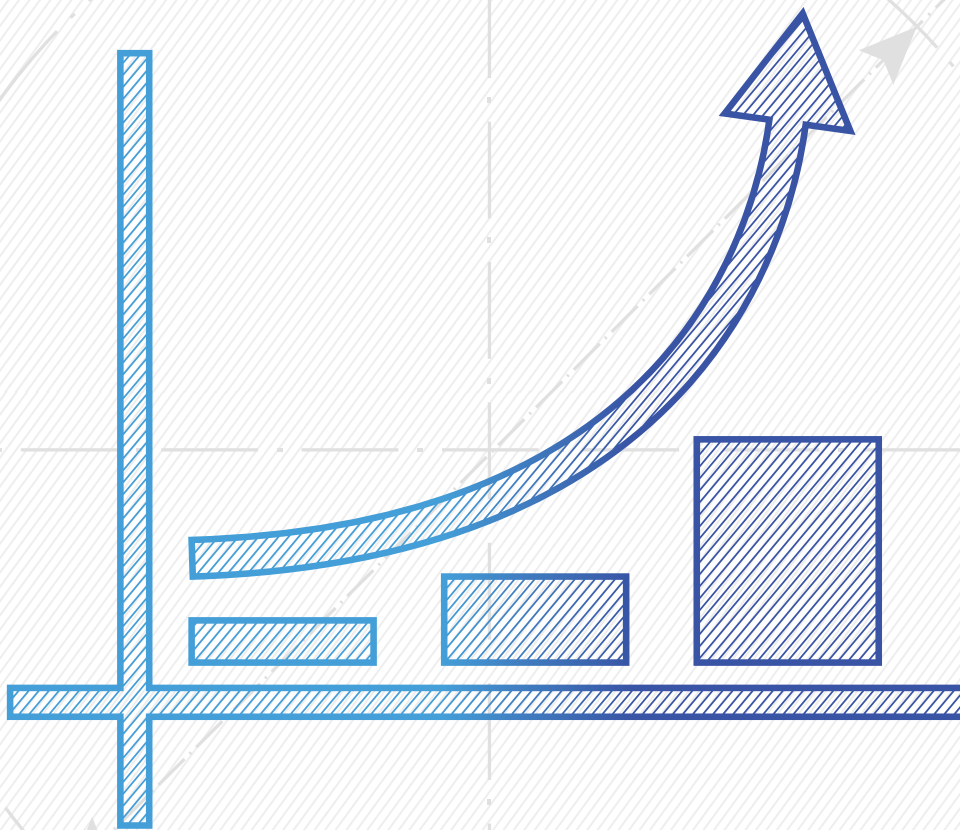


THE 2017

Marketing Measurement And Attribution

SURVEY REPORT

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KEY FINDINGS FROM INAUGURAL REPORT SHOW
ROOM FOR GROWTH, AREAS OF OPPORTUNITY WITHIN
B2B MARKETING MEASUREMENT INITIATIVES

INTRODUCTION

Measurement has emerged as a top priority for B2B marketers, as they look to learn more about patterns in campaign responses and justify their pipeline impact. According to the new *Marketing Measurement and Attribution Survey Report*, conducted by Demand Gen Report, 91% of respondents agree that marketing measurement and reporting is a top priority for their organizations.

