

 MARKETING MEASUREMENT &
ATTRIBUTION BENCHMARK SURVEY

Increased Tech
Adoption & Data
Reliance Re-Shaping
**2024 Marketing
Measurement &
Attribution Processes**



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Executive Summary

As marketing measurement and attribution techniques evolve into more data- and technology-driven processes, 38% of organizations are focused on improving their current strategies. According to the "2024 Marketing Measurement & Attribution Benchmark Survey," 86% of B2B practitioners indicated that these processes are a growing priority for their respective businesses.

With that in mind, the primary drivers for the increased emphasis on measurement and attribution strategies include:

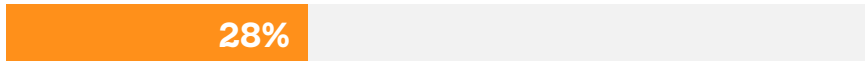
Push to show ROI from all marketing investments



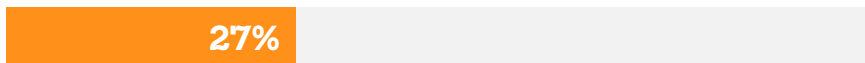
A desire to show marketing's impact on pipeline and revenue



Improving sales and marketing alignment



Needing to track specific investments by channel



When viewing the year-over-year results, the pressure cooker marketing's been sitting in has clearly been dialed up, as there was a 14% growth in the push to show ROI from all marketing initiatives. However, hidden in the results are two pieces of good news: Internal departments are much more aligned, and practitioners have a more granular view into tracking investments by channel compared to year-over-year.

Still, despite the silver linings, there are several challenges organizations are contending with, which include an inability to:

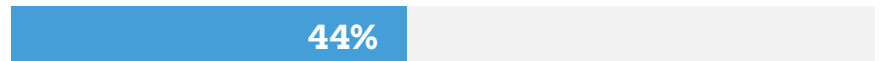
Measure and track activity between specific buyer stages



Monitor performance across channels



Connect and analyze data across applications and platforms





Interestingly, there were two surprising areas that saw major improvements: While more than half of practitioners lamented about messy data in 2023, the 2024 survey found that just more than one-third struggled with data organization. Further, while 53% voiced complaints about being under-resourced, only 36% could say the same in 2024.

Throughout this special report, we'll discuss the current landscape of marketing measurement and attribution, with a focus on:

- The key channels and metrics businesses are tracking, with a focus on how sales and marketing are being measured;
- Where ABM fits into overall strategies and how practitioners monitor it;
- The ongoing battle in prioritizing brand or demand, with insights into maximizing both strategies;
- How to track and connect activities across all stages of the buyer's journey; and
- A look into the future of measurement and attribution.

Measuring Metrics Via CRM, Excel-Based Reporting

Given the evolution of measurement and attribution practices, it makes sense, then, that there's a greater emphasis on tracking a diverse range of metrics and utilizing advanced reporting tools to gauge marketing's effectiveness. Most B2B marketers are now analyzing and tracking key performance indicators such as email engagement, web traffic and business outcomes. Specifically:

Email click-through and open rates are monitored by **86%** of marketers, a notable increase from **71%** in 2023; while web traffic is now analyzed by **84%** of respondents, up from **67%** the previous year.

Further rounding out practitioners' tracked channels of choice include:

