SESSION:

Lead Attribution Versus Marketing Contribution

Lead Attribution Versus Marketing Contribution

Intermediate | Industry

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Speaker Agenda

What's going on here?

Time	Agenda	Extra Info
4 mins	Lead Attribution vs. Campaign Contribution	
10 mins	Implementing Attribution	
10 mins	Implementing Campaign Contribution	Questions at the end

Attribution vs. Contribution

Definitions

What is lead attribution & why is it relevant?

Marketing and sales run different activities to generate or capture new leads. To ensure we know which activities gives us the most and best leads, we need to track the origin of these leads. This is lead attribution: being able to “attribute” / assign the origin of a lead to a channel or campaign (e.g. we got this lead via organic search).

Note: Lead attribution can sometimes be confused with conversion point. It shouldn’t.

What is campaign contribution & why is it relevant?

Usually, to get a new client, we need to run several marketing and sales activities. These range from high tech, such as SEM or social media campaigns, to high-touch activities, such premium events. In fact, studies have shown that seven different touchpoints are required to convert a first-time visitor to a client. Campaign contribution is the way to understand which have a better impact in the sales cycle and to give us visibility in terms of ROI.

Implementing Lead Attribution

It’s a 5-step process…

The 1st step is to select the lead sources

This process starts with the selection of lead sources to use. There are several levels that we can set to track our lead source, from a high-level approach, ideally used in reports, to a detailed approach at the activity level.

1st level	2nd level	3rd level	4th level	5th level
Marketing / Sales	Inbound	Inbound Inquiry – Phone	General phone line	Department Line
		Inbound Inquiry – Phone	KAM's Mobile Phone	KAM's name
		Inbound Inquiry – e-Mail	General e-mail	Sales email
		Inbound Inquiry – e-Mail	KAM's e-mail	KAM's name
Sales	Social Media	Sales prospecting – LinkedIn		
	Outbound	Sales prospecting – Other		
	Outbound	Sales prospecting - E-mail		
	Outbound	Sales prospecting - Phone Call		

The 1st step is to select our lead sources

1st level	2nd level	3rd level	4th level	5th level
Marketing	Social Media	MKT - Paid Social Media Ads	Paid LinkedIn Adverts	LinkedIn Campaign
			LinkedIn Lead Capture forms	LinkedIn Campaign
		MKT - Organic Social Media	LinkedIn Organic	LinkedIn Campaign
	Search Engine	MKT - Paid Search Ads	Google Ads	Google ad campaign
			Bing Ads	Bing Ad campaign
		MKT - Organic Search	Google Natural Search	Campaign
			Bing Natural Search	Campaign
	Events	MKT - Trade Shows	Trade Show Sponsorship	Event name
			Trade Show Booth visit	Event name
		MKT - Partner events	Keynote Speaker	Event name
	Bought List	MKT - Industry bought list	Industry bought list	Supplier + list name
		MKT - Generic bought list	Industry bought list	Supplier + list name
	Marketing Direct	MKT - Direct	-	-
	Referral	MKT - Native Articles	Referral Website	
		MKT - Press	News Release	
		MKT - Partner	Partner Name	
		MKT - Business Directory	Referral Website	

The 2nd step is to update Salesforce & Pardot

Once we have defined the lead sources, we need to implement it in the CRM and Pardot.

1. Update the CRM field and then map it to Pardot, to ensure both systems are aligned

2. Select a default value for all sales-generated leads, so it is easier for sales to create leads and avoid error messages

3. Ensure all reports and dashboard filters are using the new options from the lead source field, so no values are missing

The 3rd step is to create the Pardot automations

Pardot, by default, identifies visitors coming from certain vendors such as Google, Yahoo!, Bing, Twitter, LinkedIn, Facebook, Wikipedia, Quora, TechCrunch, Reddit, Indeed.com, Eventbrite. The full list can be found online.

To ensure the CRM accepts the values identified by Pardot, it is necessary to implement automation rules to convert the default values to CRM-accepted values.

Rules

Prospect default field	'Source' is 'Google Ad'

Actions

Change prospect default field value	Source to 'MKT - Paid Search Ads'
Add to CRM Campaign	Global - Google Adwords Generic - Clicked on Google Ad

Rules

Prospect default field	'Source' contains 'Google Natural Search'

Actions

Change prospect default field value	Source to 'MKT - Organic Search'
Add to CRM Campaign	Global - Google Natural Search - Visited the website from a google search

The 3rd step is to create the Pardot automations

We also need to ensure we have a marketing default source for the cases where we cannot identify the lead source. This can happen if the cookie tracking is not working properly, or cookies were not accepted.

