

Boosts ROI with a Multi-touch Attribution Model

THE CHALLENGE

A global enterprise client was searching for a solutions execution partner with expertise in multi-touch attribution models. They were specifically looking for a partner who could build out an attribution process as well as develop an easy, scalable way to view data and draw conclusions based on the findings.

This client wanted to achieve deeper insight into how their business overall was performing and how small parts of a campaign influence the overall success of the entire campaign. They had large amounts of unparalleled data available, but no way to effectively analyze it or draw conclusions.

THE SOLUTION

Marrina Decisions worked with the client to implement the solutions which enabled stakeholders to:

- Understand the true impact of each touchpoint across their entire marketing funnel.
- Gain powerful insights to answer complex marketing questions.
- Boost marketing ROI with data-driven, multi-touch attribution.

We focused on building out a process that effectively measured the revenue impact key marketing campaigns had on the overall business. Once we had the process in place, our next hurdle was to create an easy way for stakeholders to view data in a way they would be able to draw conclusions from as well as see which areas were bringing in the most revenue.

Analyzing web data is always a challenge, so we set clear parameters around our focus. Since we needed to build the attribution model, as well as a process for tracking attribution, the initial phase focused solely on developing a scalable process for tracking all marketing-led initiatives and ensuring that attribution was applied to all campaigns. Once we had all tracking components and attribution logic in place, we were able to build out a comprehensive, data-driven dashboard that could serve as an attribution report for all campaigns.

THE RESULTS

With this partnership, we were able to help the enterprise client achieve robust multi-touch attribution models that enabled them to view their data in a scalable way, analyze the data in an informed way, and confidently draw conclusions based on the new data rendering.

The client was ecstatic about the following dashboard reports derived from the attribution:

- ▶ *Content Asset – specific content titles.*
- ▶ *Content Type – videos, blogs, case studies, reports, ebooks.*
- ▶ *Channel/Medium – website, organic social, paid social, email.*
- ▶ *Campaign – events, newsletters, product releases, webinar.*
- ▶ *Lead Source – inbound, events, partner referrals.*
- ▶ *Funnel History by Month - how many MQLs were created last month.*
- ▶ *Current Funnel Inventory by Stage - how many people are currently in the MQL stage.*
- ▶ *Funnel Conversion Report - how many / how quickly did MQLs convert to other stages.*
- ▶ *Campaign Performance Report - how many MQLs came directly from that campaign.*
- ▶ *Campaign Influence Report - how many opportunities were influenced by that campaign.*

Marrina Decisions Can Help You Develop a Successful Attribution Model

If your company is looking to achieve the same results, contact us to find out how we can empower your team and provide solutions.

Marrina Decisions has a proven track record of helping clients execute multi-channel campaign execution utilizing their expertise and detailed processes, and we'd like to help you do the same. Contact us today to find out how we can bring winning results to your next marketing campaign.

CONTACT US TODAY!