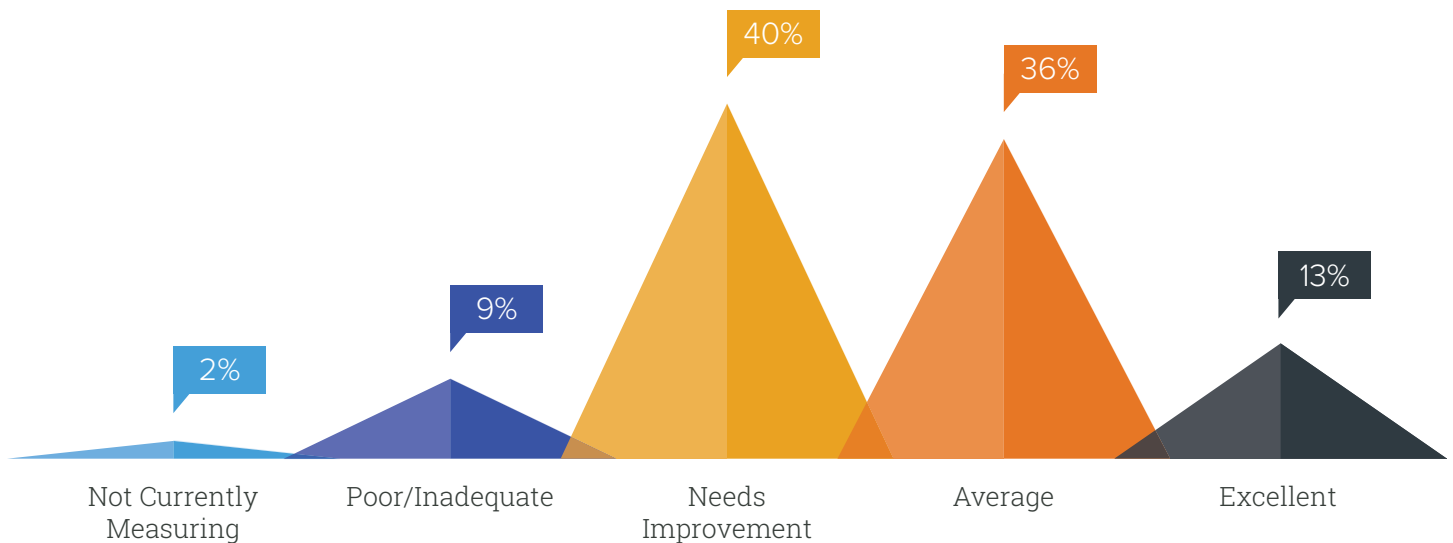
However, while measurement is a clear priority, the new study found there are major gaps in current capabilities versus the desired state of where organizations are trying to get to in analyzing marketing.

The study revealed that most marketers realize their current ability to measure and analyze performance and impact is lacking, with:

- 40% saying it needs improvement;
- 36% giving it an average score;
- 9% saying its poor/inadequate; and
- Only 13% ranking it as excellent.

91%
of respondents agree
that marketing
measurement and
reporting is a top
priority for their
organizations.

How would you rate your company's current ability to measure and analyze marketing performance and impact?