Here is an example of an automation rule to set this default marketing lead source:

Rules

Rule Group Match all
- Prospect default field: 'Source' is empty
- Prospect list: Prospect is on list Global - Pardot prospects only

Rule Group Match all
- Prospect form: Prospect has successfully completed any form
- Prospect default field: 'Source' is 'Sales prospecting – Other'
- Prospect time: Prospect was created less than 180 day(s) ago

The 4th step is to prepare for external websites

If you want to track lead sources for other external websites, it might be required to create a custom redirect and an automation rule so you can set the right lead source and campaign.

Important notes:

- The custom redirect can use UTM parameters to make the assignment easier
- The completion actions on a custom redirect do not work on visitors or non-cookied prospects
- A form is recommended to convert visitors or re-cookie prospects

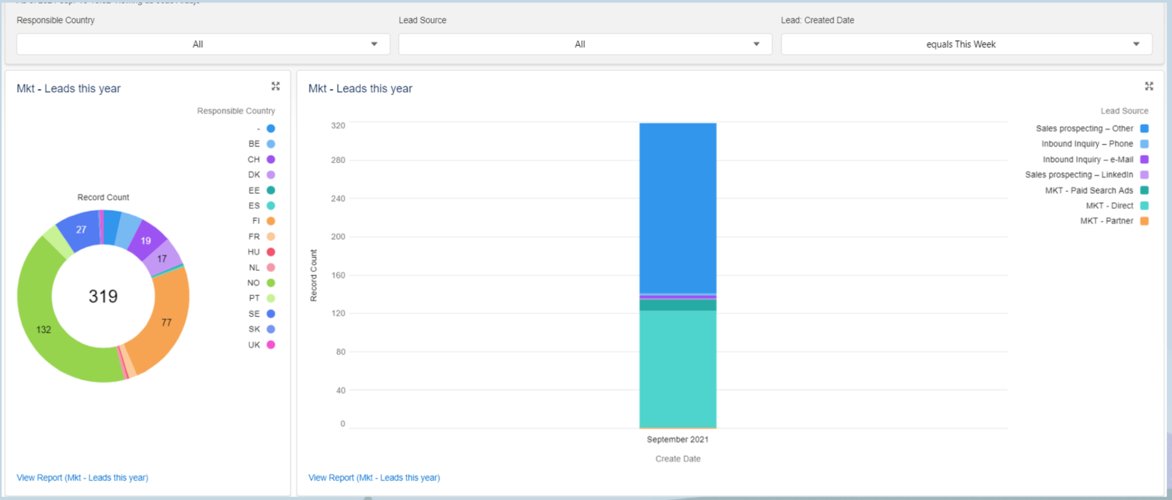
Google Analytics Parameters

Full Destination URL	https://www.intrum.dk/services/newsroom/gode-rad-til-en-bedre...
Source	linkedin
Medium	socialmedia
Term	
Content	article
Campaign	linkedin

The 5th step is reporting: Measuring is key

With this process working, we can track how we are generating leads. We might need to adjust the sources to reflect new channels.

Example: Sandbox



Important disclaimer: It’s getting more difficult

With more and more browsers limiting cookies and other limiting issues, such as Apple’s Mail Protection Privacy (all emails can show as open), new solutions might be required. Pardot is moving ahead with first-party tracking, but even that might not be enough.

One thing to consider is landing pages for specific campaigns / channels and take this as an opportunity to think more about “customer journeys.”

Questions?

Implementing Campaign Contribution

You will love to show results...

There are several KPIs to report, but contribution to revenue is always a key metric

Full Revenue

Marketing-Contributed Revenue (results from your campaigns)

Revenue on marketing-generated accounts (lifetime value) and on marketing- generated opportunities

