Better Way?
3. Dynamic Revenue Attribution
4. Connect Leads to Opportunities
5. What is the Result?

# What is Revenue Attribution?

## Definition

“

Revenue attribution is the process of determining which marketing programs drive revenue.<sup>1</sup>

1. <https://www.orm-tech.com/revenue-attribution/>

# What is Revenue Attribution?

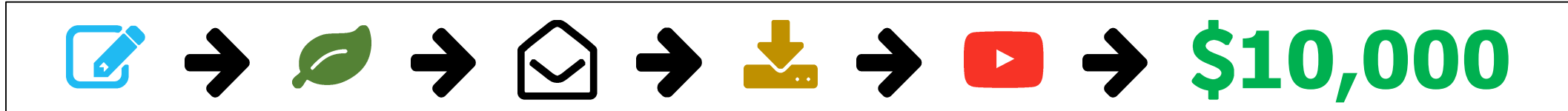
## Current Techniques



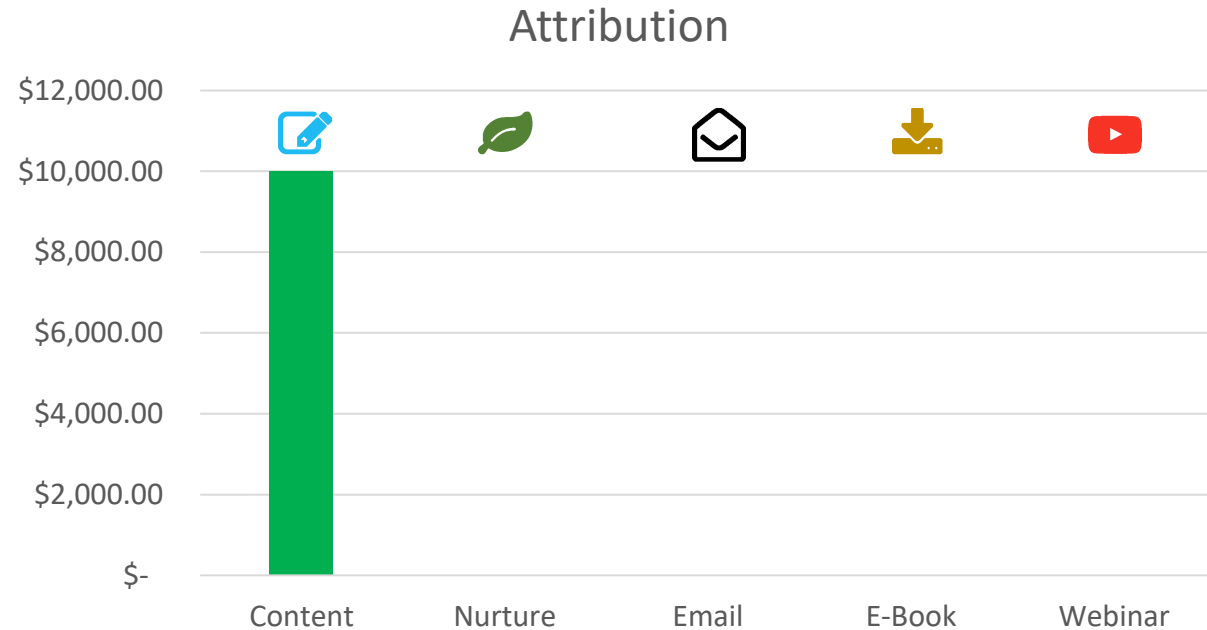
- First Touch (ST)
- Last Touch (ST)
- Linear (MT)
- Time Decay (MT)
- Position Weighted (MT)

