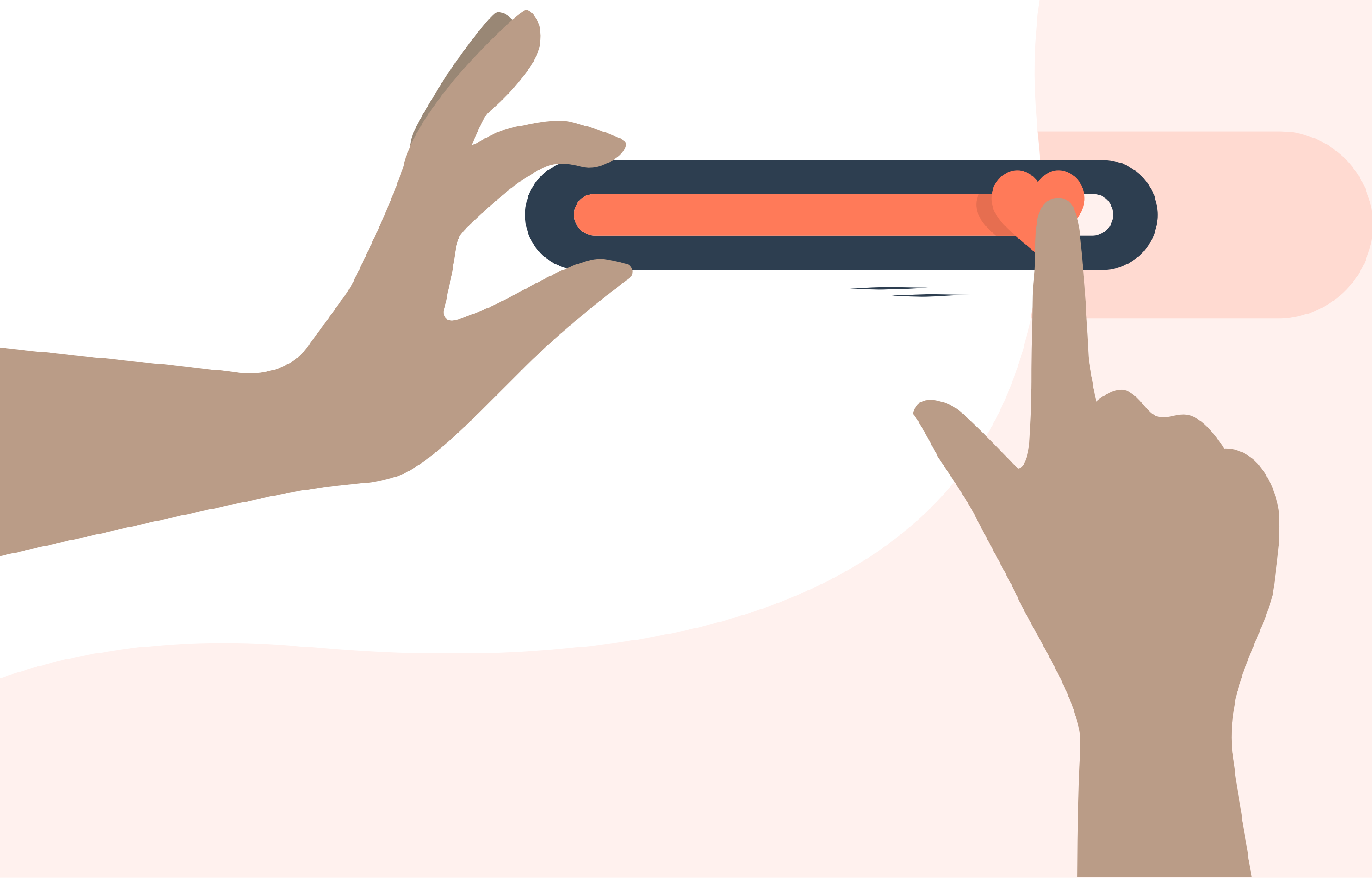
HubSpot + CAT MEDIA

Giving Credit Where Credit Is Due Just Got (A Lot) Easier

Connect marketing activities to ROI
with Marketing Hub Enterprise.



