



Winning the Quest for Marketing Attribution

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THE SPOT
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FÍONTA

Marketing Attribution





Simply...

The science behind finding which marketing initiatives contribute to sales



Campaigns



Contact



Opportunity

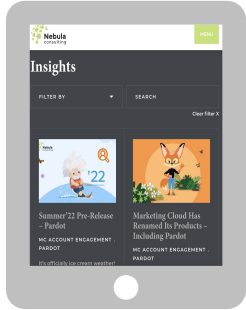




Clicks Ad



Browses site



Download

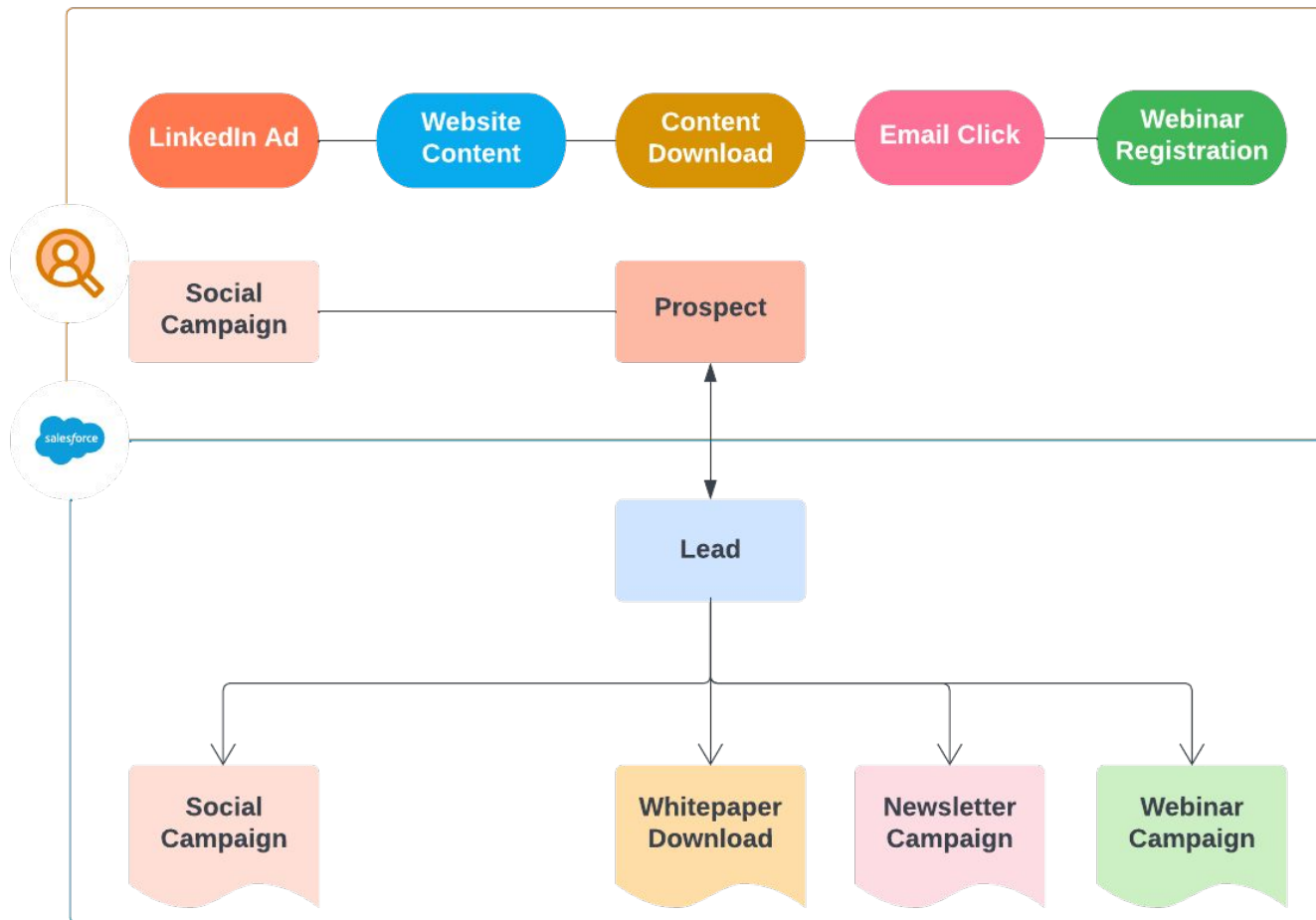


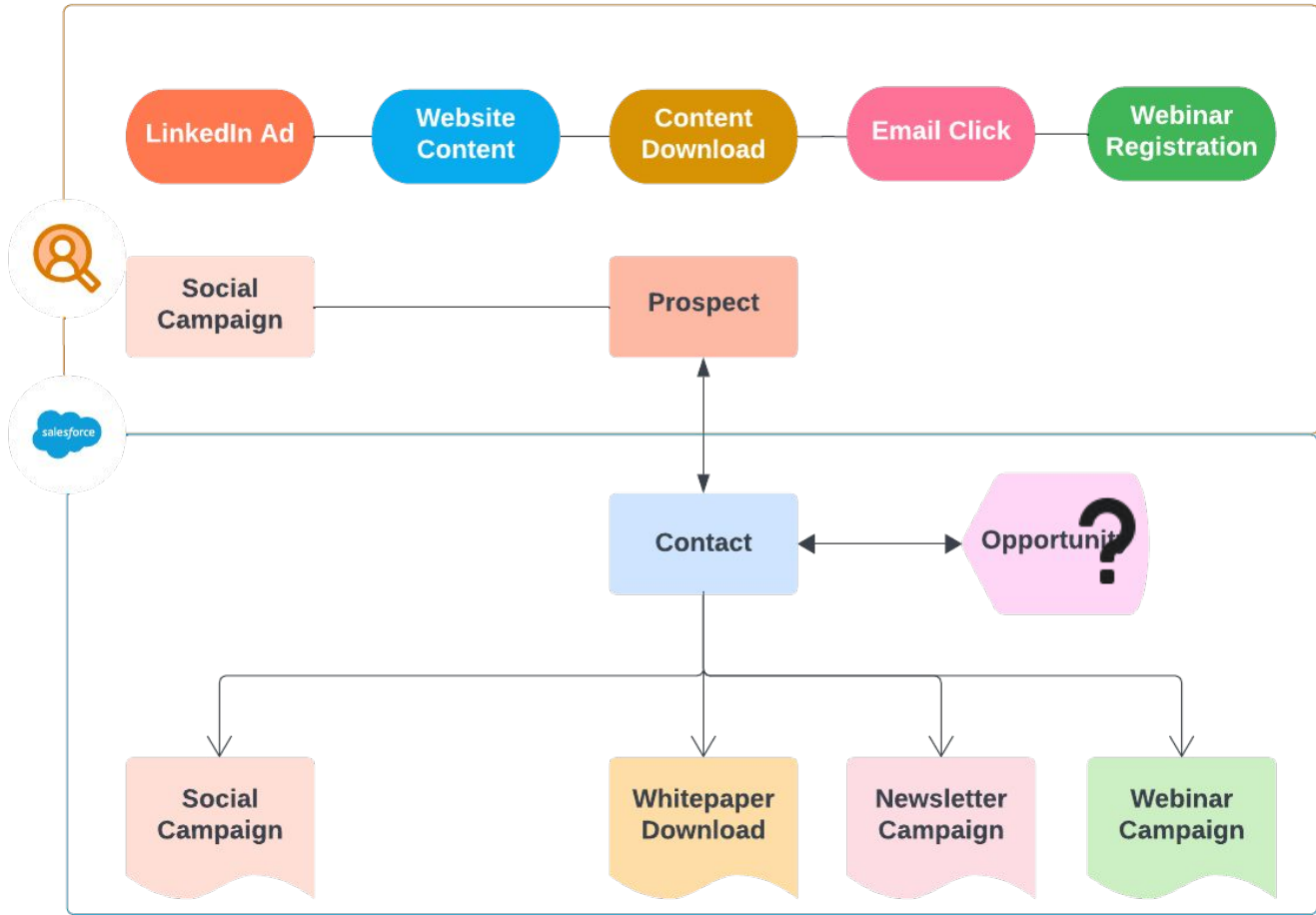
Clicks in email



Register for webinar







Campaign Influence



Contacts on Opportunities

[Opportunities](#) > [United Oil Installations](#)