# What is Revenue Attribution?

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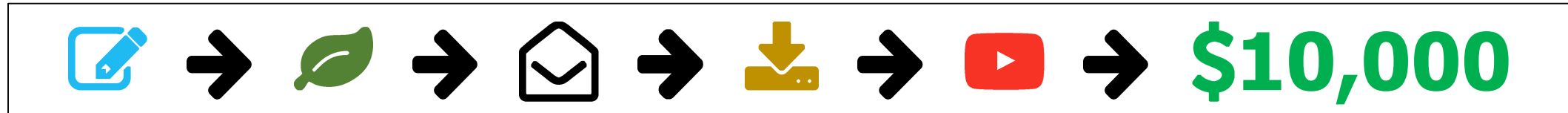


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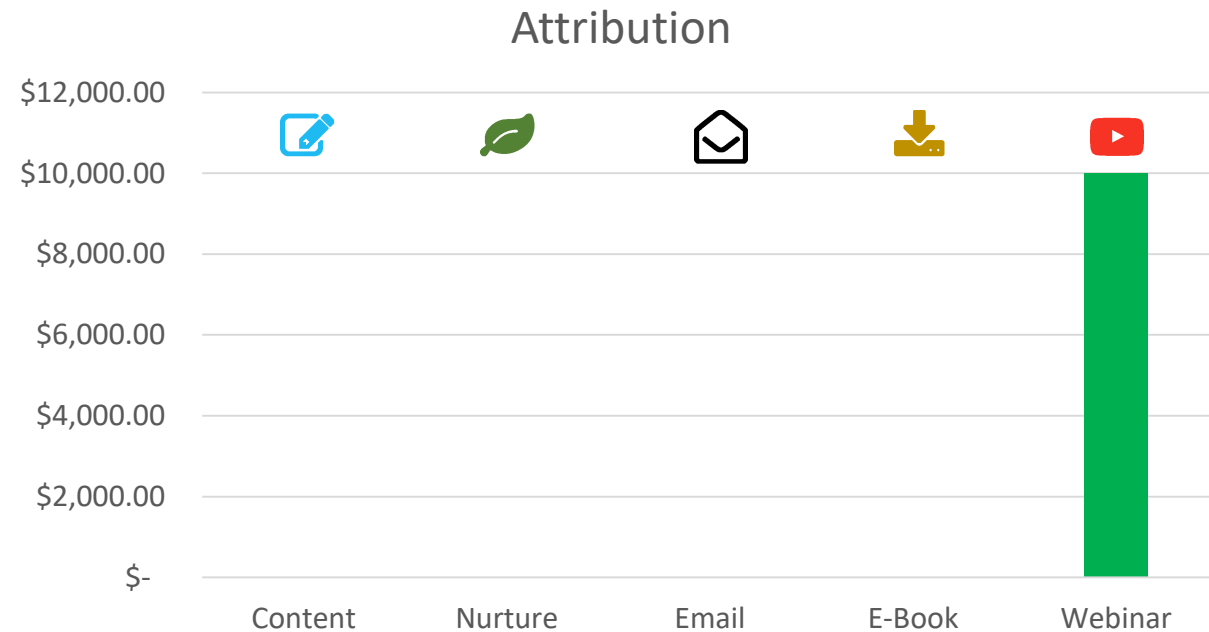


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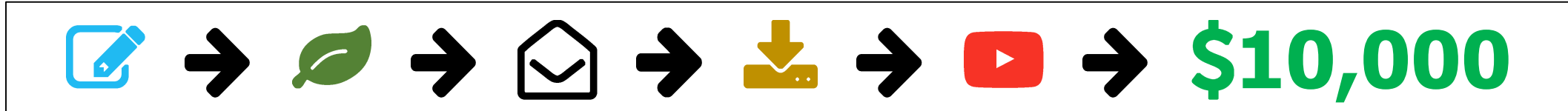


