

2022

2022 MARKETING MEASUREMENT & ATTRIBUTION SURVEY

Measurement Strategies Lag As Data Silos, Lack Of Resources Continue To Plague B2B Teams



EXECUTIVE SUMMARY

Marketing teams face increasing pressure to measure the impact of their initiatives and prove their organizational value.

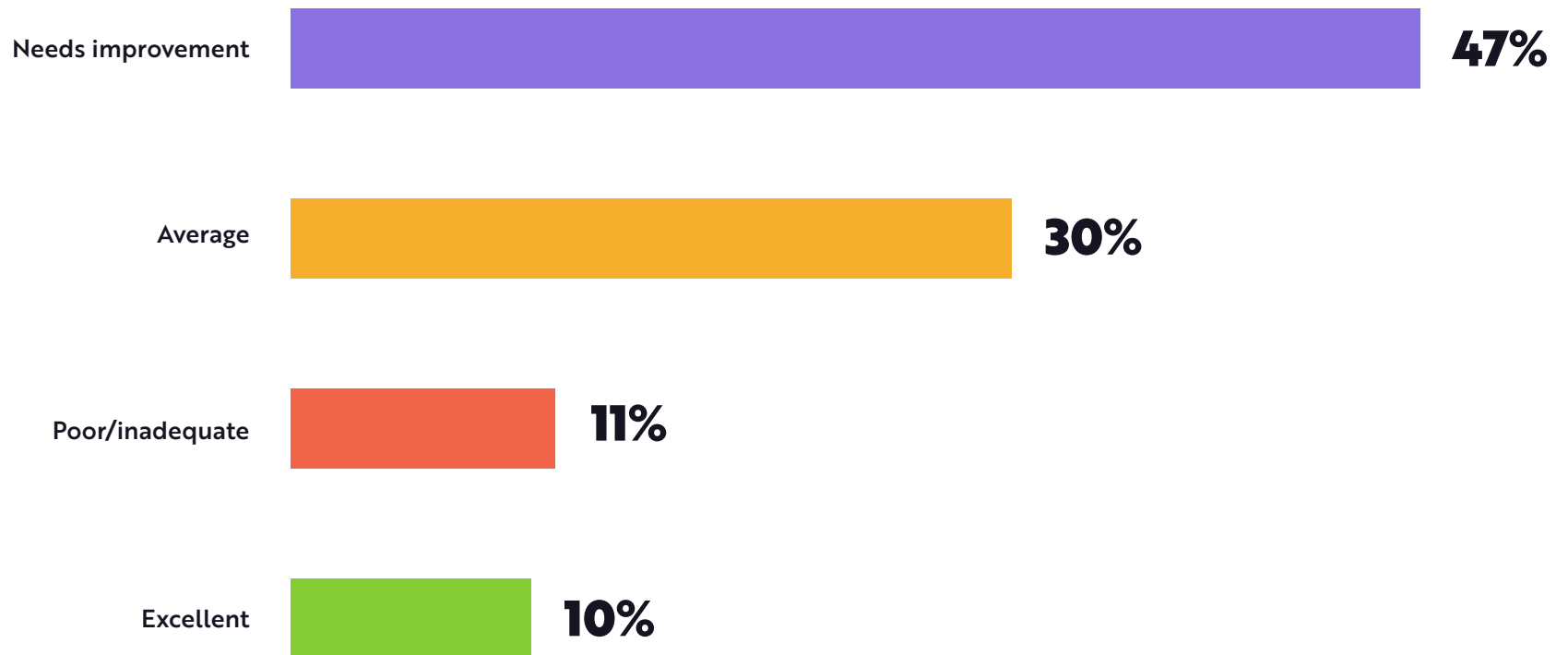
According to new research from *Demand Gen Report*, two-thirds of B2B marketing executives (66%) said marketing measurement and reporting is a growing priority within their organization. But findings from the “2022 Marketing Measurement & Attribution Survey” show current measurement initiatives are significantly lagging.

A staggering 10% said their company’s current ability to measure and analyze marketing performance and impact is excellent — down slightly from 15% last year. Meanwhile, 30% rated their programs as average, 58% said their ability to measure marketing efforts is inadequate or needs improvement and 3% said they are not measuring marketing at all.

As B2B teams look to deploy more advanced marketing strategies, including personalization, ABM and multichannel tactics, having the tools to measure marketing’s impact and success is vital. This report will analyze the current state of marketing measurement and attribution programs, including the main drivers for gathering deeper metrics. Among the other topics covered:

- How the metrics used to measure marketing’s success compare amongst sales and marketing divisions;
- Major challenges — such as messy, siloed data — that are preventing B2B organizations from accurately measuring marketing’s impact;
- How ABM is driving the need for deeper analytics; and
- Marketers’ goals for better measurement and attribution over the next 12 to 18 months.

HOW WOULD YOU RATE YOUR COMPANY'S CURRENT ABILITY TO MEASURE AND ANALYZE MARKETING PERFORMANCE AND IMPACT?