Closed/won business



Paid search



Events

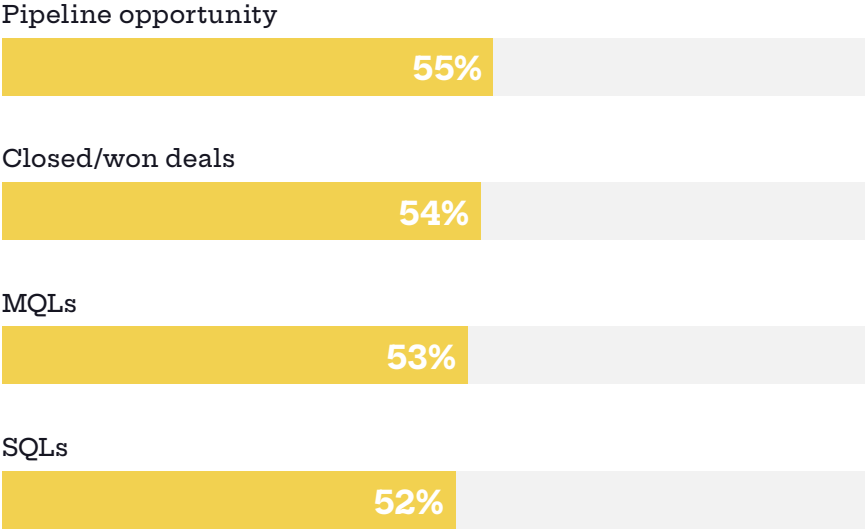


Additionally, metrics such as MQLs, form completions/contact submissions and organic search performance are also heavily monitored, indicating a comprehensive approach to understanding all stages of the buyer's journey. When it comes to reporting marketing results within organizations, CRM systems have clearly emerged as the primary source of truth, as 70% of marketers using CRM-generated reports, a substantial rise from 49% in 2023.

This shift highlights the growing reliance on integrated data systems to provide accurate and actionable insights and is best demonstrated by messy data's fall in the list of challenges. Reports from web analytics and marketing automation systems are also prevalent areas to track, used by 62% and 59% of marketers, respectively.

Interestingly, there has been a resurgence in Excel-based reporting, with 57% of marketers employing this manual method, up from 46% in 2023, suggesting a backslide possibly due to the complexities of or limitations in automated reporting tools.

In terms of marketing campaign measurement, the focus is predominantly on metrics that directly correlate with sales and revenue generation. Specifically:



Sales teams, on the other hand, prioritized metrics that directly measure the impact of marketing on sales outcomes. Closed/won deals was the primary metric for 55% of sales teams, indicating a direct alignment with marketing's focus on revenue-generating activities. SQLs and pipeline opportunity/influenced are also critical metrics, used by 40% and 39% of sales teams, respectively, to evaluate marketing's contribution to the sales funnel. MQLs and deal size are additional metrics considered, demonstrating a holistic approach to assessing marketing's effectiveness across different stages of the sales cycle.

Focusing On Marketing Activities Fueled By Advanced Attribution Analysis

The adoption and sophistication of attribution analysis in B2B marketing measurement reveal important insights into how organizations understand and optimize their marketing efforts, as 54% of B2B marketers are currently engaged in attribution analysis. This indicates a slight majority of practitioners are recognizing the importance of attributing their marketing activities to specific outcomes, which is essential for refining strategies and justifying marketing investments.

For those conducting attribution analysis, top priorities include:

Multi-touch attribution

51%

Last-touch attribution

47%

First-touch attribution

35%

Pipeline velocity

22%

When it comes to measuring mid-funnel marketing campaigns, nearly half (47%) of marketers focused on lead conversion metrics, tracking the progression from MQLs to SQLs to opportunities and ultimately to closed/won deals. However, a significant 38% of marketers are not measuring middle-of-the-funnel activities, highlighting an area for potential improvement. Multitouch attribution is used by 20% of marketers to understand the impact of multiple channel interactions in this stage, while 15% measure conversion velocity to assess the speed and efficiency of moving leads through the funnel.

At the bottom of the funnel, where the focus is on converting leads into customers, 55% of marketers said they measure the conversion of opportunities to closed/won deals, while last-touch attribution is employed by 39% of marketers to determine the final interaction that led to the conversion. Interestingly, only 15% of marketers report not measuring campaigns at this stage, a significant decrease from 33% in 2023.

Navigating The Balance Between Brand & Demand

The evolving strategies in B2B marketing measurement and attribution are underscored by several key findings that reflect both the complexity and the dynamic nature of brand and demand marketing. One of the foremost challenges identified is the lack of direct attribution, cited by 58% of respondents, which indicates significant difficulty in linking brand marketing efforts directly to sales outcomes.

This challenge is compounded by issues of data accuracy and challenges balancing the measurement of long-term versus short-term effectiveness, each cited by 42% of marketers. Furthermore, the absence of standardized metrics for brand awareness, mentioned by 28% of respondents, highlights a critical gap in the ability to consistently measure and compare brand impact across different campaigns and industries.