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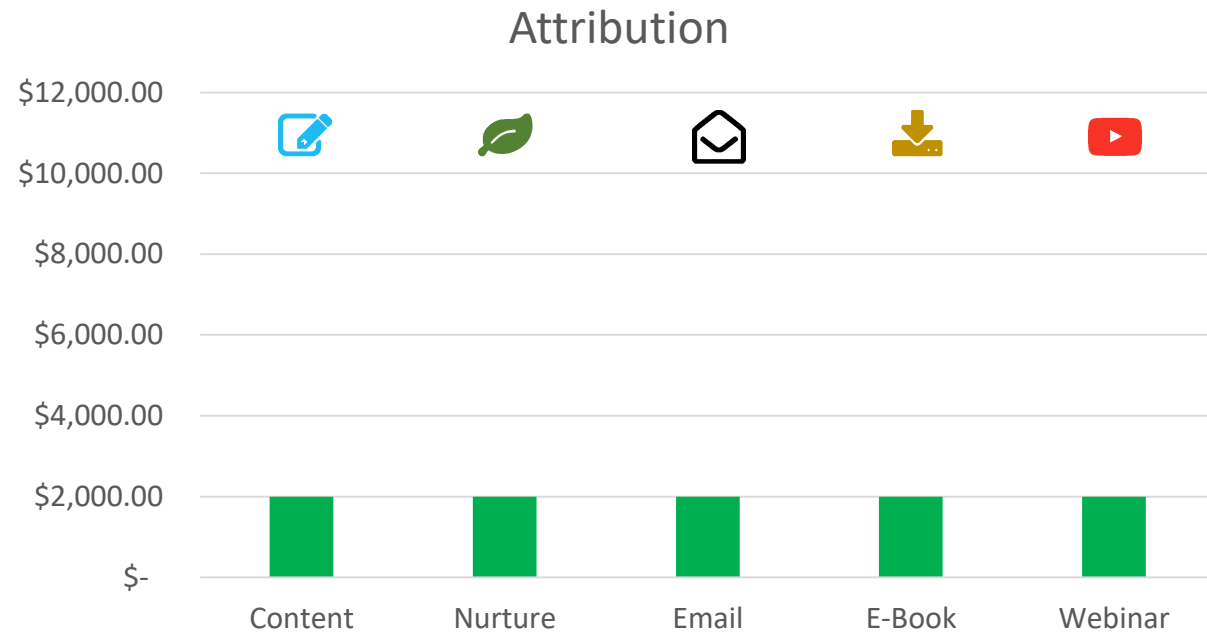


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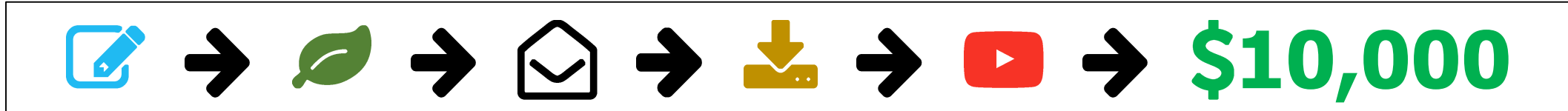


