


# Where are you in your attribution journey?

Exploring Attribution  
Tools **A**

Getting Started with  
Attribution **B**

1-2 Years with Buyer  
Journey Modeling **C**

Advance Attribution  
User **D**



# Mastering Buyer Journey Analytics & Attribution Modeling



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Advance Attribution  
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# Kashif Khurshid

15 Years of Experience in the Digital Marketing & Analytics Industry

Expert in optimizing “Services Products” in the digital ecosystem for both B2B and B2C

Car Enthusiast and a frequent to Coffee & Cars



# Mastering Buyer Journey Agenda



**Tips & Best Practices on  
configuring buyer journeys**

**Understanding & Selecting  
buyer journey Models**

**Gaining insights from  
Attribution Modeling**

# Mastering Buyer Journey Agenda

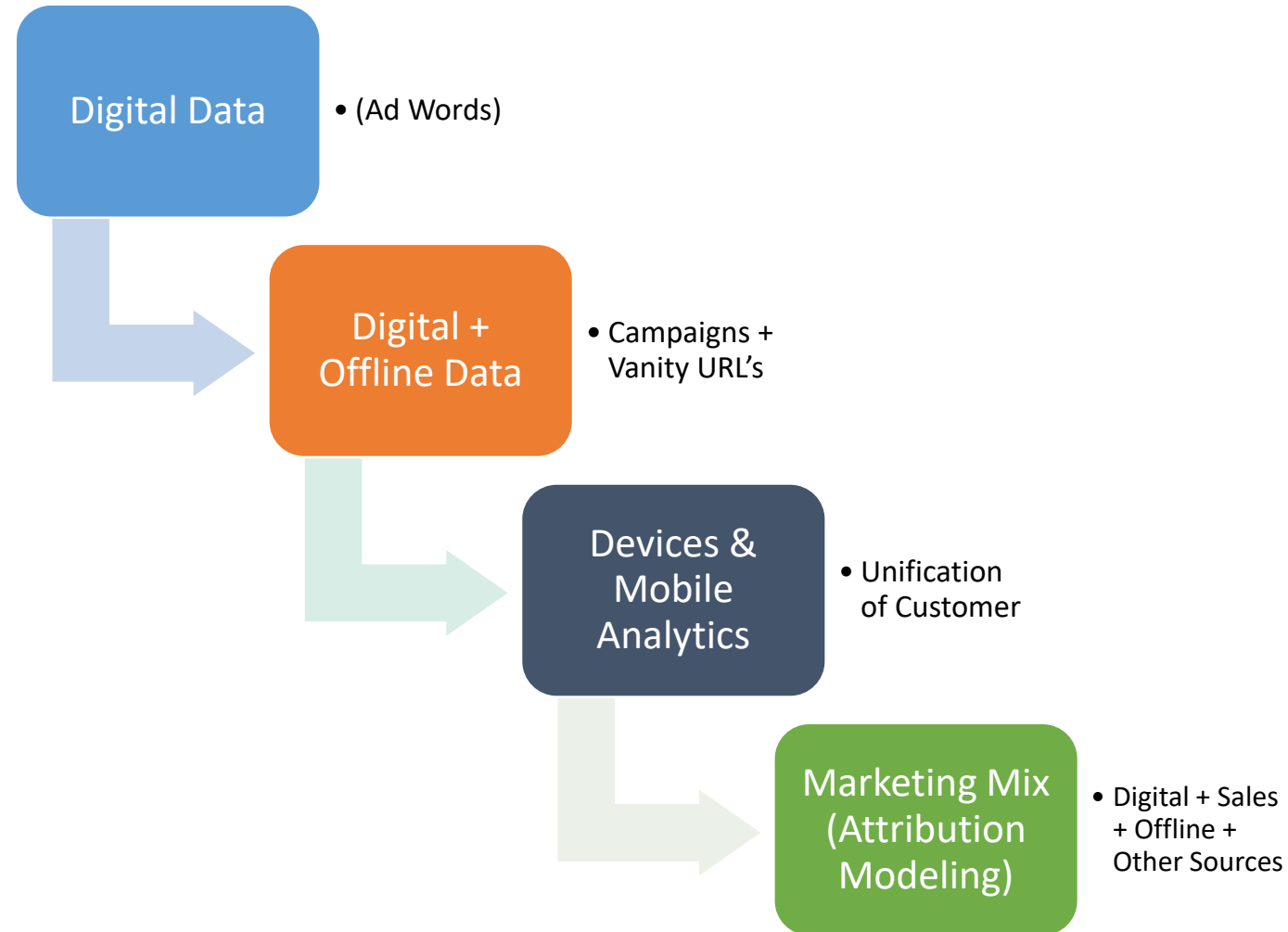


**Tips & Best Practices on  
configuring buyer journeys**

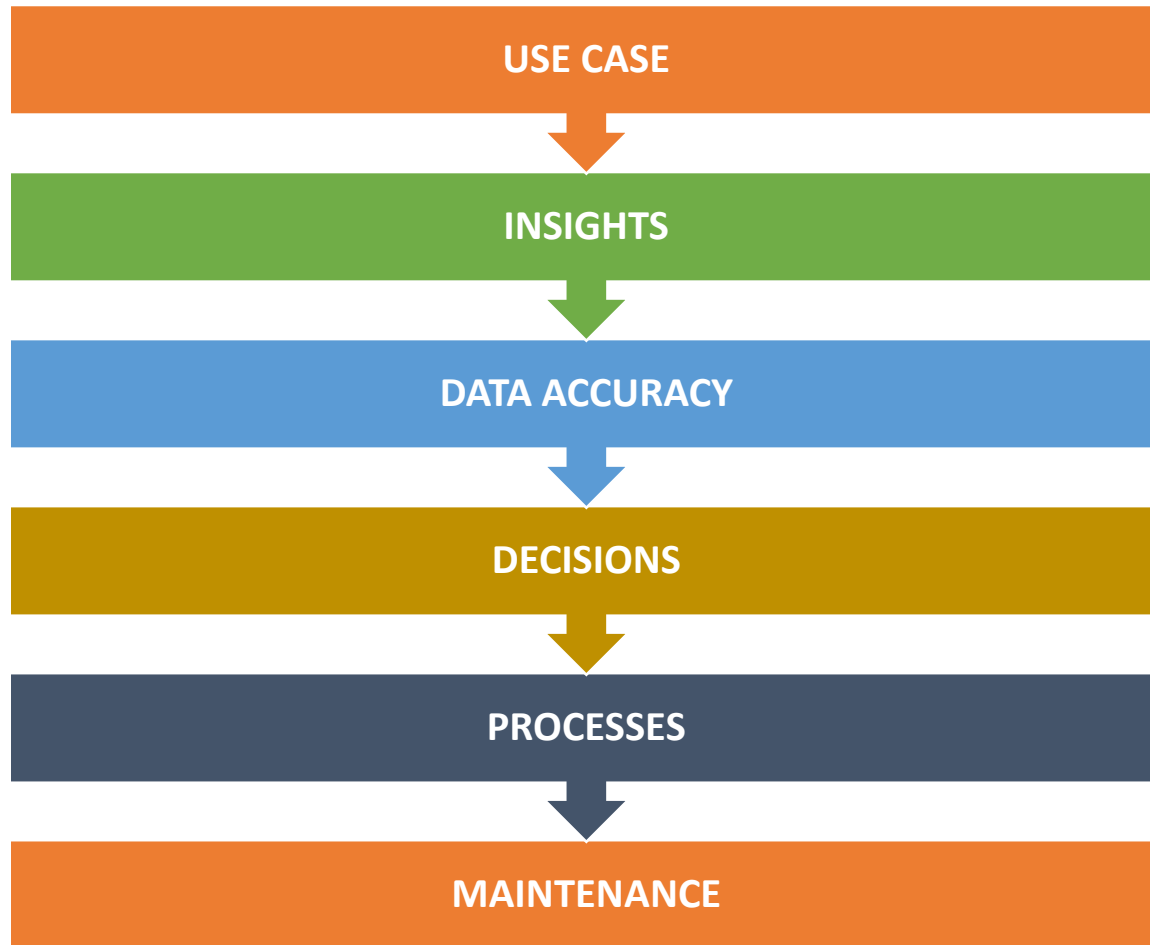
Understanding & Selecting  
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# Maturity of Digital Analytics