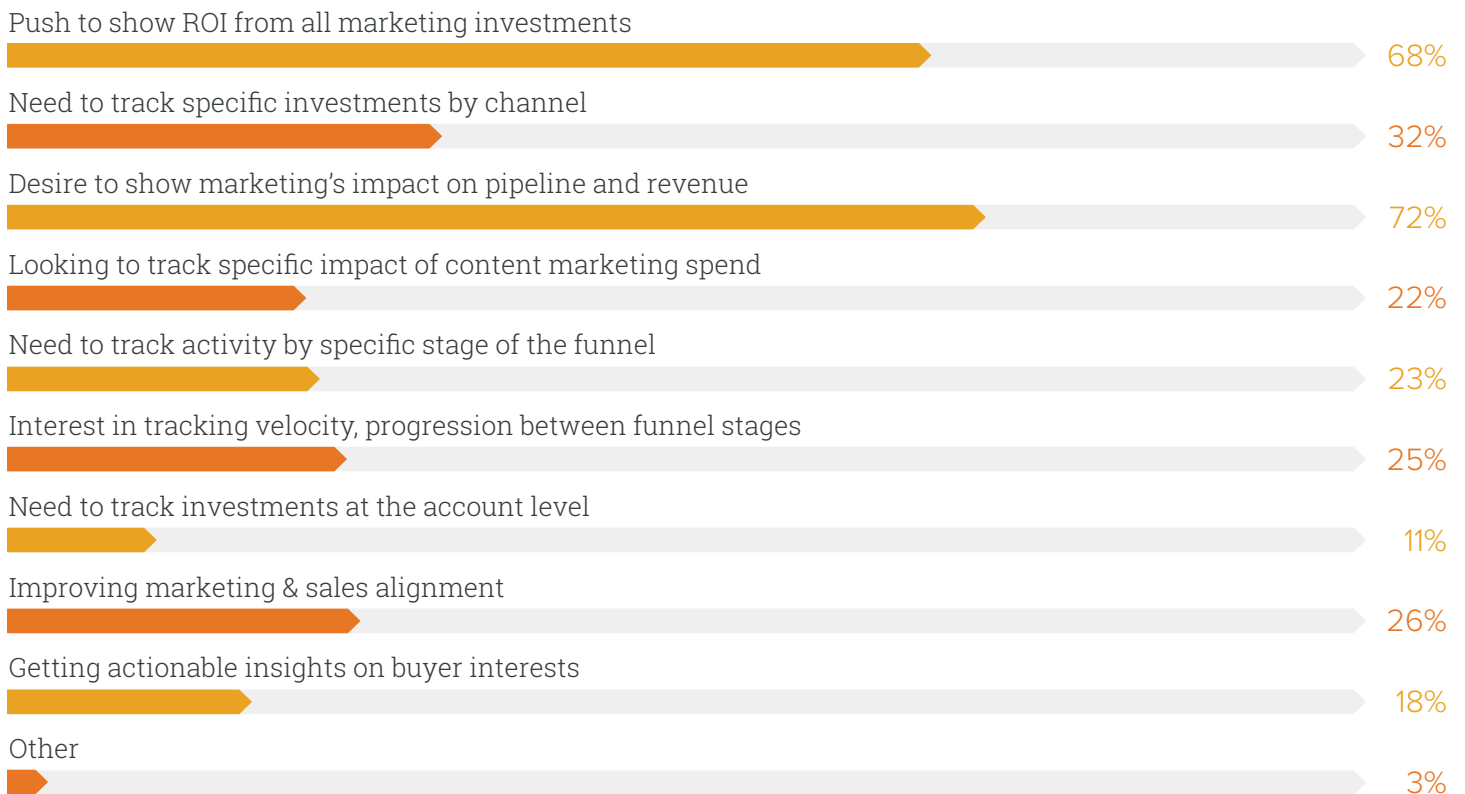
Despite the current limitations in measurement, respondents to the survey were steadfast in their desire for deeper metrics, driven by factors including:

- The push to show impact on pipeline and revenue (72%);
- The push to show ROI from all investments (68%);
- The need to track specific investments by channel (32%);
- Improving marketing and sales alignment (26%); and
- A growing interest in tracking velocity, progression between funnel stages (25%).

In the following report, we will provide detailed insights into the survey findings, including the challenges marketers are facing around measurement, the current areas marketers are tracking, as well as the metrics marketers would like to have deeper analytics around over the next 1-2 years.

72%
of respondents
want deeper
metrics to show
impact on pipeline
and revenue.

What are some of the drivers increasing your focus on or need for deeper metrics? (Select top three)