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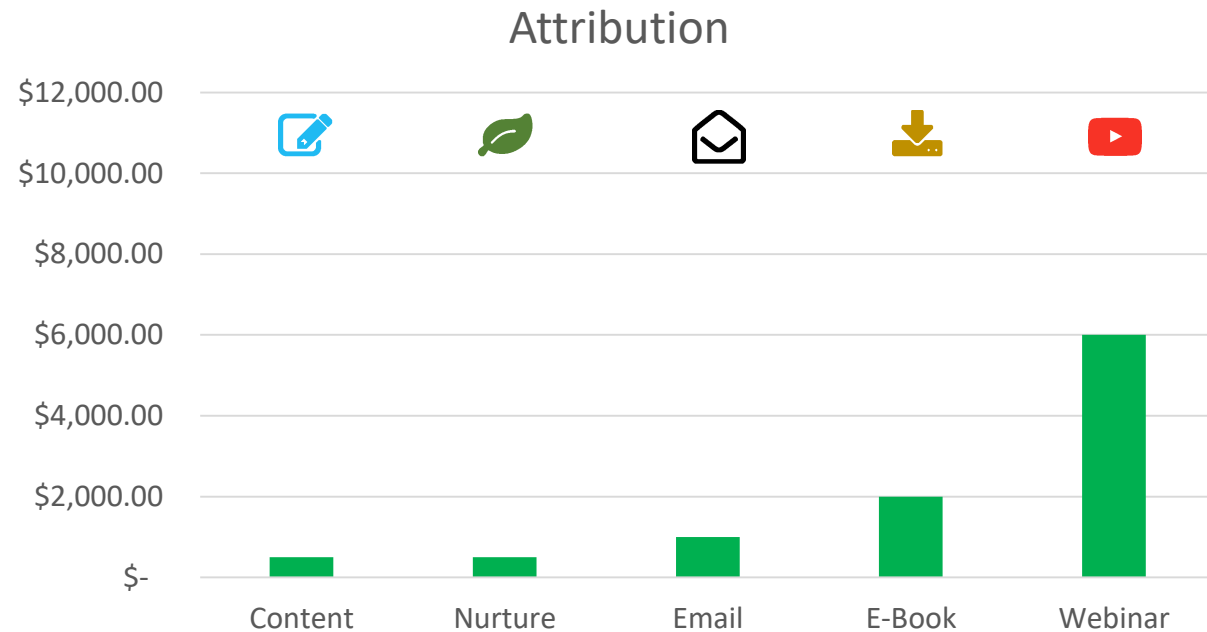


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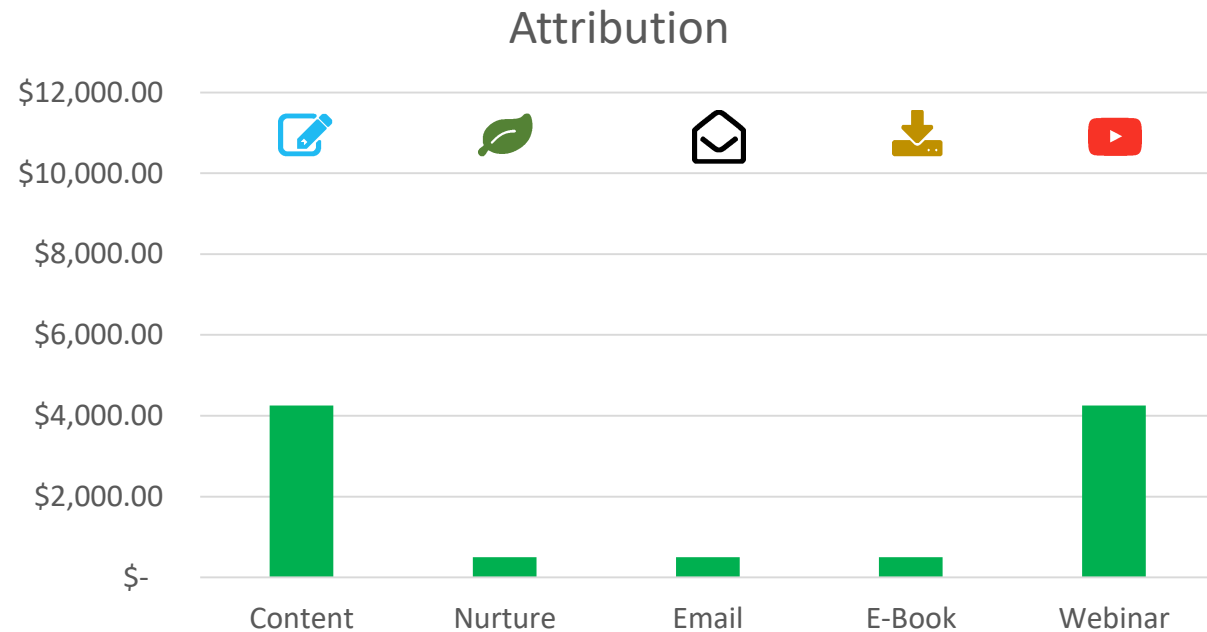


# What is Revenue Attribution?

## Current Techniques



- First Touch (ST)
- Last Touch (ST)
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- **Position Weighted (MT)**