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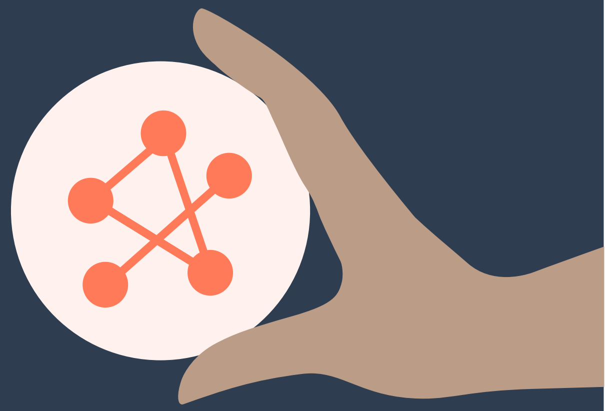
Feature Spotlight: Multi-Touch Revenue Attribution



About the Tool:

Multi-Touch Revenue Attribution (MTRA) makes it possible for marketers to show the impact of their work in popular terms: deals created and deal-closed revenue.

Captured

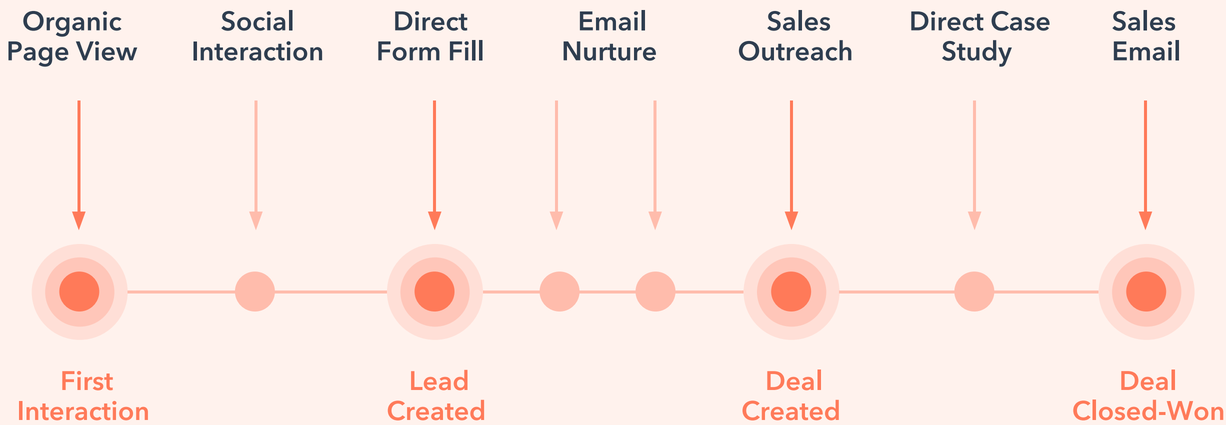
All the interactions people have with your brand on the way to becoming customers.

Attributed

All the revenue growth driven by your hard-working marketing team.

Multi-Touch Attribution

Because we're looking at more than one interaction, we call this Multi-Touch Revenue Attribution Reporting.