Contact Roles

Add Contact Roles

Edit Contact Roles

2 items • Sorted by Primary, Last Name, First Name, Role • Updated a few seconds ago



	Conta... ▾	Role ↑ ▾	Title ▾	Pr... ▾	Phone ▾	Email ▾	Account Name ▾	
1	Avi Green	Decision Maker	CFO	<input checked="" type="checkbox"/>	(212) 842-5500	agreen@uog.com	United Oil & Gas Corp.	▾
2	Paul Song	Technical Buyer	CEO	<input type="checkbox"/>	(212) 842-5500	paulk@nebulaconsulting.co.uk	United Oil & Gas Corp.	▾

Out of the Box

⚙️ SETUP
Campaign Influence Settings

Campaign Influence

Campaign Influence allows marketers to measure and report on multiple campaigns

Campaign Influence

Enabled
Use the opportunity detail page or the API to create, retrieve, update, or delete campaigns

Disabled
Disabling campaign influence after it's been enabled will remove existing campaign influence

Additional Campaign Influence Models

Enabled
Make additional models available to address specific use cases, such as first-touch Professional, Enterprise, Unlimited or Performance Edition subscription or Lightning Bolt

Disabled
Limit models to the default Primary Campaign Source Model and custom models

Name	Default Model i	Locked i	Active i
Primary Campaign Source Model	✓	✓	✓
First Touch Model	<input type="checkbox"/>	✓	✓
Last Touch Model	<input type="checkbox"/>	✓	✓
Even Distribution Model	<input type="checkbox"/>	✓	✓
Data-Driven Model	<input type="checkbox"/>	✓	✓

🎯 Campaign
2022-03_AMER_EV_International_Tradeshaw 👤

Type	Status	Start Date	End Date
Trade Show	Planned	07/09/2021	08/09/2021

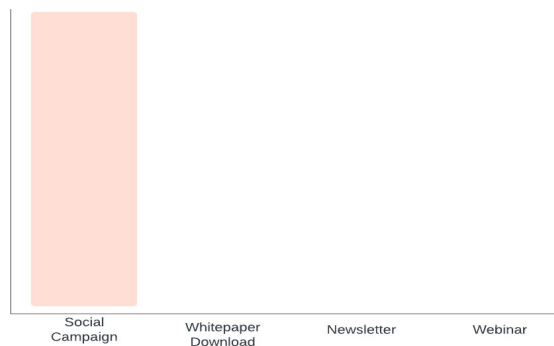
Details
Insights
Related

🎯 Influenced Opportunities (1)

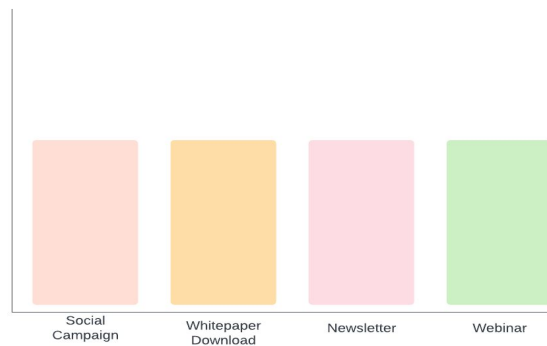
Opportunity Name	Contact Name	Revenue Share	Amount
Express Logistics and Tr...	Babara Levy	£0.00	£100,000.00

[View All](#)

Attribution Models



First Touch



Even Distribution



Last Touch

Auto-association Rules

- Ensure only the relevant campaigns are influencing your opportunities by setting a time frame
- Use rules to set criteria for your campaign influence

Campaign Influence Eligibility Limits
Limit whether a campaign is influential by specifying the maximum number of days between a contact's
Campaign Influence Time Frame days

Auto-Association Rules
Association rules specify additional criteria for automatic association.