The allocation of marketing budgets further illustrates the emphasis placed on demand generation over brand-building activities:

44% of organizations invest **80%** of their resources in demand generation and only **20%** in brand-building

24% allocate **70%** to demand generation and **30%** to brand-building

This skewed investment pattern indicates a primary focus on immediate, measurable outcomes rather than long-term brand equity. Despite this, when organizations do invest in brand-building, there is a notable positive impact on demand generation results. Specifically:

26% of respondents estimate that such investments make their demand generation efforts **26%** to **50%** more effective; while **24%** report up to a **25%** increase in effectiveness.

According to several write-in responses, the growth of AI and automation tools is expected to play a significant role, potentially addressing some of the current challenges related to data accuracy and attribution by providing more sophisticated analysis and insights. Additionally, while there is an expectation of increased focus on demand generation, there is also an acknowledgment that tracking demand will become more challenging as traditional methods, such as form fills, decline in usage. This shift necessitates the development of new measurement techniques and metrics that can capture demand signals in a less intrusive, more integrated manner.



Identifying ABM-Specific Measurement & Attribution Processes

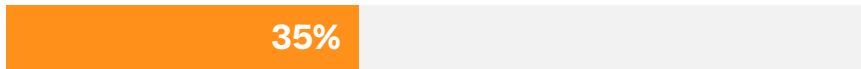
Notably, just 26% of organizations are currently conducting separate measurement and attribution for their ABM programs, while a combined 36% plan to do so. This indicates a considerable interest and potential shift toward adopting more specialized metrics for ABM, reflecting its growing importance in B2B marketing strategies.

For those who are measuring ABM, 95% are still looking at traditional inbound funnel metrics alongside ABM-specific measurements. However, the integration of these measurement frameworks presents several challenges. The most prevalent issue, cited by 45% of marketers, is integrating data across platforms. Other significant challenges include:

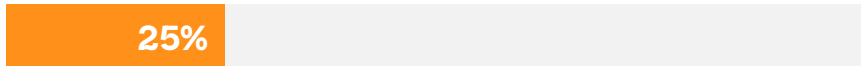
Dealing with messy CRM data



Struggling to map leads to their corresponding accounts



Tying anonymous account engagement to known stakeholders



The primary metrics for measuring ABM success reflect a focus on tangible business outcomes and detailed engagement metrics, such as:

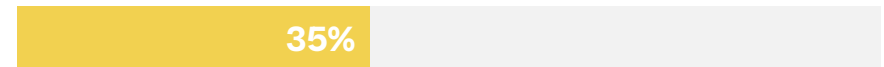
Conversion of engaged accounts to opportunities



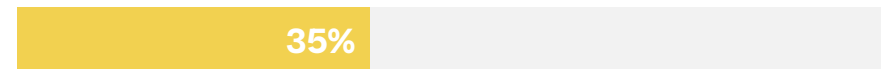
Individual campaign and channel metrics



Influenced pipeline



Engaged accounts



Conclusion

B2B marketing measurement and attribution is experiencing a shift toward more sophisticated and comprehensive metrics fueled by technology and stronger data practices. As businesses increasingly recognize the importance of data-driven decision-making, they are prioritizing a deeper understanding of their marketing efforts. Specifically, over the next 12 to 18 months, practitioners are focused on:

Adopting deeper ABM metrics

70%

Measuring ROI by channel

65%

Adopting cross-channel engagement metrics

60%

Implementing cross-channel attribution

50%

Measuring the cost of customer acquisition

45%

Overall, these trends signify a robust shift towards more granular and integrated measurement approaches in B2B marketing. As businesses continue to invest in advanced analytics and attribution models, they will be better equipped to understand the true impact of their marketing activities, drive higher ROI and achieve sustainable growth.





The MX Group is the second-largest independent, integrated B2B marketing agency in the U.S., with a mission to impact the marketplace for companies that impact the world. For over 30 years, we've created meaningful end-to-end buying experiences for B2B brands. Our clients are leaders and innovators in automotive, financial services, food, health care, legal services, oil and gas, industrial, packaging, trade associations, technology and SaaS who rely on our expertise to influence and grow their businesses. Our relationships with our clients and people are why B2B Marketing recognized us as Agency of the Year in 2022. Our headquarters are in Chicago, but our reach is global. Whether a client is an established or startup B2B brand, we have the people and perspective to be a strong partner that makes a difference.

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