HubSpot can currently attribute 11 different types of interactions to a contact:

Page View
A contact viewed a HubSpot page or an external page with a HubSpot tracking code

Contact Created
A contact was created in HubSpot through an API, an integration, a list upload, or manual creation

Form Submission
A contact submitted a form tracked by HubSpot

Marketing Email Click
A contact clicked within a marketing email sent through HubSpot

Social Post Click
A contact clicked a social post published through HubSpot

Ad Click
A contact clicked an ad tracked by HubSpot

Sales Email Reply
A contact replied to a one-to-one email tracked and logged by HubSpot

Conversations
A contact went through a conversation logged within HubSpot

CTA Click
A contact clicked a HubSpot CTA

Call
A contact had a call logged within HubSpot

Meeting
A contact had a meeting logged within HubSpot

With Multi-Touch Revenue Attribution, You Can:

- Identify which interactions prompted a contact in your CRM to turn into a lead
- See which marketing-led touchpoints for a contact associated with a deal generated profit
- Measure the effectiveness of your marketing initiatives
- Connect the end-to-end customer journey to closed deals
- Shine light on activities impacting other goals (ex: forms submitted or meetings scheduled)
- Answer key questions about your marketing efforts, including:

Which channels influenced the most revenue?

Which marketing campaigns influenced the most conversions?

Which activities helped us close best-fit customers?

Which marketing content drove the most revenue for business?

What influenced a major deal and by how much?

To take full advantage of MTRA with HubSpot, you need:

- **Marketing Hub Enterprise**
- **Custom Reporting**
- **Sales Hub**

Pro Tip

For your multi-touch attribution report to track revenue, remember to use deals with:

- A known amount property
- A known create date property
- A known close date property
- Associated relevant contacts

This information can come directly from your HubSpot CRM or be integrated in.

How It Works

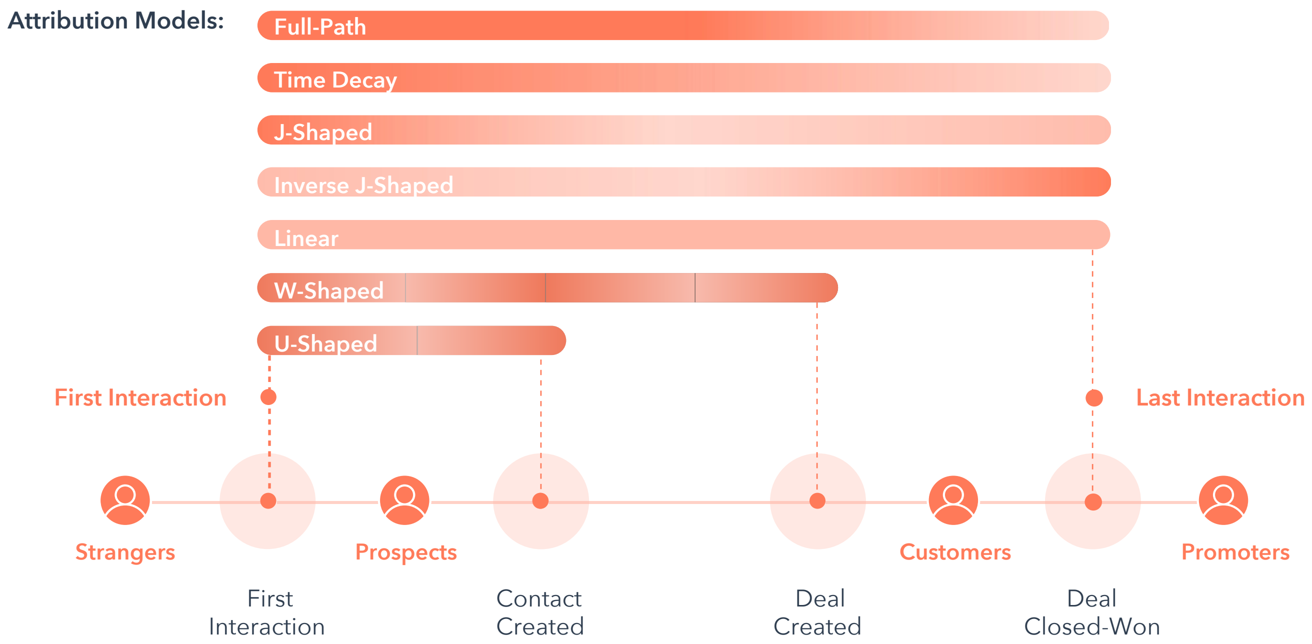
Nine attribution models assign credit to moments that matter, so you can analyze impact at every part of the buyer journey.