Revenue on leads generated by marketing

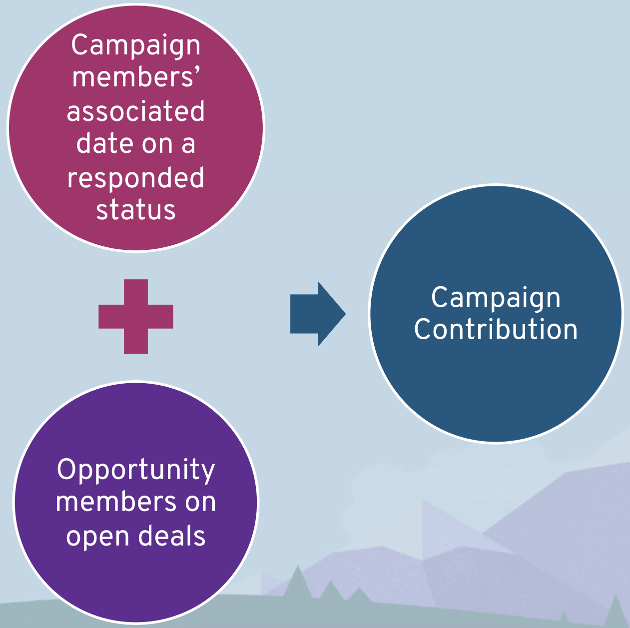
Implementing campaign contribution

It starts in the CRM by configuring the system. There are two options to set.

Auto-association settings:

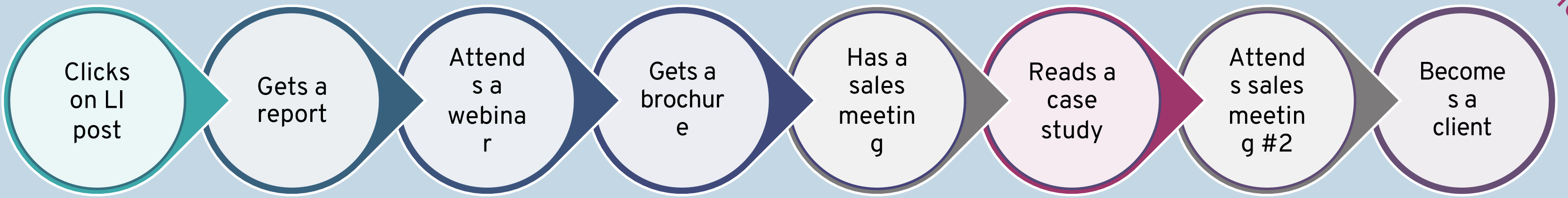
1. **Days:** Limit whether a campaign is influential by specifying the maximum number of days between a contact's association with the campaign and the opportunity's creation date. We are currently using 365 days.

2. **Rules:** Define which campaigns and campaign member status type (e.g., responded) should be added to the campaign influence calculations. We only include responded campaign member statuses.



The 2nd step is to choose the model

Example



First Touch

Assigns 100% of influence and revenue earned to the first campaign a prospect touches.

This model relies on the campaign member's Created Date.

Even Distribution

Assigns an equal percentage of influence and revenue earned to every campaign a prospect touches.

Last Touch

Assigns 100% of influence and revenue earned to the last campaign a prospect touches before a deal is closed.

This model relies on the Last Modified Date of the campaign member.

The 3rd step is adding the right contacts to opps

All active contacts (or another definition) associated to an account are added to the opportunity as members (via flow)	1
Opportunity requires that at least one contact is added as opportunity member before it can reach a certain stage (or be closed)	2
Opportunities can only be created from the contact object and that contact is always added to the opportunity	3

Then you need to use the CRM and Pardot

Plan	Campaign SF & Pardot	Emails and Content	Lists	Engagement Studio	Campaign Attribution	Reporting
Based on your campaign plan or sprint activities, you need to identify which campaigns will be running next. TIP: Always have an annual plan.	A campaign needs to be created in the Sales Cloud. TIP: Don't forget to fill in the right type of information for reporting, and the campaign member statuses. With connected campaigns, the Pardot campaign is automatically created.	With the campaigns created, it's time to add content (email, forms, etc.). It is also likely that you will need files (e.g., a whitepaper). TIP: Don't forget to always associate your assets to the right campaign.	For almost all campaigns you might need to create a new segmentation list (dynamic or static). TIP: Be careful with dynamic lists based on campaign member statuses.	For simple campaigns you might not need the engagement studio. But for more complex campaigns, it is recommended to automate the campaign flow, so all steps are thought through and planned.	Don't forget to have automation rules or completion actions in Pardot to ensure prospects are added to the right campaigns and marketing gets its contribution recognized. TIP: Be careful with custom redirects and the way Pardot tracking works.	Both Pardot and Sales Cloud reporting are in place to ensure you can see the results from your campaign. TIP: Really make reporting a key part of your work. Nothing beats seeing results in a tool that is widely used by the commercial team.

Questions?

Thanks for listening!

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