CURRENT STATE OF MARKETING REPORTING & ANALYSIS

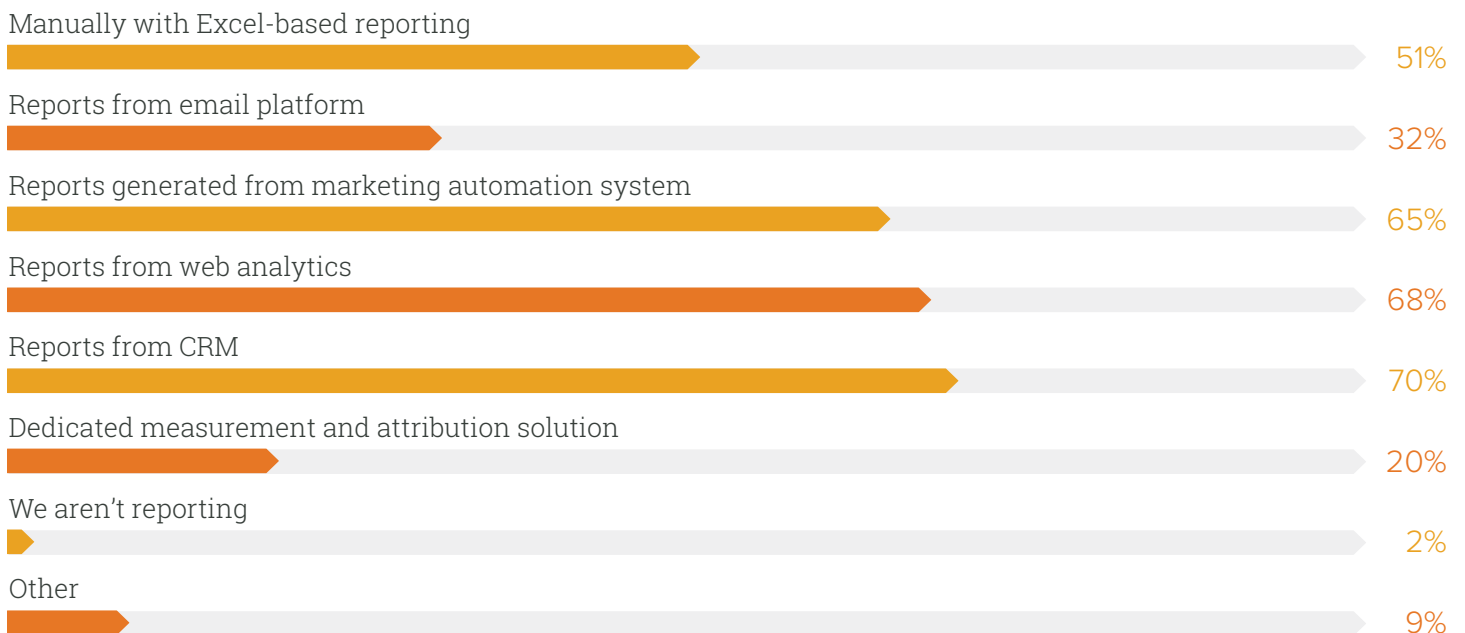
The study found that most marketers are making good use of the reporting tools available through their core CRM, email and marketing automation platforms to measure marketing results. While this is an effective foundation for most companies to track activity, the survey results also underscored the limitations of relying on these systems for sharing deeper insights into buyer behavior and reporting impact to other areas of the organization.

When asked how they are currently reporting marketing results within their organization:

- 70% said they are using reports from a CRM system;
- 68% are using web analytics reports;
- 65% are using reports from their marketing automation platforms (MAP);
- 51% are still generating reports manually with Excel-based reporting; and
- 32% are relying on reports from their email platform.

70%
of respondents
are reporting
marketing results
using their CRM
systems.

How are you currently reporting on your marketing results within your organization?
(Check all that apply)



Only 20% of respondents said they are using a dedicated measurement and attribution solution, 9% said they are using other solutions, such as BI tools or internally built dashboards, and 2% said they aren't reporting.

The process and systems being used for reporting were also consistent with the type of intelligence being gathered, with activity-based metrics topping the list of data marketers are currently analyzing. Top responses of the data being tracked included:

- 95% tracking web traffic;
- 94% measuring email click-through rates and open rates;
- 86% measure contact acquisition/form completions;
- 78% measure paid (76%) and organic (77%) search; and
- 60% track social engagement/shares.