# Is There a Better Way?

## Challenges with Existing Techniques

- Single-Touch (ST) Attribution models cannot be used for ROI
- Existing Multi-Touch (MT) Attribution models do not account for the difference between program types
- Existing models typically consider only one lead
- It is hard to connect leads to opportunities

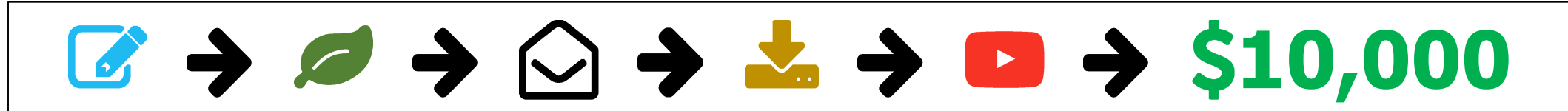
# Is There a Better Way?

How its Different

- Dynamic Revenue Attribution is a multi-touch attribution model that proportionally credits revenue to each marketing program
- Based on your vetted lead scoring model
- Considers all marketing activity on an account
- Most consistent method for calculating ROI

# Dynamic Revenue Attribution







\$10,000 Example



CHANNEL	SCORE-BASED WEIGHT	RELATIVE WEIGHT	ATTRIBUTED REVENUE
Content	5	5 / 35	\$ 1,428.57
Nurture	8	8 / 35	\$ 2,285.71
Email	3	3 / 35	\$ 857.14
E-Book	7	7 / 35	\$ 2,000.00
Webinar	12	12 / 35	\$ 3,428.57