B2B TEAMS STRUGGLE TO TRACK BUYER STAGES, CONNECT SILOED DATA

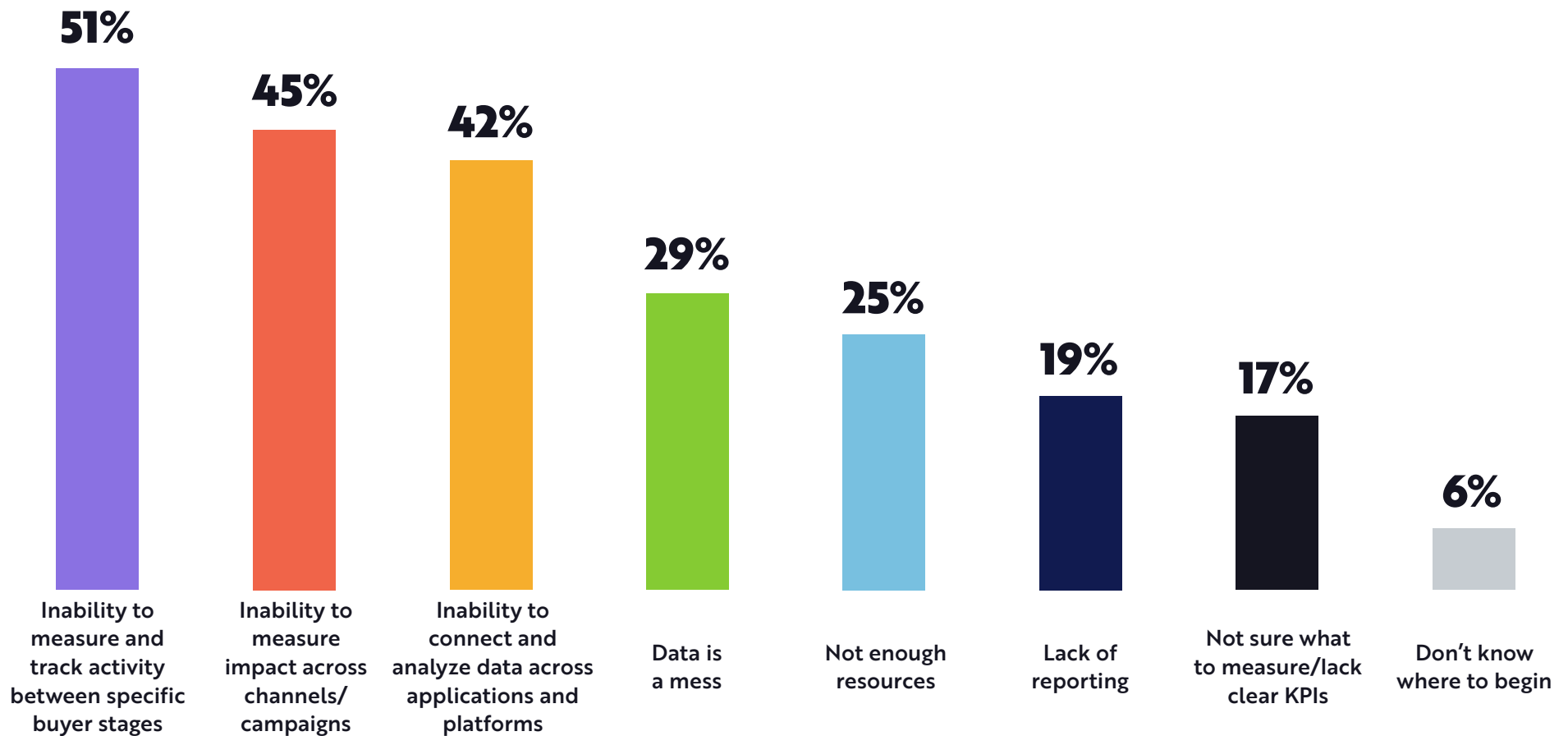
The survey findings revealed that many marketers face difficulties stitching together the buyer's journey and disjointed data. An inability to measure and track activity between specific buyer stages was cited by 51% of respondents as their top challenge to analyzing marketing performance and impact — up from 46% last year. This was closely followed by 45% who said they could not measure impact across channels/campaigns, which is on par with last year's findings. An inability to connect and analyze data across applications and platforms, which was ranked as the top challenge in 2021, fell from 51% to 42%. Other obstacles include:

- Messy data (29%);
- Not enough resources (25%);
- Lack of reporting (19%);
- Not sure what to measure or unclear KPIs (17%); and
- Don't know where to begin (6%).

Organizational issues were echoed in the write-in responses. One person noted that their team is unable to “map an activity with a lead,” while another cited “lack of clear information flow/feedback loop between departments.”

To make matters worse, more than one-third of respondents (35%) are currently reporting on marketing results manually using Excel. In fact, only 7% are using a dedicated measurement and attribution solution. Instead, many are relying on reports from web analytics (52%), customer relationship management systems (44%), marketing automation systems (43%) and email platforms (32%). But unless organizations are able to connect the insights from these various platforms, marketing teams cannot get a complete view of their impact on the buyer's journey.

WHAT ARE YOUR BIGGEST CHALLENGES TO MEASURING AND DEMONSTRATING MARKETING PERFORMANCE AND IMPACT?