Field	Operator	Value
<input type="text" value="Contact Role"/>	<input type="text" value="contains"/>	<input type="text" value="Business User,Decision"/>

Auto-association Rules



(Opportunity Created Date
- Campaign Member Created Date)
must be < **Campaign Influence Time Frame**



Association stops when the opportunity closes

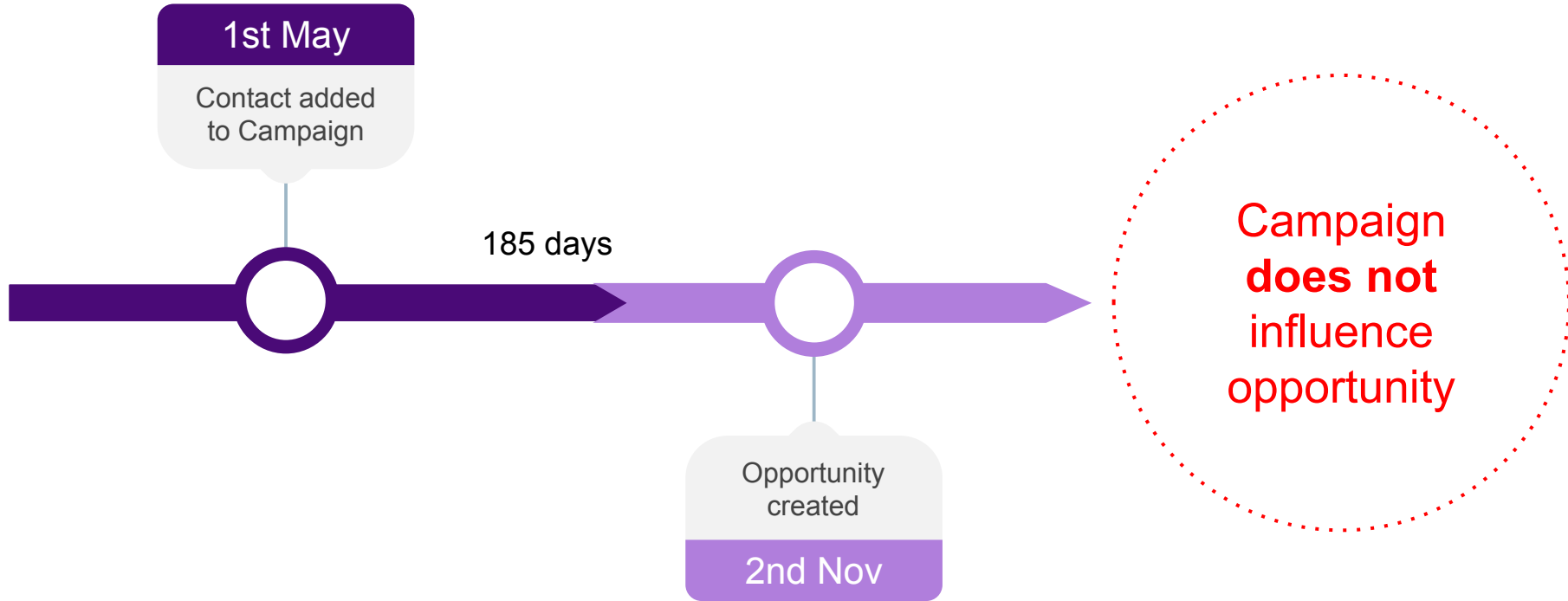
Auto-association Rules

Campaign influence time frame:
180 days



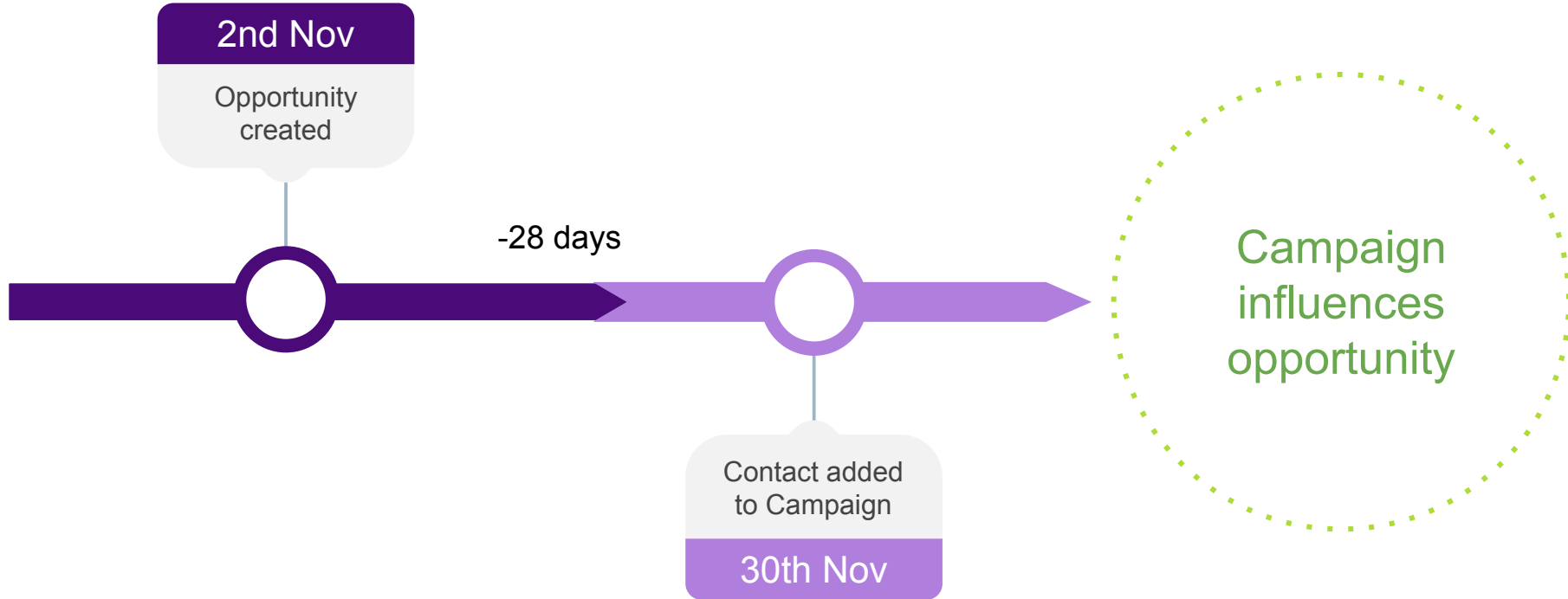
Auto-association Rules

Campaign influence time frame:
180 days



Auto-association Rules

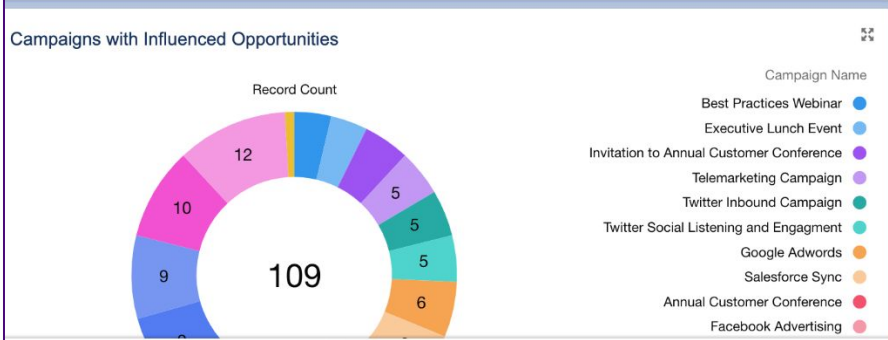
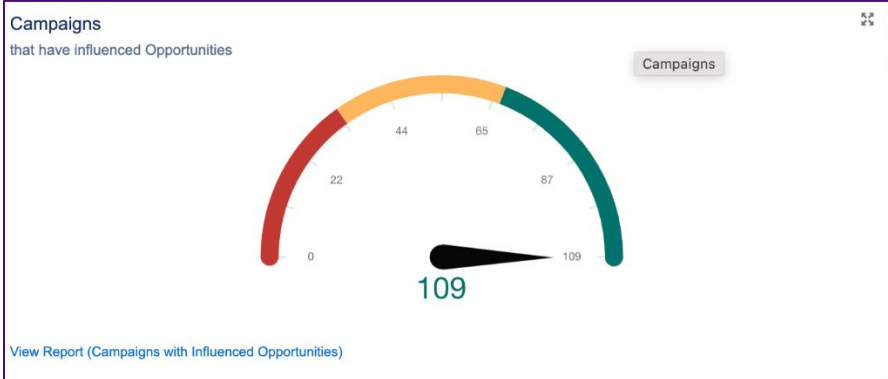
Campaign influence time frame:
180 days