# Dynamic Revenue Attribution

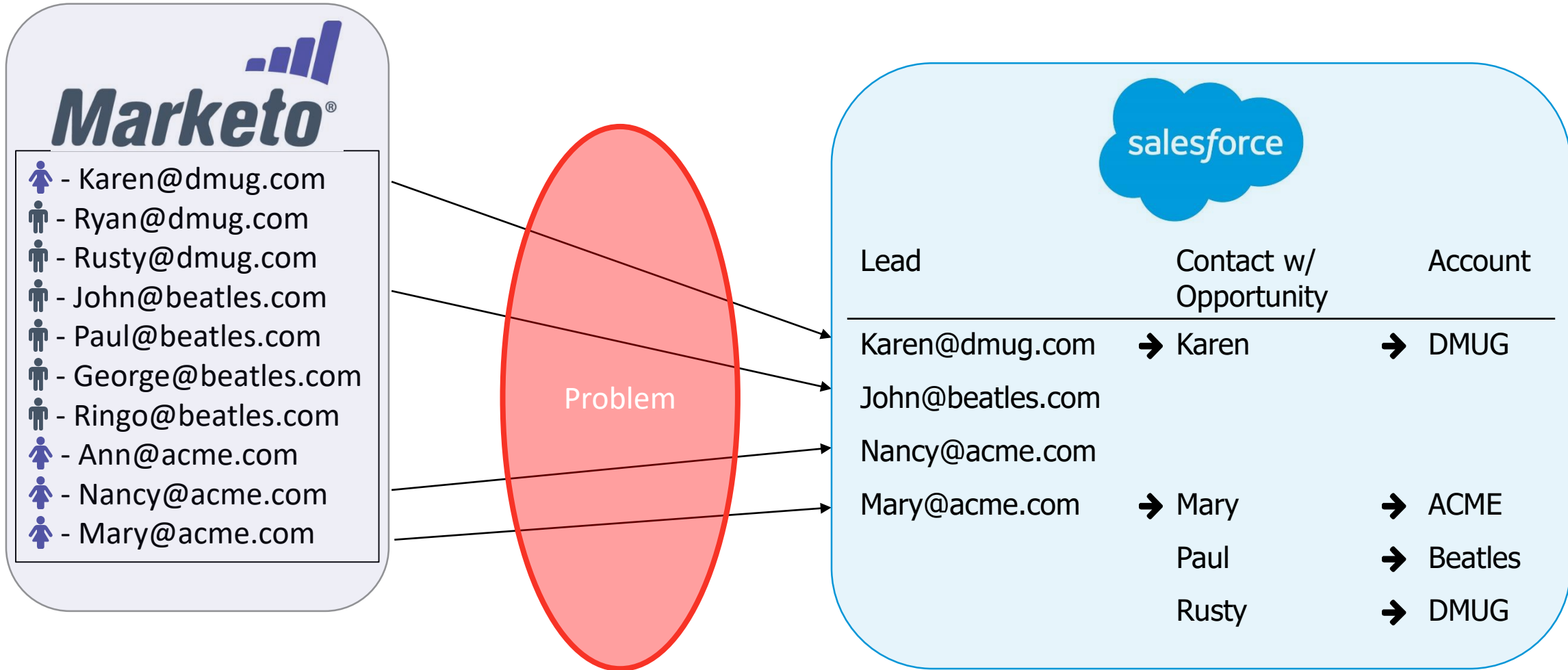
## Account-Based Example

NAME						
Karen			✓			✓
Ryan	✓	✓	✓	✓		
Rusty			✓	✓	✓	
	<b>1</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>\$10,000</b>

CHANNEL	SCORE-BASED WEIGHT	RELATIVE WEIGHT	ATTRIBUTED REVENUE
Content	<b>5 * 1 = 5</b>	5 / 48	\$ 1,041.67
Nurture	<b>8 * 1 = 8</b>	8 / 48	\$ 1,666.67
Email	<b>3 * 3 = 9</b>	9 / 48	\$ 1,875.00
E-Book	<b>7 * 2 = 14</b>	14 / 48	\$ 2,916.67
Webinar	<b>12 * 1 = 12</b>	12 / 48	\$ 2,500.00