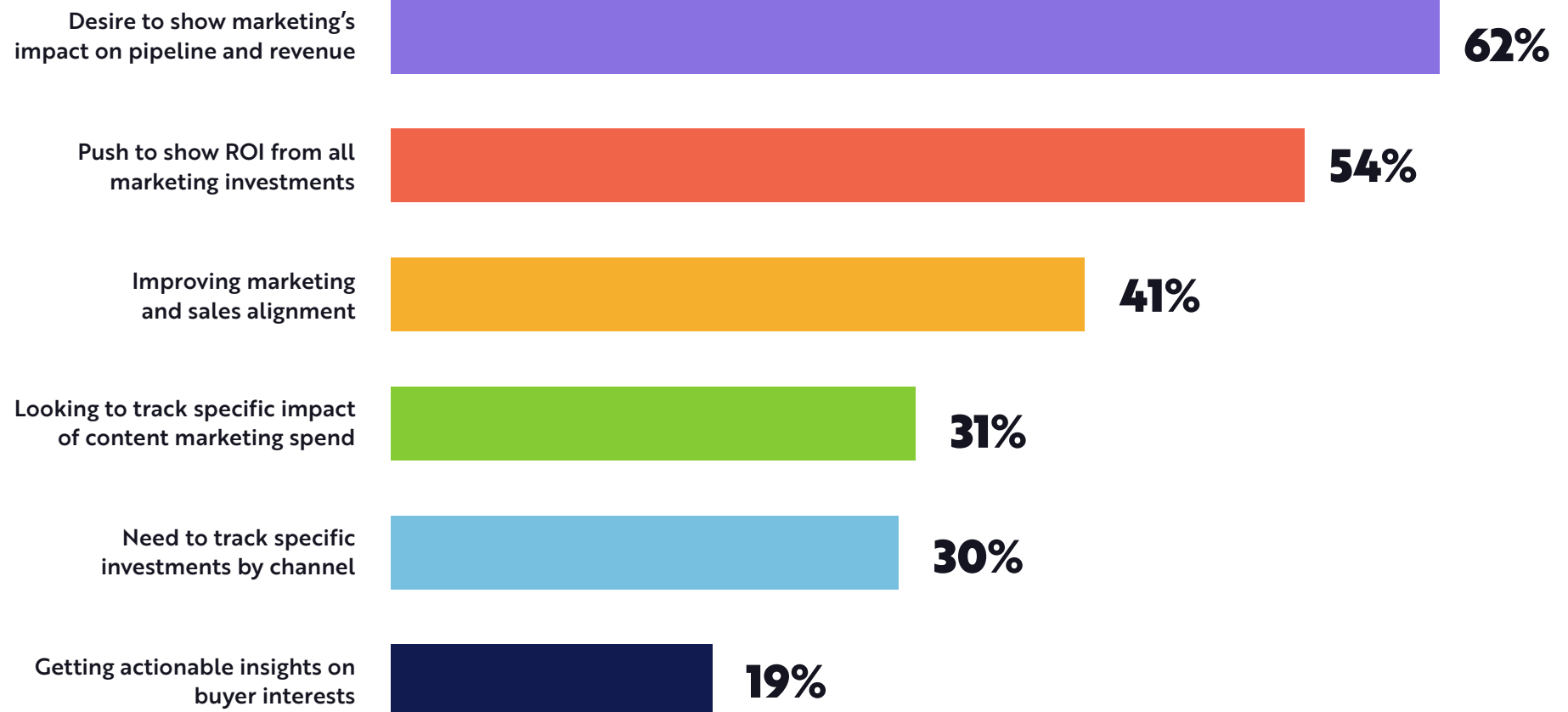
REVENUE IMPACT, SALES ALIGNMENT TOP DRIVERS FOR MEASURING MARKETING'S IMPACT

A common trend among respondents was the growing desire to gather deeper marketing performance metrics for revenue purposes. Nearly two-thirds (62%) cited a need to show marketing's impact on pipeline and revenue, while 54% said they are being pushed to prove ROI of all marketing investments. In addition, 31% said they are looking to track specific impact of content marketing spend and 30% said they need to track specific investments by channel.