Attribution Model	Credit Distribution	Questions You Can Answer	People It Delights
First Interaction	Assigns 100% of the credit to the first interaction a contact had on his/her/their journey toward becoming a customer or lead.	• What was the original source of contact before a customer became a customer? • What pieces of content are influencing the most revenue at the top of the funnel? • How much revenue has my blog generated? • What content did new contacts find first?	Any marketer who is responsible for generating leads and garnering brand awareness.
Last Interaction	Assigns 100% of the credit to the last interaction a contact had on his/her/their journey toward becoming a customer or lead.	• What was the last interaction a customer had before purchase? • If you have reps who call their opportunities before expecting to close a deal...how much revenue is being attributed to these calls, and are there any other interactions happening after that call that might be driving revenue? • If you seem to get a lot of website traffic but aren't converting enough of that traffic into leads...which content is generating the most leads? Where should we recreate more content like it elsewhere on our site?	Chief Revenue Officers, Marketing/Sales/Operations leaders, and anyone interested in optimizing the process of converting qualified leads into customers.
Full-Path	(Revenue only) Assigns 22.5% of credit to the first interaction, lead creation, deal creation, and last interaction. The remaining 10% is distributed to the other interactions equally.	• How aligned are my marketing and sales teams? • If you need to understand the pieces of content that are generating the most revenue, but want to focus on the most important events that happened…what is driving contacts to my site? What is prompting them to fill out forms and sign deals?	Senior leaders who want a holistic view of key conversions and interactions. Ideal for those with a large marketing and sales organization, or with multiple marketing and sales channels to drive conversion.
Linear	Assigns credit evenly/equally to every interaction that is attributed toward revenue or contact creation.	• What does my full customer journey look like? • What parts of my business are important toward generating revenue or new contacts but aren't necessarily where key milestones (lead created, deal created, deal closed-won revenue) are happening? • What parts of my business are best at nurturing leads along their journey toward becoming a customer?	Chief Marketing Officers, Marketing Operations, Marketing Directors, and anyone in charge of integrated or omni-channel marketing decisions.

Attribution Model	Credit Distribution	Questions You Can Answer	People It Delights
U-Shaped	Assigns 40% of credit to the first interaction and 40% to lead creation; all other interactions between first interaction and lead creation receive the remaining 20% equally.	• How effective is my lead generation and other top-of-funnel efforts? • What pieces of content on my website are driving leads into my CRM? • Which pieces of content are driving the leads that ultimately close and generate revenue for my company?	Anyone invested in generating qualified prospects. Great for inbound marketers, lead generators, and content marketers charged with driving awareness and building an audience of leads to further nurture and qualify later.
W-Shaped	Assigns 30% of credit to the first interaction, lead creation, and deal creation. The remaining 10% is distributed equally to the other interactions between first interaction and deal creation.	• How effectively is my marketing team handing off leads to sales? • Which marketing tools are most valuable when it comes to prompting customers to create a deal on my e-commerce site?	Chief Marketing Officers, Marketing Operations, and Marketing Directors. Well-suited to those with a pipeline that moves quickly from lead created or deal created to customer. Also good for those with only a few ways to convert qualified leads into customers – but multiple channels/ means of generating leads and nurturing them toward becoming a qualified lead.
Time Decay	Gives credit to the most recent interactions. The longer it takes for a deal to become closed-won, the more the credit decreases.	• Which marketing tools and assets are the best at accelerating the journey towards a closed-won deal? • Which types of interactions and moments matter the most towards the end of the customer journey?	Best for teams with shorter sales cycles or for measuring the impact of a marketing promotion running for a predetermined time period (ex: a holiday promotion).
J-Shaped	Gives 60% credit to the last interaction, 20% credit to the first interaction, and divides the remaining 20% to any interaction in between.	• How do I give credit to the interaction that closes deals – while also acknowledging the value of lead and demand generation campaigns?	Ideal for those who want to provide more credit to the first and last interactions, but want to emphasize the interaction that closes the deal.
Inverse J-Shaped	Gives 60% credit to the first touch point, 20% credit to the last touch point, and divides the remaining 20% to any interaction in between.	• How do I give credit to the interaction that generates demand – while also acknowledging the value of closing deals?	Designed for those who want to provide more credit to the first and last interactions, but want to emphasize the interaction that started the journey.