In terms of where they are currently focusing their measurement, the responses were also consistent with the response- and activity-focused metrics generated by CRM and MAP systems, with 29% saying they track MQLs, 28% analyzing pipeline opportunities and 21% reporting on sales-qualified leads (SQLs).

The survey also underscored that the current limitations in measurement and reporting could be fueling the lack of alignment between marketing and sales. When asked which metrics sales uses to gauge marketing impact, the top responses were closed/won deals and SQLs (both 51%), followed by pipeline influenced (47%).

Although other areas of the survey clearly pointed to marketers using traditional response- and activity-focused campaign reporting, surprisingly 54% of respondents felt they were currently doing attribution analysis in their measurement. In fact, 50% felt they were doing multi-touch attribution, although only 20% said they had dedicated tools to do so.

Another survey finding contradicted true attribution capabilities of most organizations, with 38% saying they are not measuring marketing initiatives taking place in the middle of the funnel, and only 16% indicating they use multi-touch attribution mid-funnel.

When it comes to latter stages of the buying journey, respondents primarily measure the bottom of the funnel by closed/won (61%). Only 19% measure last-touch attribution bottom funnel.

The top metrics sales uses to gauge marketing impact were closed/won deals and SQLs (both 51%), followed by pipeline influenced (47%).

THE FUTURE STATE OF MEASUREMENT

While the survey showed much of current reporting and tracking is limited to specific channels and campaigns, marketers are clearly looking to graduate to more sophisticated metrics. When asked which metrics they would like to be able to analyze and report on:

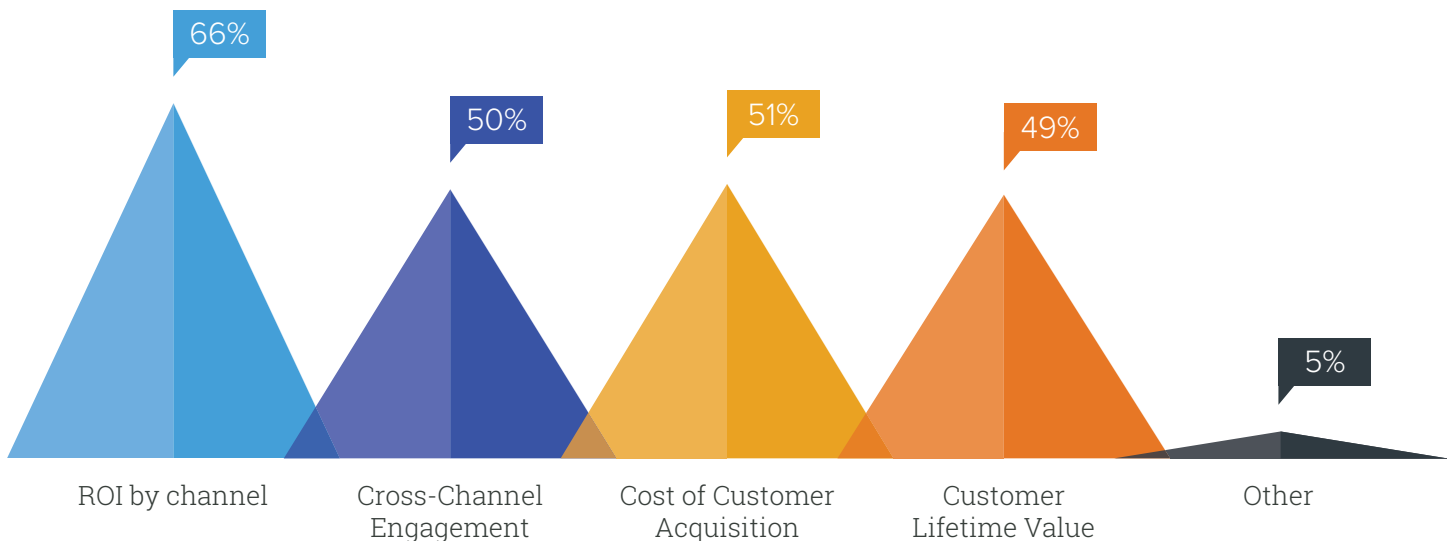
- 66% said ROI by channel;
- 51% said customer acquisition costs;
- 50% selected cross-channel engagement; and
- 49% said they would like to report on customer lifetime value.