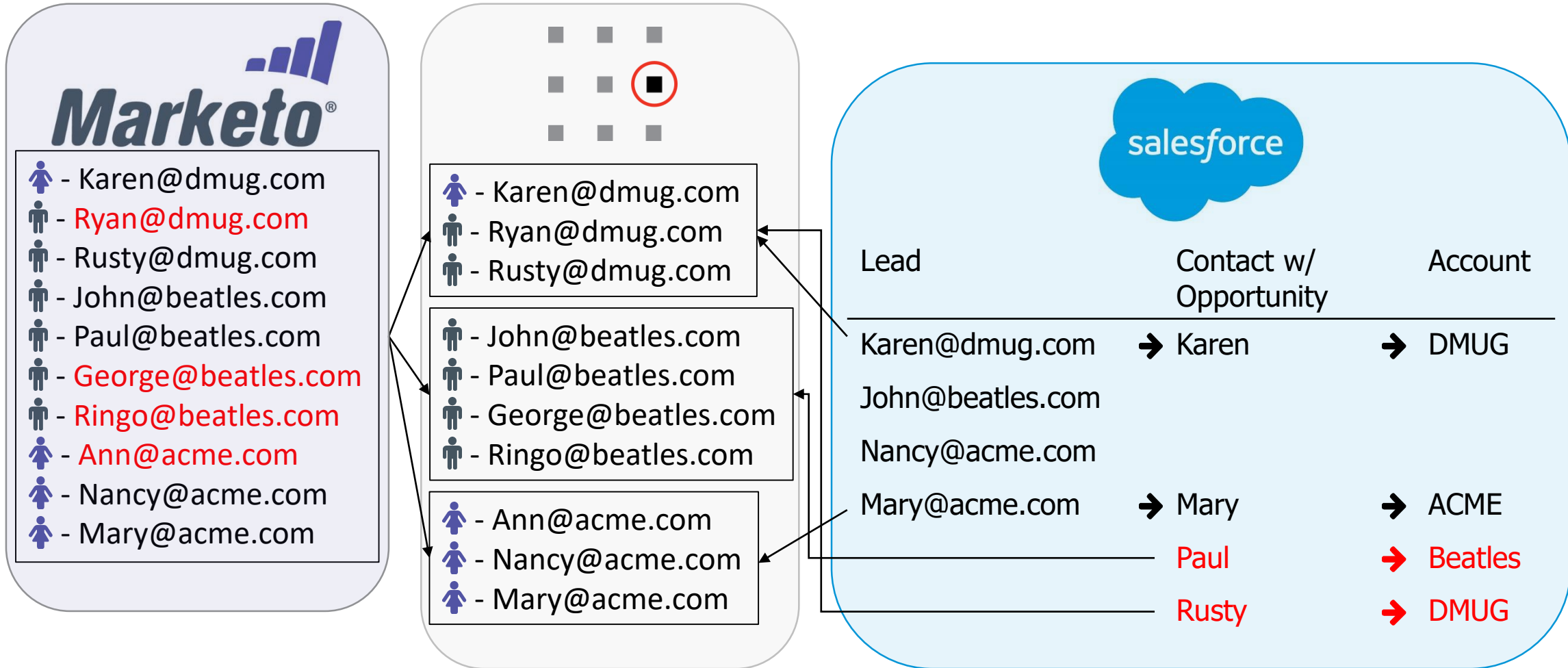
# Connect Leads to Opportunities

Existing Method



# Connect Leads to Opportunities

Optimized Sales & Marketing (OSM)



# Connect Leads to Opportunities

## Optimized Sales & Marketing (OSM)

1. Contact is assigned to an opportunity's account and they have matching email address in Marketo
2. Parse leads' domains and match them to the account's domain
3. Include all marketing responses < 6 months prior to SQL date for leads associated with an opportunity's account
4. If >1 opportunity within 6 months then only consider program responses after prior close date



# What is the Result?

## Marketing Program Attribution

Attributions									
		Totals							Conversions
PROGRAM	CHANNEL	LEADS MARKETED TO	LEADS WITH SUCCESSFUL RESPONSE	MQLS	SQLS	WINS	FYO ORDERS	ORDERS	
<a href="#">Lesch, Adams and Jacobs (Partner): Re Contextualized Fault Tolerant Focus Group</a>	<a href="#">Landing Page Form Completions</a>	7,668	6,219	4,059.9	859.3	610.8	\$1,486,728	\$3,948,127	
<a href="#">2013-11-19 Email: Front Line 24 Hour Access</a>	<a href="#">Direct Webinar</a>	24,347	92	667.0	449.4	340.7	\$1,378,282	\$3,454,308	
<a href="#">2014-03-19 Webinar: Self Enabling Bifurcated Projection</a>	<a href="#">Direct Webinar</a>	22,360	116	554.0	300.1	227.9	\$775,114	\$2,079,237	
<a href="#">2015-06-17 Event: Implemented Non Volatile Core</a>	<a href="#">Direct Webinar</a>	56,896	1,498	1,259.4	298.6	189.5	\$700,141	\$1,724,688	
<a href="#">Tradeshow: Customer Focused Secondary Infrastructure</a>	<a href="#">Direct Webinar</a>	5,586	5,294	4,572.4	429.7	283.5	\$686,133	\$1,577,916	
<a href="#">2014-11-11 Email: Monitored Local Hardware</a>	<a href="#">Web Content</a>	14,420	0	404.8	355.9	276.6	\$564,678	\$1,381,102	
<a href="#">2013-10-22 Tradeshow: Intuitive Static Website</a>	<a href="#">Online Advertising</a>	21,942	0	346.5	237.1	183.3	\$473,240	\$1,242,065	

# Why Do We Care About Revenue Attribution?

Enables Higher Level Analysis

- Revenue Attribution is interesting, but not the end game!
- Pair Revenue Attribution with Cost for program ROI
- Identify which program combinations perform best
- Optimize marketing program plan (Type and Timing)