While the attribution models are logical and straightforward, it can be tricky to identify when one model's final interaction ends and another begins.

Below is a visual overlay of when each attribution model's final interaction takes place. Use it to determine how you want to prioritize which interactions receive more or less credit.



Getting started with revenue attribution? Try aligning U-Shaped, W-Shaped, Full-Path, and Linear models – in that order.

The reason:

- These models move from the top of the funnel → middle of the funnel the → bottom of the funnel, while the linear model encompasses all interactions, so you can quickly make the mental leap that a content title, interaction type, etc. has more influence during earlier (U-Shaped), middle (W-Shaped), or later (Full-Path) parts of the journey.
- If a content title, interaction type, etc. has a big influence in Linear but not in other models, it means it's key for nurturing leads but may not be where conversion milestones occur.
- If each dimension type has the same impact across the journey, you'd expect the credit to be about the same across each model.

What You'll Love

Benefits:	
The report couldn't be easier to find – or generate.	You can find MTRA under your Custom Reporting menu within Attribution Reports, accessible either through your dashboard or under Reports Home. Once you're there, no need to depend on an analyst to get the job done.
Playbook refinements (and optimized buyers' journeys) couldn't be easier to carry out.	MTRA makes it clear which of your marketing efforts are and aren't working. (And helps you do more of the first, and less of the second.)
Investments in Marketing couldn't be easier to justify.	Beyond the ability to advocate for an increase in future team budgets, MTRA will help your organization gauge which sources and assets aided in the interaction, conversion, deal creation, and attribution of closed-won revenue.
Insights couldn't be easier to share.	Once you've added MTRA to your dashboard, you can email reports to others on a one-off or recurring basis to help spur conversations about the return on investment driven by your marketing activities – including content creation, lead generation, and operations.
Increased alignment between teams couldn't be easier to realize.	MTRA allows teams company-wide to start conversations about aligning around common business goals – and team/individual metrics working towards those goals.

Use Case

Let's look at one path a contact can take toward becoming a customer.

First interaction

A visitor comes to your website and views a landing page

A visitor goes to another website page

A visitor goes to another landing page

Lead created

The visitor fills out a form: the visitor is now Anika

Anika clicks a CTA in her welcome marketing email

Anika is taken to a landing page

Anika loves what she sees and she fills out a form to talk to sales

Deal created

A sales rep connects and logs the call in Hubspot CRM. The call went well, so the sales rep created a deal and associates to Anika

Anika replies to the rep's follow-up emails and requests a meeting - she has a question about the terms

Closed won

Anika has one more meeting with the sales rep, loves what she hears, and agrees to the terms

Anika is a customer - her journey now surfaces in a revenue attribution report

It can be helpful to view an interaction type through different data dimensions (or data cuts). Here's an example of **how to analyze and use metadata:**