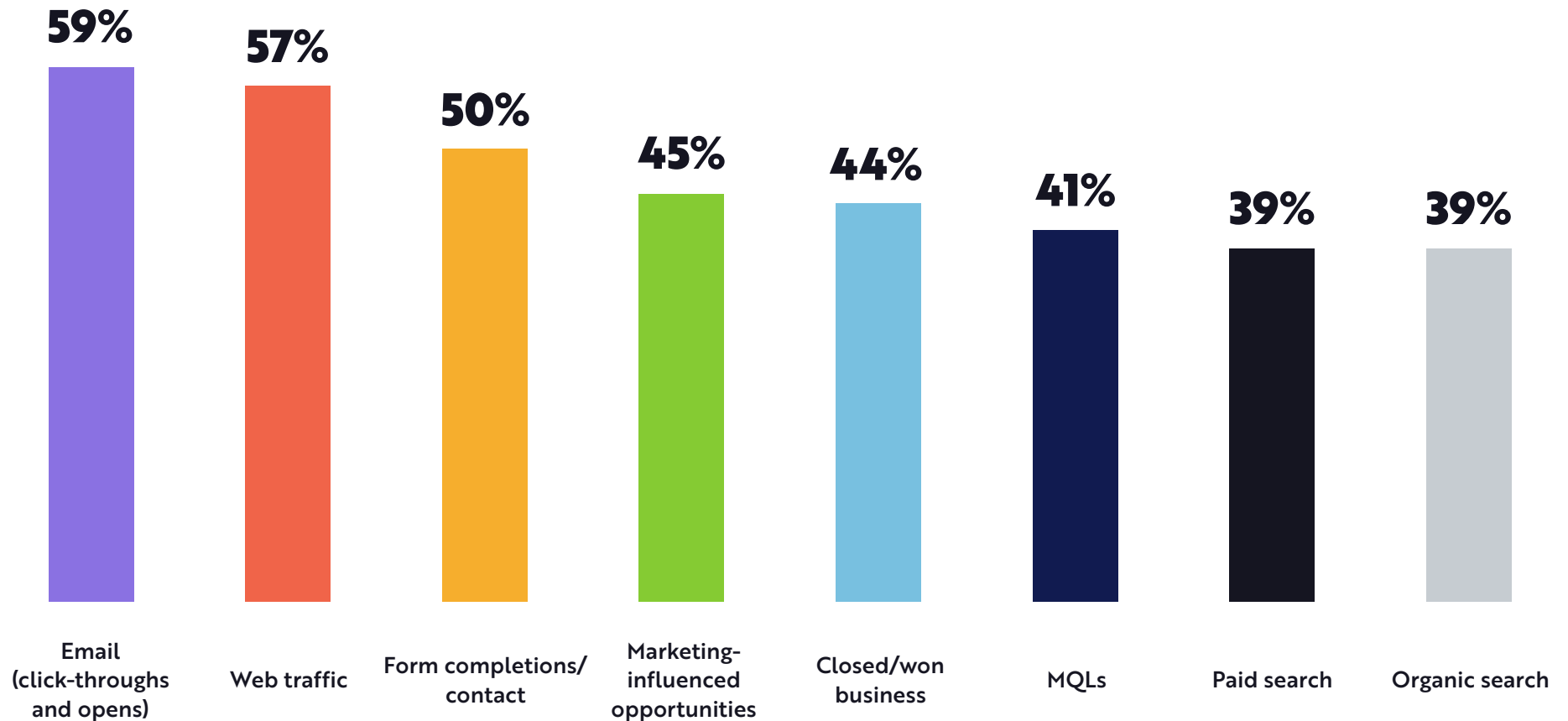
Among the other top motivators for improving marketing measurement and attribution processes was the desire to better align marketing and sales teams, as noted by 41% of respondents. This is particularly interesting, given that the findings show some discrepancies between the top metrics used by marketing and sales teams to measure marketing impact.



WHAT ARE SOME OF THE DRIVERS INCREASING YOUR FOCUS ON OR NEED FOR DEEPER METRICS?



WHICH OF THE FOLLOWING AREAS ARE YOU CURRENTLY TRACKING AND ANALYZING?



According to the survey results, deals closed/won is the top metric that marketing teams focus on for campaign measurement (50%) – moving up from second place last year, despite a slight dip from 55% previously. Marketing qualified leads, which held first place at 63% in 2021, dropped to 40% this year and slid to the second-most popular metric. This was followed by pipeline opportunity (37%), sales qualified leads (27%), new logos acquired (26%) and consumer impressions and engagement (26%).