# How Do We Use The Data?

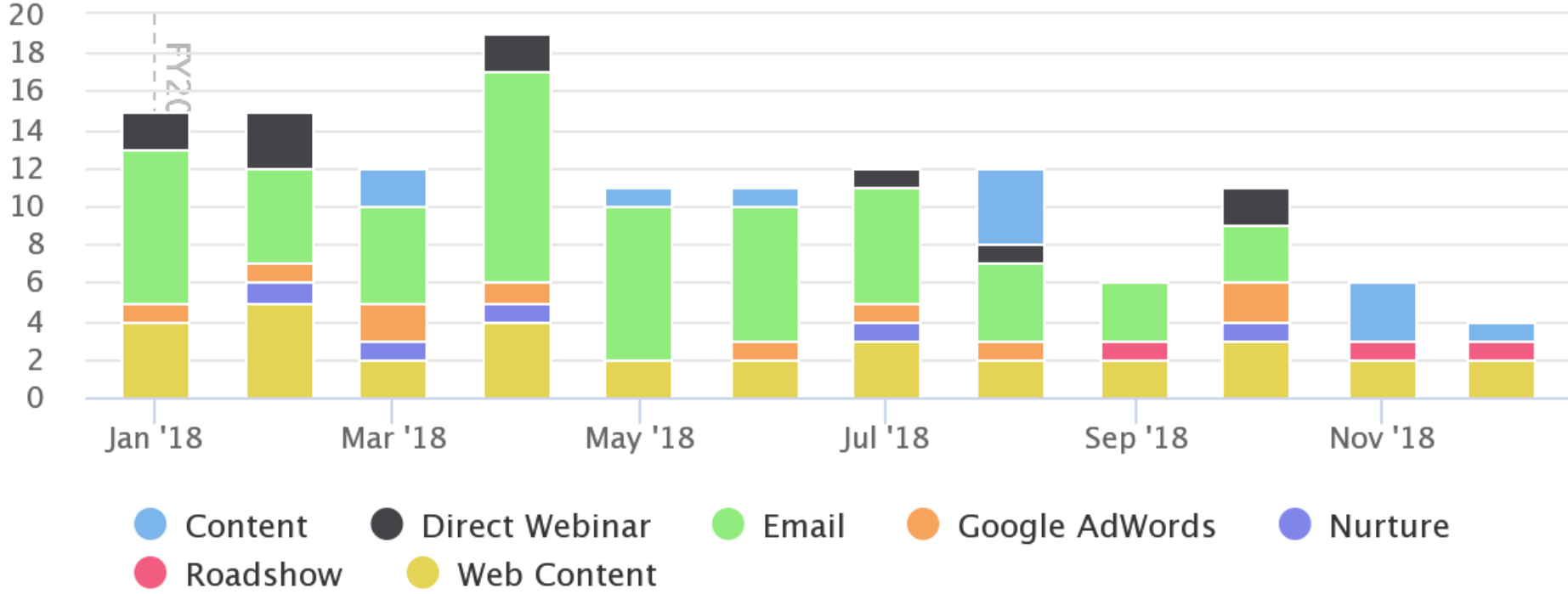
## Optimize Marketing Mix

- Use revenue attribution and ROI analysis to inform an optimized program plan for FY18 and beyond
- Pick the programs (channels) that produce the highest returns subject to your budget
- Consider the time it takes each program to convert a lead to a won opportunity

# What is the Result?

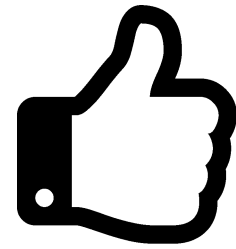
## Optimize Marketing Mix

Program Schedule



# Key Takeaways

1. Attribution models define marketing's contribution to revenue, but stopping there is not enough!
2. Automate the connection between leads and opportunities
3. Dynamic Attribution uses your existing scoring methodology and is best paired with cost to determine ROI
4. Use the outcome of your attribution model and ROI analysis to optimize your future marketing program plans



# Thank You