Anika was interested in learning more along her journey

Anika viewed a landing page to explore more

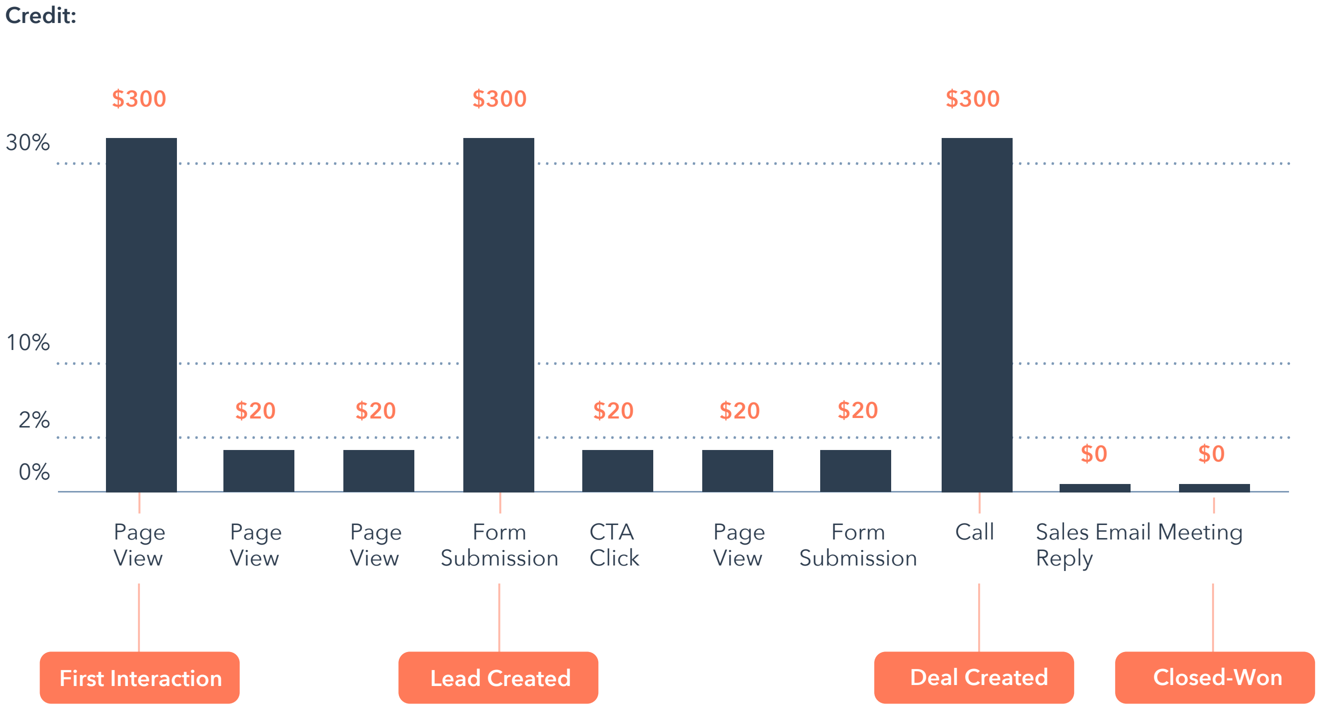
The Interaction: Page View

Which insights flow into HubSpot's Attribution Report? Please see below.

- When did this interaction happen?
Date: 5/22/2022
- Where did the interaction originate from?
Interaction source: Organic search
- What type of content (page) did she view?
Content type: Landing page
- What's the name of the page she viewd?
Content title: Hitchhiker's Guide to Boston
- Where was this along her journey?
Interaction result: Middle
- [Revenue] Which deal did this interaction influence?
Deal: Anika's $1,000 Summer 2019 Boston Trip
- [Revenue] Which pipeline is that deal?
Deal pipeline: Premium Package Pipeline
- How much credit does this page view receive?
[Linear model]: $100.00
- And who viewed the page?
Contact: Anika Patel

HubSpot attributed 10 key interactions toward Anika's closed deal, worth $1,000.

Let's double-click on the W-Shaped model and see what that looks like:



W-Shaped

W-Shaped attributes 30% of credit to the first interaction, lead creation, and deal creation. The remaining 10% is distributed to the other interactions equally.

or

90% of the credit goes to the three key milestones (90%/3 = 30% each) that signal a lead is moving toward becoming a paying customer; the remaining (10%/5 = 2% each) goes to the other interactions.