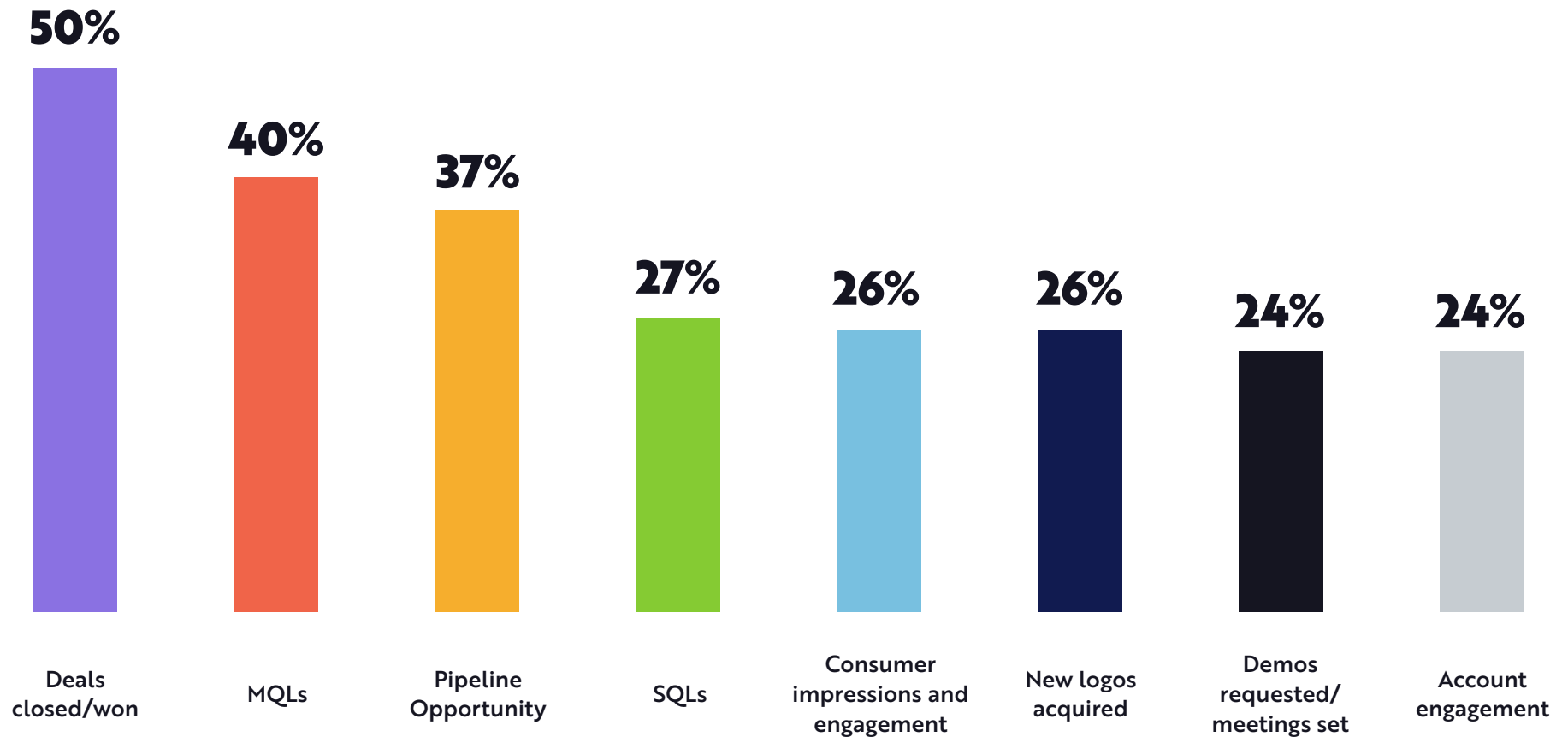
By contrast, the top metric used by sales teams to measure marketing's impact is account engagement (34%). Other major sales metrics include:

- Deals closed/won (33%);
- Marketing qualified leads (31%);
- Pipeline opportunity/pipeline influenced (30%);
- Sales accepted leads (29%); and
- Sales qualified leads (27%).

Deals closed/won is the top metric that marketing teams focus on for campaign measurement (50%).



WHAT ARE THE METRICS YOU FOCUS ON MOST FOR CAMPAIGN MEASUREMENT?



GROWING FOCUS ON ATTRIBUTION ANALYSIS, BUT FULL-FUNNEL METRICS LACKING

Nearly half of respondents (48%) said they are doing attribution analysis in their marketing measurement – a noteworthy increase from 41% last year. Attribution is a central component of marketing measurement, as B2B teams must be able to break down how various channels impacted the buyer's path to purchase.

When asked about the types of attribution they are tracking, top responses included multi-touch attribution (58%) and velocity (51%). However, the results revealed that only 14% are conducting a full account analysis for attribution.

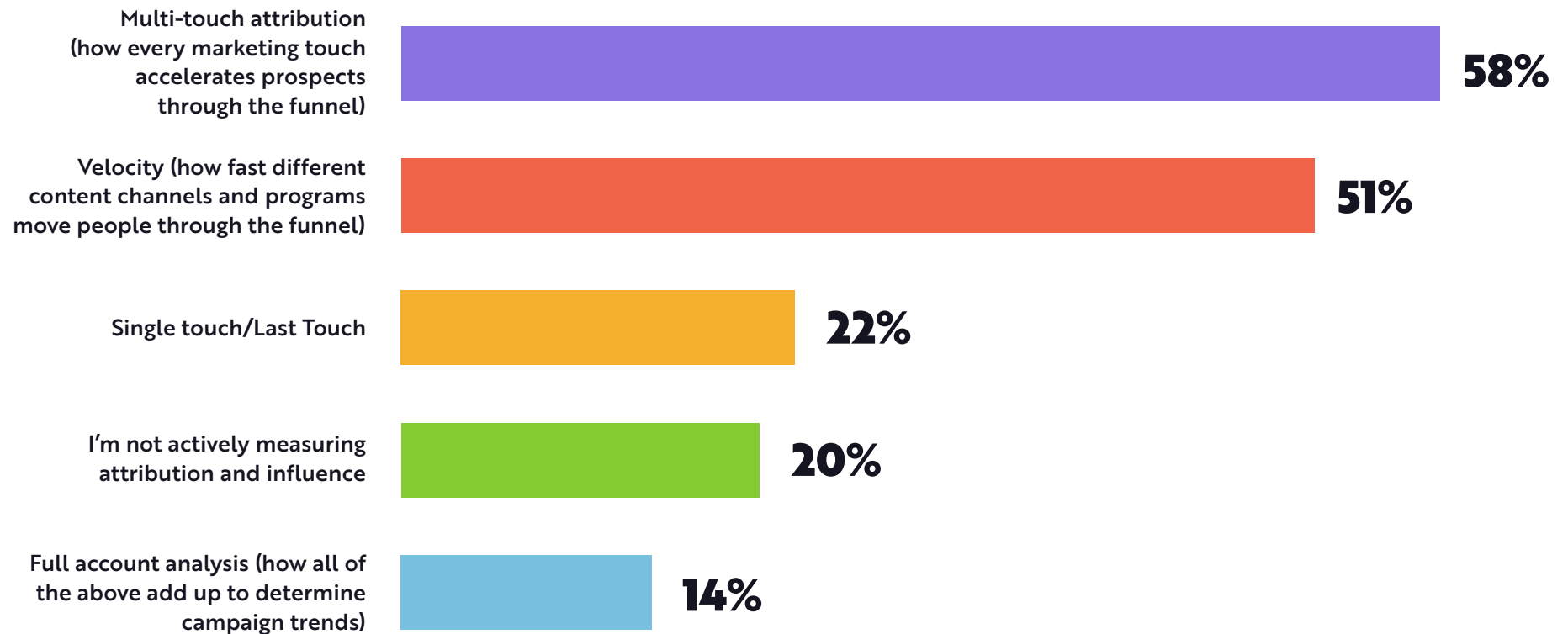
Similarly, the findings show that a significant number of B2B teams are not prioritizing full-funnel metrics. Nearly 30% said they do not measure marketing in the middle of the funnel, while 41% admitted they do not measure campaigns at the bottom of the funnel.

