HOW TO BRING MULTI-TOUCH ATTRACTION TO YOUR MARKETING MIX
Sr. Account Executive at Arketi Group

Formerly with Cloud Sherpas (Accenture) and ABM

5+ years of Marketing Automation experience – Pardot, Marketo, SharpSpring

@danielhearle
danielhearle
WHAT IS IT?

How we should all be doing it!
We’re measuring first touch, isn’t that the same thing?

The marketing buzzword of (insert year)?
Passing fad
Sounds great...but also sounds extremely time consuming

Does this involve analytics?
I don’t know what it is, but it sounds dirty

Just another marketing trend?
Something I’ve been doing for years!

Isn’t this part of ABM?

How does this affect my KPIs?

How we should all be doing it!

This is about measuring all touch points, right?
Quick Poll of Practitioners

Poll of 25 industry professionals in the Atlanta area

64% said they are doing attribution analysis

What are they measuring?
• 48% said multi-touch
• 39% said first touch
• 22% said last touch
WHY MULTI-TOUCH ATTRIBUTION?
WHEN DO THEY ENTER?

WHEN DO THEY CONVERT?
yada yada yada
AN IDEAL WORLD
HOPEFUL REALITY
TRUE REALITY

Decision Makers
Influencers
Users
You YADDA YADDA’D over the best part!
HOW MULTI-TOUCH HELPS

Moves us from merely looking at the first and/or last touch points to looking at the whole lead lifecycle

Brings true value to marketing efforts by showing the effectiveness of each channel

Allows marketing to objectively look at the (in)efficiencies of each channel

Prepares marketing to make informed decisions regarding changes to marketing plans
Hey you, yes you. You can do it.
If you have a marketing automation system and a CRM, you can start implementing multi-touch attribution today.
The key to success?
Marketing initiatives must have a corresponding campaign and a completion action

Your automation system should be set up to add members to each campaign
Webinar
Asset downloads
Tradeshows
PPC
Web forms
USING YOUR EXISTING TOOLS
## Using Your Existing Tools

### Additional Information
- **Primary Campaign Source**: Webinar--New Business Development Ecosystem--Jan 2015
- **Lead Source**: Web - Stay Informed
- **Description**:

### System Information
- **Created By**: Lindsey Bartow, 4/15/2015 11:09 AM
- **Last Modified By**: Lindsey Bartow, 5/18/2015 10:33 AM

### Open Activities
- No records to display

### Activity History
- No records to display

### Contact Roles
<table>
<thead>
<tr>
<th>Action</th>
<th>Contact Name</th>
<th>Account Name</th>
<th>Email</th>
<th>Phone</th>
<th>Role</th>
<th>Primary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edit</td>
<td>Ashley James</td>
<td>SolidBranding.com</td>
<td><a href="mailto:ajames@solidbranding.com">ajames@solidbranding.com</a></td>
<td></td>
<td>Evaluator</td>
<td></td>
</tr>
<tr>
<td>Edit</td>
<td>Brenda McIure</td>
<td>Cardinal Inc.</td>
<td><a href="mailto:brenda@cardinal.net">brenda@cardinal.net</a></td>
<td>(847) 262-5600</td>
<td>Decision Maker</td>
<td></td>
</tr>
</tbody>
</table>

### Campaign Influence
<table>
<thead>
<tr>
<th>Action</th>
<th>Campaign Name</th>
<th>Contact Name</th>
<th>Contact Role</th>
<th>Responded</th>
<th>Primary Campaign Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edit</td>
<td>Conference--The Newfangled Seminar--Apr 2016</td>
<td>Ashley James</td>
<td>Evaluator</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Edit</td>
<td>CTA--Contact Us</td>
<td>Brenda McIure</td>
<td>Decision Maker</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Edit</td>
<td>Webinar--Past Webinar Purchase</td>
<td>Brenda McIure</td>
<td>Decision Maker</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Edit</td>
<td>Webinar--New Business Development Ecosystem--Jan 2015</td>
<td>Brenda McIure</td>
<td>Decision Maker</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Edit</td>
<td>CTA--Stay Informed</td>
<td>Brenda McIure</td>
<td>Decision Maker</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
USING YOUR EXISTING TOOLS

Top 5 Most Influential Campaigns this Year

<table>
<thead>
<tr>
<th>Campaign Name</th>
<th>Sum of Opportunity Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference—The Newfangled Seminar—Apr 2015</td>
<td>$630K</td>
</tr>
<tr>
<td>CTA—Contact Us</td>
<td>$385K</td>
</tr>
<tr>
<td>CTA—Stay Informed</td>
<td>$315K</td>
</tr>
<tr>
<td>Webinar—New Business Development Ecosystem—Jan 2015</td>
<td>$255K</td>
</tr>
<tr>
<td>Webinar—Missing Steps to Cross-Selling and Onboarding—May 2014</td>
<td>$185K</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$1.86M</strong></td>
</tr>
</tbody>
</table>

Primary Campaign Source of All Opportunities Created This Year

<table>
<thead>
<tr>
<th>Campaign Name</th>
<th>Sum of Opportunity Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>CTA—Contact Us</td>
<td>$530K</td>
</tr>
<tr>
<td>Purchased List—The List, Inc.—January 2013</td>
<td>$170K</td>
</tr>
<tr>
<td>Agency Partnership</td>
<td>$130K</td>
</tr>
<tr>
<td>Webinar—New Business Development</td>
<td>$110K</td>
</tr>
<tr>
<td>Ecosystem—Jan 2015</td>
<td></td>
</tr>
<tr>
<td>Conference—The Newfangled Seminar—Apr 2015</td>
<td></td>
</tr>
<tr>
<td>Agency Group</td>
<td>$100K</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$1.6M</strong></td>
</tr>
</tbody>
</table>

Prospect Engagement this Year (by Campaign Type)

- Conference: 39 members added
- Webinar: 62 members added
- Purchased List: 62 members added
- Web Form: 46 members added

Primary Campaign Source of Won Opportunities this Year

- Total: $185,000

Primary Campaign Source of Lost Opportunities this Year

- Total: $75,000

Opportunities without a Primary Campaign Source

- Total: $300,000
HOW TO BE SUCCESSFUL

Be specific in your campaign mapping – each webinar, event, content piece, etc. should have its own campaign

Regularly monitor your campaigns to see what is working and what is not, and adjust accordingly

Be patient – the initial set up will take a little time, but the results will be more than worth it
CRM and automation tools can get you started, but there are additional platforms that can improve your attribution success:

- **bizible**: Marketing analytics and attribution software
- **Full Circle Insights**: Marketing measurement automation
- **Engagio**: Account-based marketing analytics and sales automation software
- **Tealium**: Enterprise-tag management and marketing software
- **brightfunnel**: Marketing attribution and forecasting software
YOU CAN DO IT

TRACKING ALL OF MY TOUCH POINTS

LOOKING LIKE A MARKETING SUPERHERO
QUESTIONS?