Another clear area of emphasis in next generation measurement is around pipeline analysis. Currently, only 42% said they can measure pipeline influence, while another 40% plan to add that capability within the next year.

Given the huge emphasis on account-based strategies, the survey also showed growing interest and emphasis in deeper reporting around engagement. While only 48% of respondents said they currently measure account engagement, 40% plan to within the next year. Sixty percent measure social engagement, and only 38% measure direct-mail response.

48%
of respondents
said they currently
measure account
engagement.

Which of the following metrics would you like to use in the next 12-18 months?
(Check all that apply)



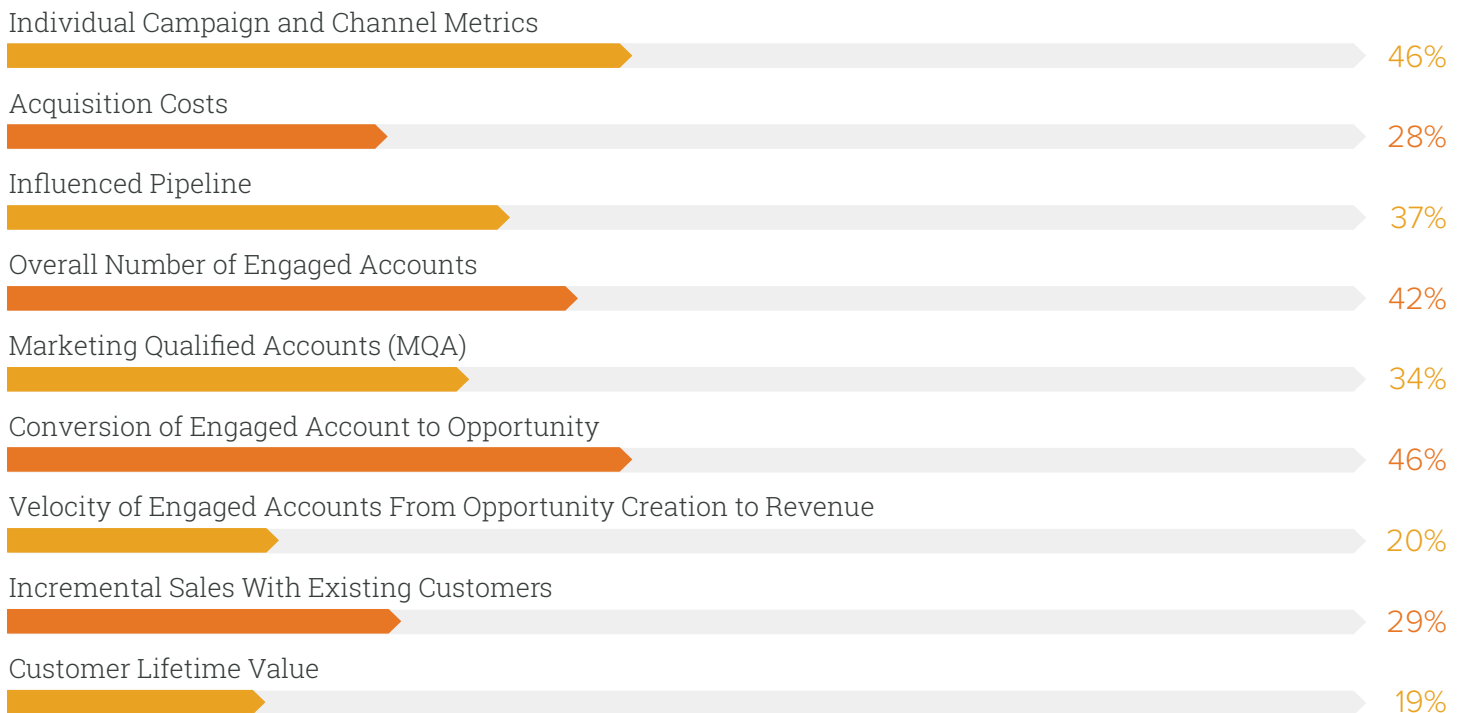
When asked which account-based metrics they are currently tracking, the majority indicated they are still limited to activity-focused metrics including:

- 46% tracking individual campaign and channel metrics;
- 46% tracking conversion of engaged account to opportunity;
- 42% tracking overall number of engaged accounts;
- 37% tracking pipeline influenced; and
- 34% tracking marketing-qualified accounts.

Additional responses to the survey also indicated that organizations are looking for deeper measurement capabilities to help benchmark their performance internally and externally, with write-in comments addressing “multi-touch metrics, lead-to-revenue tracking by channel campaigns and stage, as well as a desire to “see if we are meeting/beating our competitors” or a “need to know where we have to optimize or trim.”

46%
of respondents are tracking individual campaign and channel metrics when measuring ABM.

What are your primary metrics for measuring account-based marketing? (Choose top three)



CHALLENGES IMPEDING THE PROGRESS OF MEASUREMENT

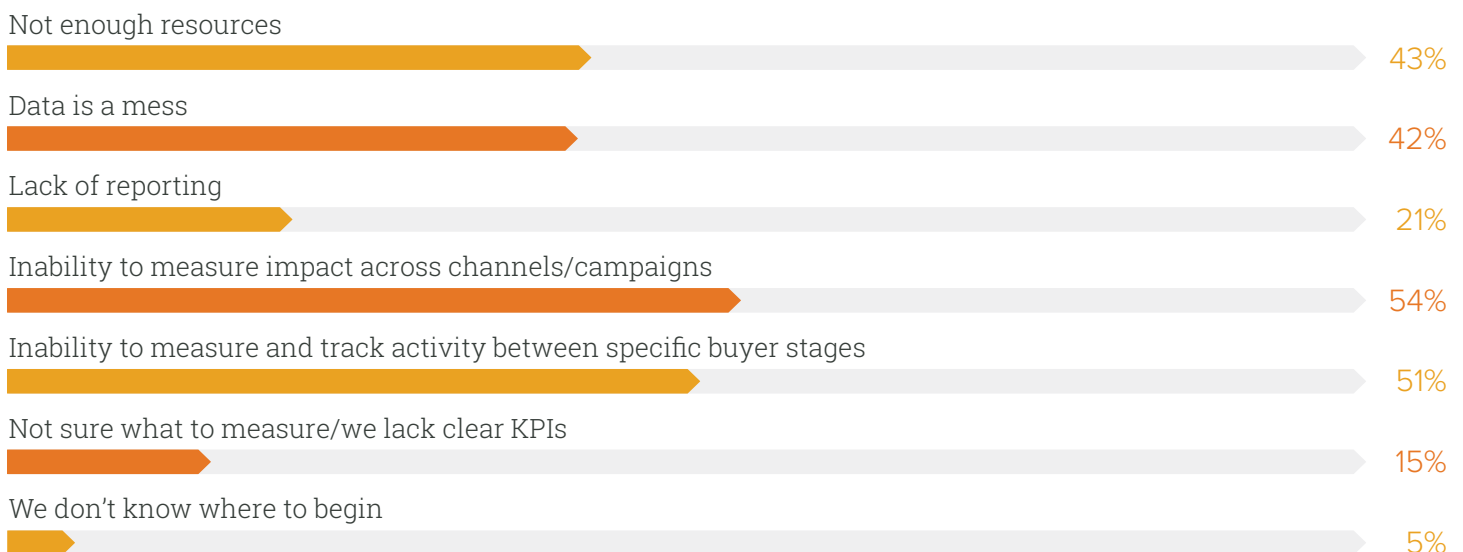
The survey found there are a variety of hurdles impeding on B2B marketers' abilities to measure their programs accurately and efficiently. The biggest challenges cited by respondents included:

- The inability to measure impact across channels/campaigns (54%); and
- The inability to measure and track activity between specific buyer stages (51%).