Amongst those who do track middle-of-the-funnel metrics, 46% said they measure lead conversion from MQL to SQL to opportunities and closed/won, 31% evaluate conversion velocity and 18% assess multi-touch attribution for multiple channels. Meanwhile, the most popular metrics for the bottom of the funnel are opportunities converted to closed/won (55%) and late-touch attribution (16%).

48% of respondents said they are doing attribution analysis in their marketing measurement.



WHAT TYPE OF ATTRIBUTION ARE YOU TRACKING/MEASURING?



SHIFT TO ABM ACCELERATING NEED FOR DEEPER METRICS

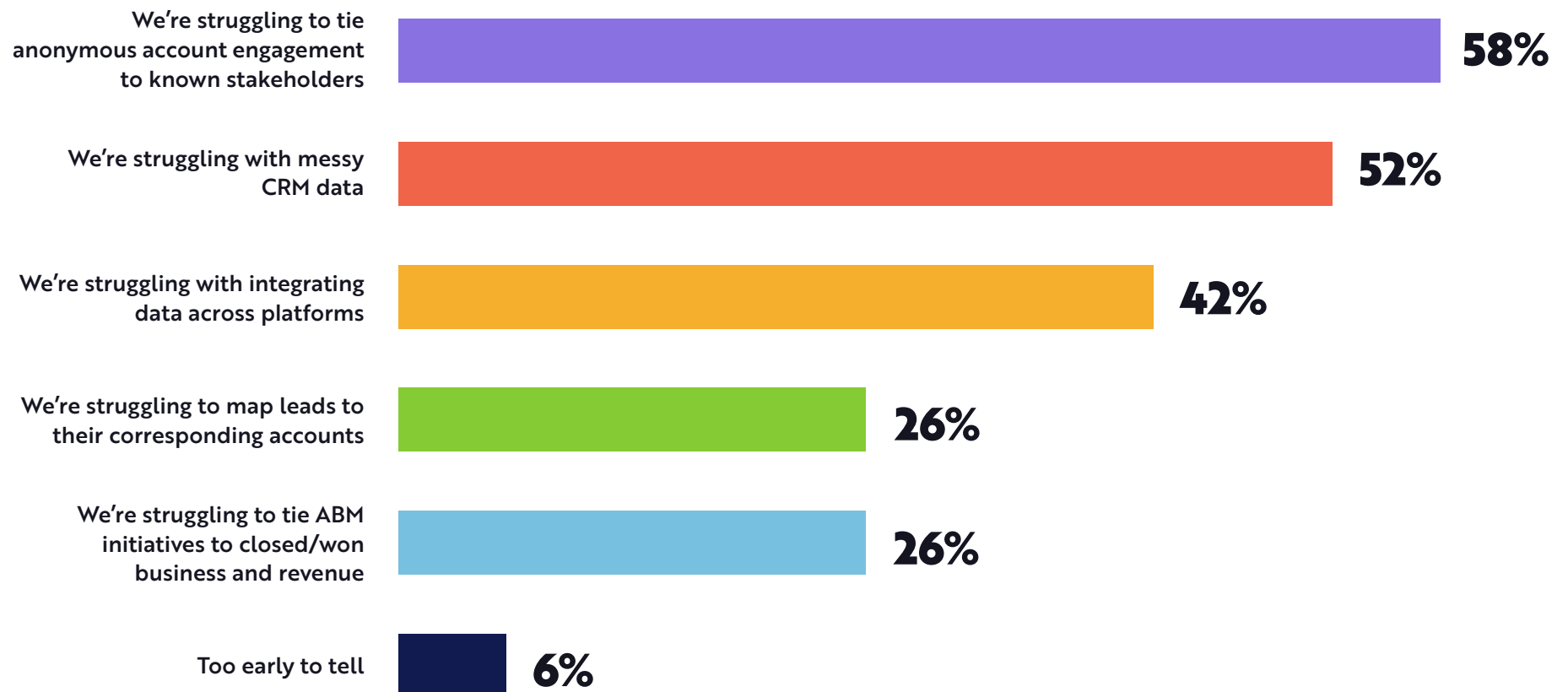
As ABM becomes a growing priority for B2B organizations, many are rethinking their measurement strategies. Currently, 77% of marketing professionals are utilizing a mix of ABM and traditional inbound metrics. Meanwhile, 22% are doing separate measurement and attribution for their ABM programs, while 62% said they plan to implement separate ABM measurement and analysis within the next 12 months.