Case Study and Return on Investment

NEW BREED

Location
NAM

Time on HubSpot
10 Years

Previous Platforms
Salesforce Bizible

Industry
Professional Services

New Breed helps improve the way companies acquire, retain, and expand customers

As a revenue performance management firm, New Breed helps improve the way companies acquire, retain, and expand customers through tech-enabled marketing, sales, and customer success solutions.

Why HubSpot?

New Breed noticed consistent discrepancies between tracked touchpoints as contacts were progressing through their buying journeys. Bizible said one thing. HubSpot said another. Since all of the content engagement information they wanted was already in HubSpot, they reached out to see if we could make it more accessible. Soon, MTRA was born.

Hubs:

- Marketing Hub Enterprise
- Sales Hub Enterprise
- CMS Hub Professional
- Service Hub Enterprise

Challenge

- No way to measure how well the marketing team was contributing to revenue (as a whole, and as individuals)
- Lack of insights into pivotal points along the buyer journey
- No platform to track all of this information, even if the data were available

Solution

- Introduced MTRA – and closed-loop reporting – with HubSpot
- Eliminated Salesforce and Bizible from the attribution tracking equation
- Doubled down on the most valuable interactions to customers, including email nurtures, webinars, and blog posts
- Developed a more intentional content strategy

Results:

88.4%
Increase in attribution to marketing emails

33.3%
Increase in marketing team headcount

79.8%
Increase in attribution to blog posts

2X
Revenue generated from Marketing in 2019 alone

71.2%
Increase in 2020 marketing budget

HubSpot's multi-touch revenue attribution reports have completely changed the way we operate.

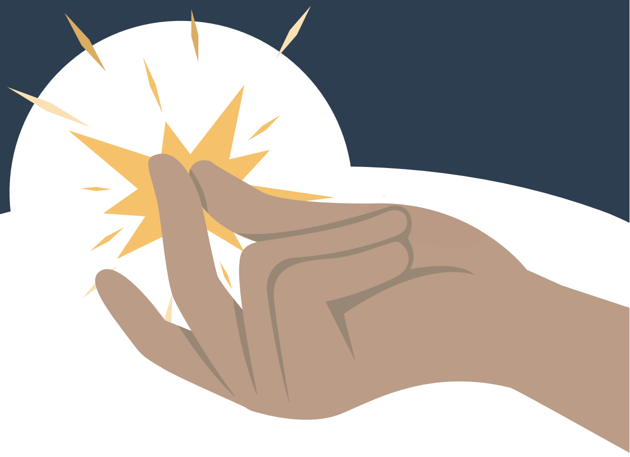
Full Case Study

"With HubSpot's multi-touch revenue attribution reports, we no longer waste time time pouring over data, trying to pull out accurate numbers. We've eliminated Salesforce and Bizible from the equation, and introduced close-loop reporting within HubSpot. With all of our information living in one place, we're able to spend more time driving New Breed forward."

Guido Bartolacci
Head of Product and Growth Strategy

Why Go Marketing Hub Enterprise

If you're like most marketers, you can't spend your time studying attribution models.

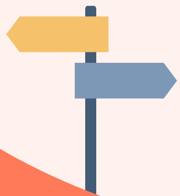


What you need is:

- A tool that does that modeling for you
- Software that you can use on your own to surface your team's business impact
- Confidence that you can rely on the accuracy of what you see
- Data and insights to help you make smart decisions

Most software companies pick a side and offer either:

An appealingly simple interface **and shallow reports**	or	Powerful customization **and a clunky UI**



HubSpot picked both. Marketing Hub Enterprise is deeply powerful, and always easy.

Learn more

Additional resource:
How to Create a Multi-Touch Revenue Attribution Report