Marketing measurement is also limited by lack of resources—especially those of the human, financial and data variety. Forty-three percent of respondents said that they do not have enough resources to effectively measure marketing performance, while 42% say their messy database is also a challenge.

54%
of respondents
cited the inability
to measure impact
across channels/
campaigns as their
biggest challenge.

What are your biggest challenges to measuring and demonstrating marketing performance and impact?
(Check all that apply)



Beyond those hurdles, there is also still a learning curve around what to measure and how to measure it, with 15% saying they lack clear KPIs, and another 5% saying they don't know where to begin.

Marketers also expressed a desire to consolidate the data they are currently collecting from various systems and channels, with one respondent adding: "We are trying to get this in one view from one reporting team," and another adding "we are reporting from too many places, leading to confusion of results and ownership."

Another challenge marketers noted about current measurement is the lack of visibility into or the inability to report on velocity of how fast different content, channels and programs are moving people through the funnel.

Marketers expressed a desire to consolidate the data they are currently collecting from various systems and channels.



ABOUT THE SURVEY

The 2017 Marketing Measurement and Attribution Survey Report analyzed responses from 173 B2B marketing executives during the month of April 2017.

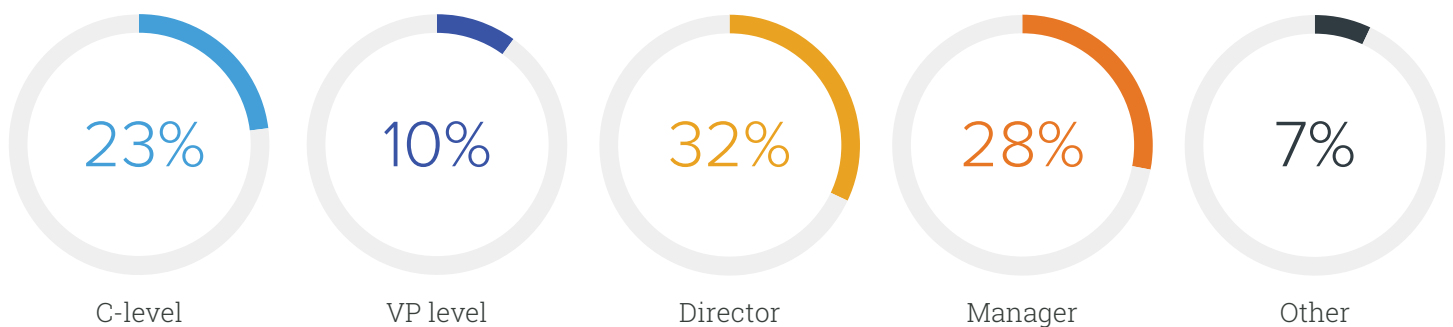
The respondent base was made up of a mix of roles and job levels:

- 32% were Director level;
- 28% were Manager level; and
- 23% were C-level.

The respondent base also consisted of a mix of industries and differently-sized organizations, with:

- 46% from companies having \$50 million or more annually; and
- 18% having revenue of \$500 million or more.


What is your job level?



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Demand Gen Report is a targeted online publication that uncovers the strategies and solutions that help companies better align their sales and marketing organizations, and ultimately, drive growth. A key component of the publication's editorial coverage focuses on the sales and marketing automation tools that enable companies to better measure and manage their multi-channel demand generation efforts.

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ABOUT THE AUTHOR




Brian Anderson is an avid B2B journalist with a knack for all things trendy in the automation, Big Data analytics, mobile & social realms of B2B marketing and sales.

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