Organizations that are experimenting with ABM also show an interest in deeper insights. According to the survey results, the top three ABM metrics include conversion of engaged account to opportunity (55%), individual campaign and channel metrics (52%) and overall number of engaged accounts (42%). In addition, 23% are tracking incremental sales with existing customers and 19% are measuring acquisition costs.

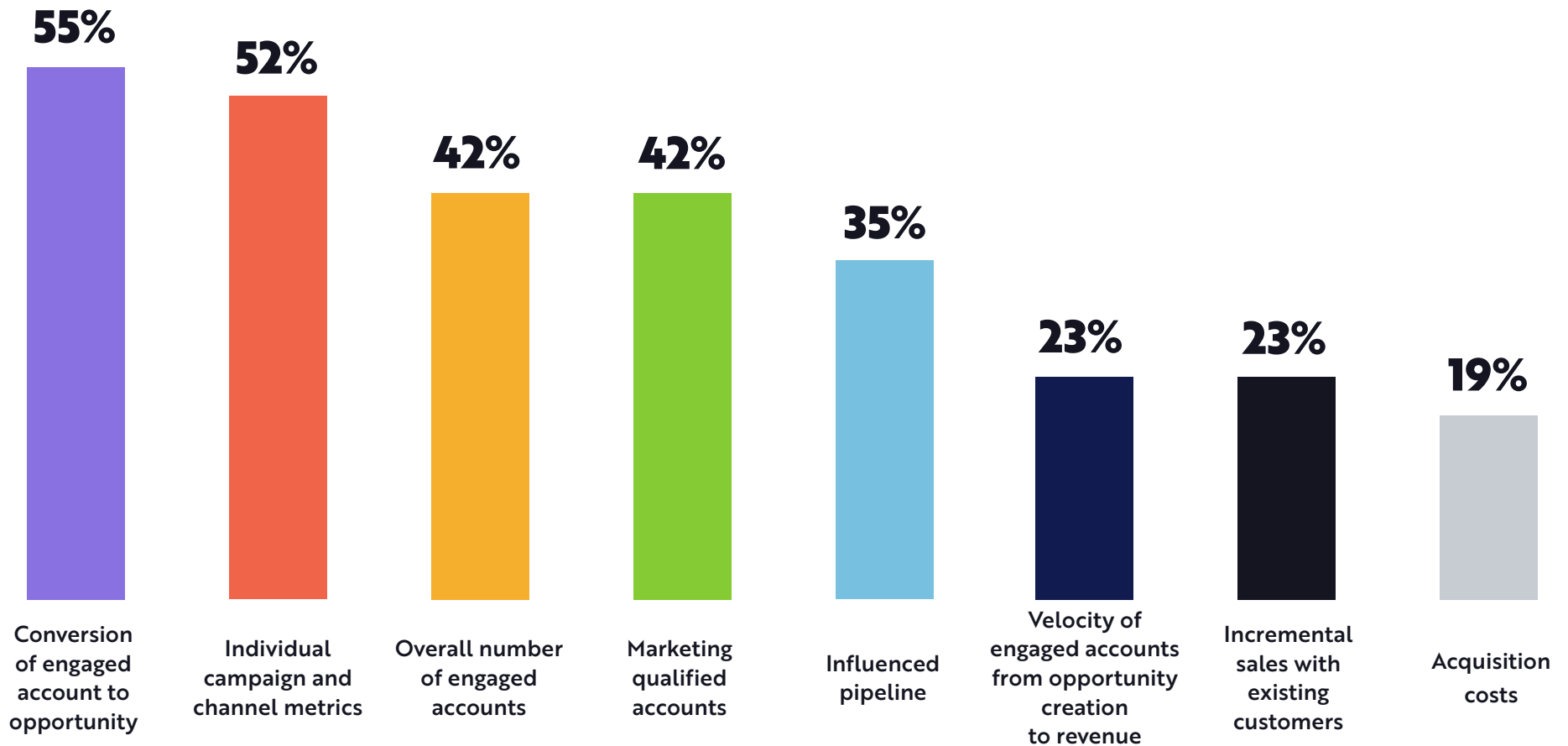
But gathering these insights is easier said than done. Respondents cited a handful of challenges that are hampering their ability to effectively measure ABM efforts. Chief among them are issues tying anonymous account engagement to known stakeholders (58%) and messy CRM data (52%). Other struggles include:

- Integrating data across platforms (42%);
- Mapping leads to their corresponding accounts (26%); and
- Tying ABM initiatives to closed/won business and revenue (26%).

WHAT ARE YOUR CURRENT CHALLENGES FOR EFFECTIVELY MEASURING YOUR ACCOUNT-BASED MARKETING EFFORTS?