Reporting



Where to visualise impact



Top 10 Marketing Campaigns

Campaign Name ↓	Sum of Opportunity Amount
Referral Program Launch	\$548.90k
Regional Field Marketing	\$435.65k
Industry Tradeshow	\$417.50k
Web-to-Lead Campaign	\$411.80k
Twitter Inbound Campaign	\$380.00k
Industry Websites Advertising	
Twitter Social Listening and Engagement	



Where to visualise impact



Campaign Performance

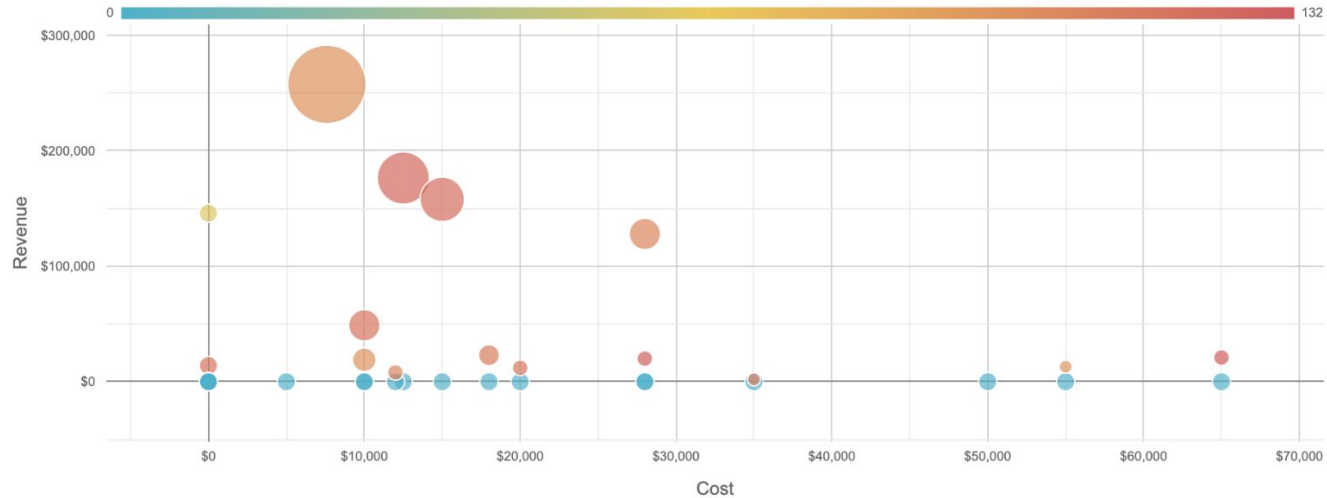
View:

All Pardot Campaigns

Date Range(Based on 12am EDT):

All Time

Tags



X-Axis:

Cost

\$0 \$65,000

Y-Axis:

Revenue

\$0 \$257,5

Size:

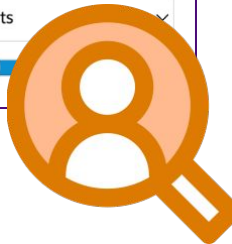
ROI

-94.29% 3288.8

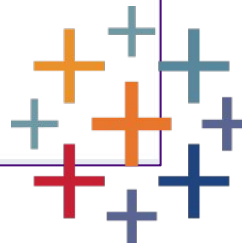
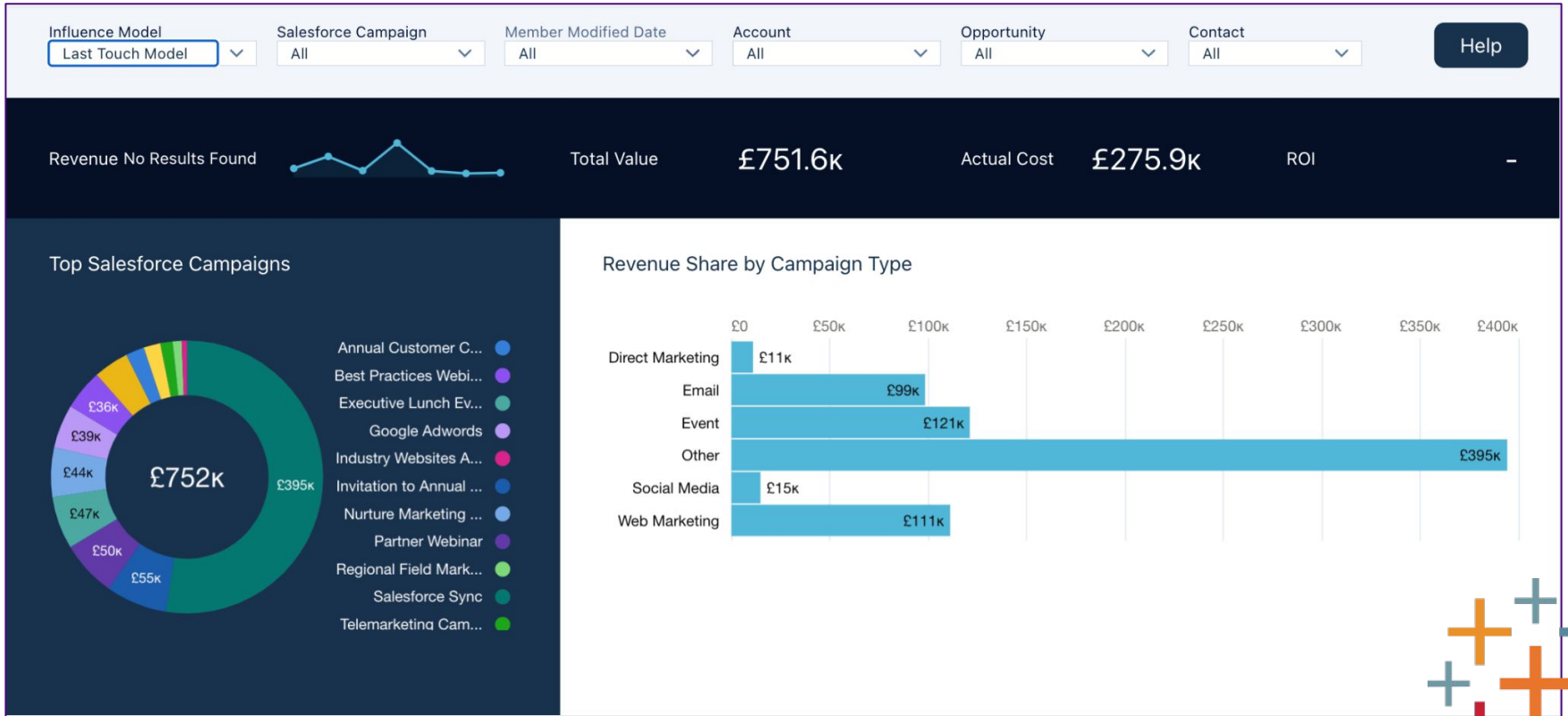
Color:

Prospects

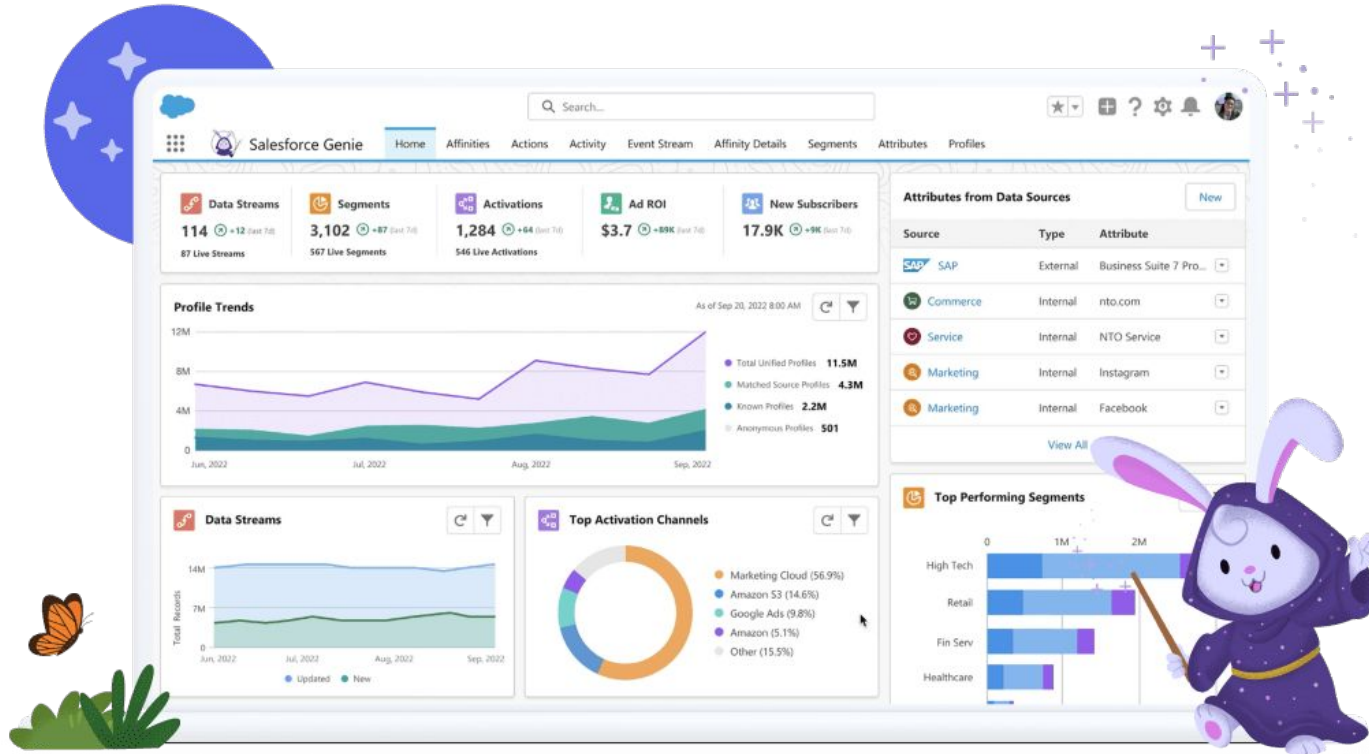
0



Where to visualise impact



Where to visualise impact



Source: salesforce.com/ap/products/marketing-cloud/customer-data-platform/



Set yourself up for Success



Campaigns are Key

- Campaign names - these should be clear but most of all consistent
- Campaign type - this should mirror your channels
- Campaign hierarchy - this should mirror your marketing objectives

▼ 2022
▼ 2022_ABM
2022_ABM_Find your style
▼ 2022_Events
2022-03_AMER_EV_International_Tradeshow
2022-03_EMEA_EV_VIP Summit
▼ 2022_Thought Leadership
2022_TL_Guide to being a Salesforce Expert
2022_TL_UK_Campaign influence models guide

Automation

- Completion Actions
- Automation Rules
- Segmentation Rules
- Engagement Studio
- Integrations



Contact Roles

- Set up contact roles relevant for your business
- User enablement is key
- AppExchange - automate this



In Summary



Thank You!