WHAT ARE YOUR PRIMARY METRICS FOR MEASURING ACCOUNT-BASED MARKETING?



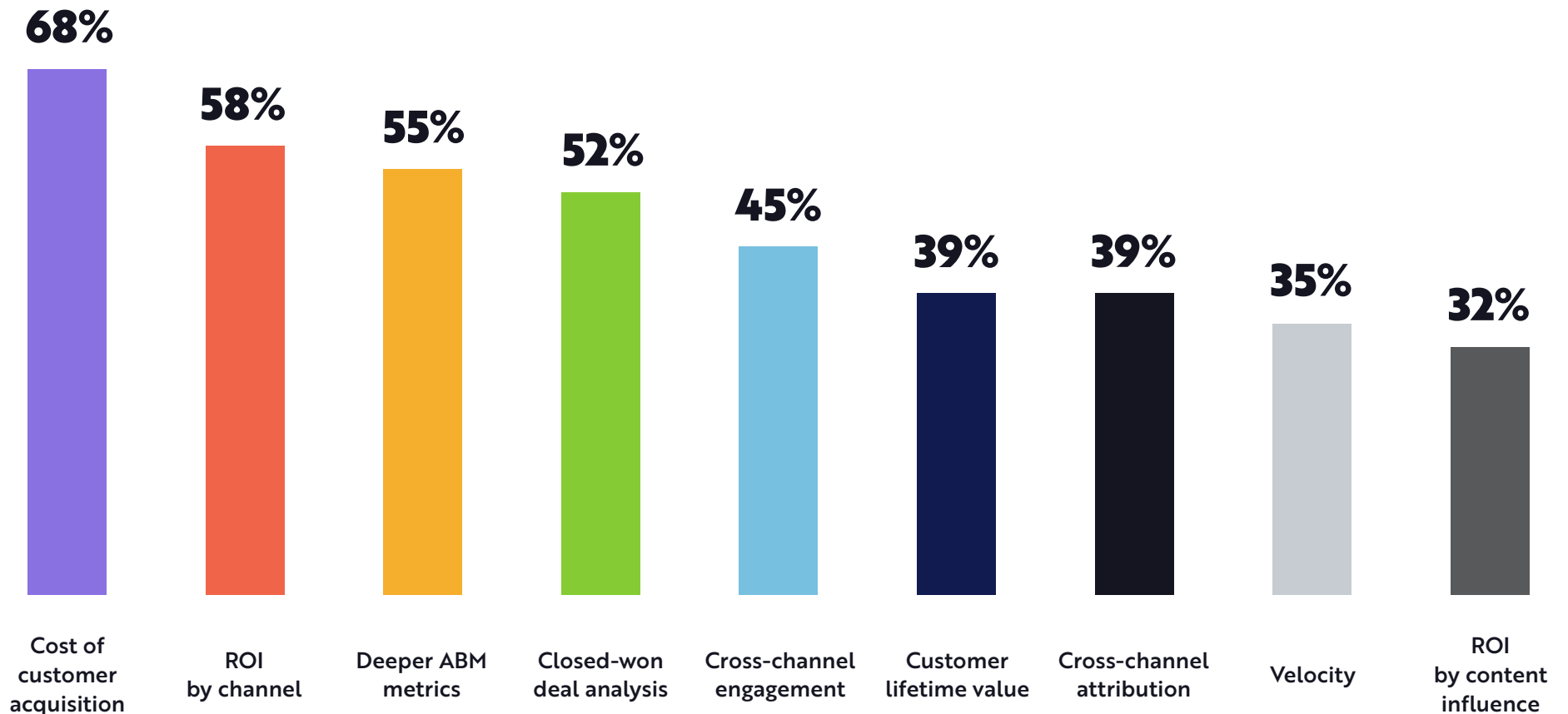
CONCLUSION

An effective marketing measurement and attribution strategy is becoming a must-have as today's marketing teams are increasingly expected to prove their organizational value. Findings from the "2022 Marketing Measurement & Attribution Survey," however, revealed a large gap between the desire for a streamlined, omnichannel marketing measurement and attribution program and the reality of where most measurement initiatives currently are.

While marketers are making some strides in areas like attribution analysis and gathering deeper engagement metrics to power their ABM programs, many still struggle to connect siloed data and track activity across the entire buyer's journey. Looking ahead, it is encouraging to see that many marketers are interested in moving beyond vanity metrics to more advanced insights that analyze engagement and business impact. Among the top metrics that B2B teams want to track in the next 12 to 18 months are:

- Cost of customer acquisition (68%);
- ROI by channel (58%);
- Deeper ABM metrics (55%);
- Closed/won deal analysis (52%); and
- Cross-channel engagement (45%).

WHICH OF THE FOLLOWING METRICS WOULD YOU LIKE TO USE IN THE NEXT 12-18 MONTHS?



ABOUT SURVEY

The 2022 *Marketing Measurement and Attribution Survey* includes responses from 176 B2B marketing executives, a majority of which (80%) are based in the U.S. Among the marketers surveyed, 49% are managers, 22% are directors, 12% are at the VP-level and 11% belong to the C-suite. The respondents represent a wide range of industries, including software/technology (34%), retail (21%), financial services (15%), business services/consulting (11%) and consumer products (9%).





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