# Building a Solid Foundation





## Step 1: Configure Digital Touchpoint Setting

# What Data to Capture & Credit Allocation



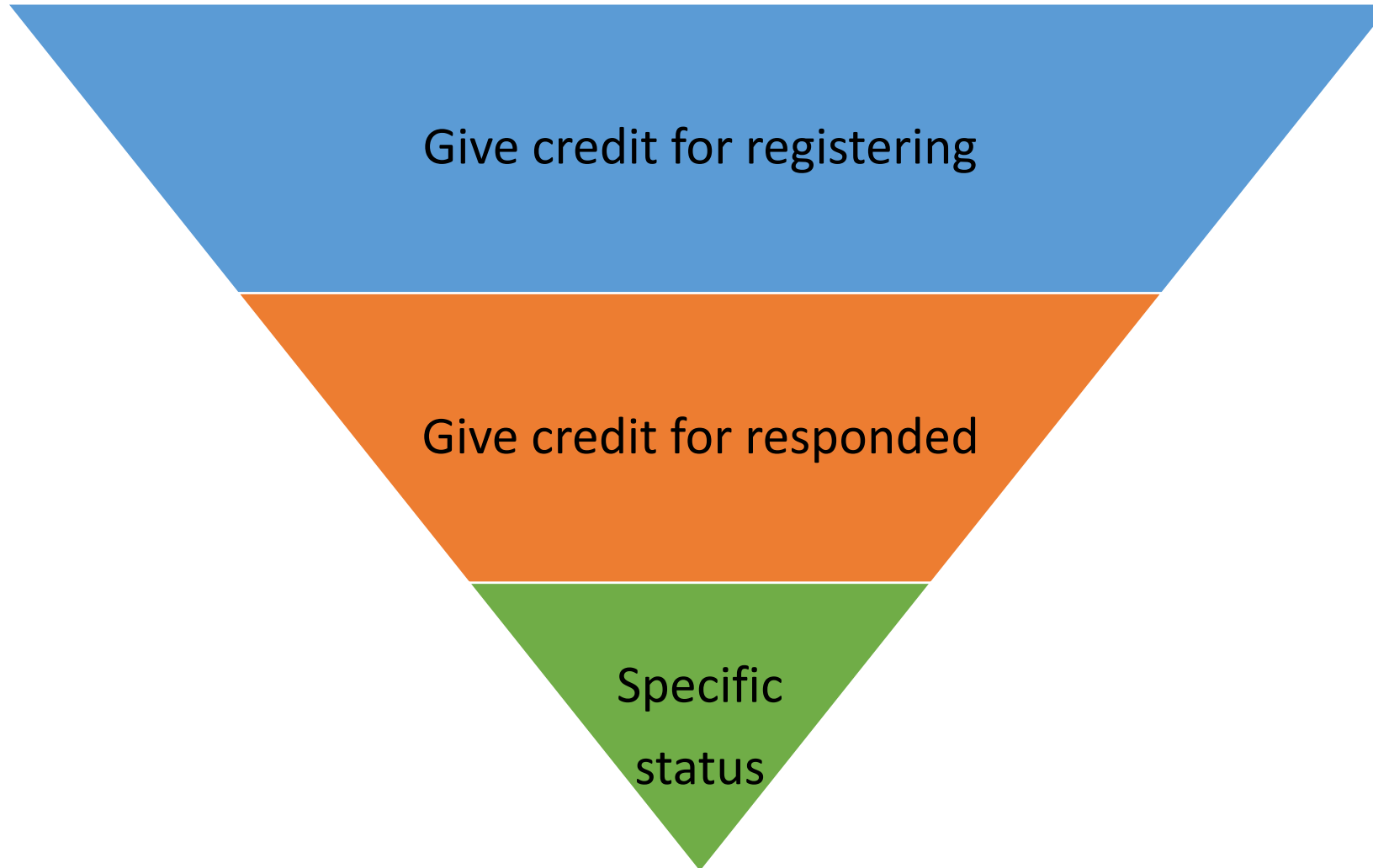
Step 2:  
Configure  
Offline  
Touchpoints



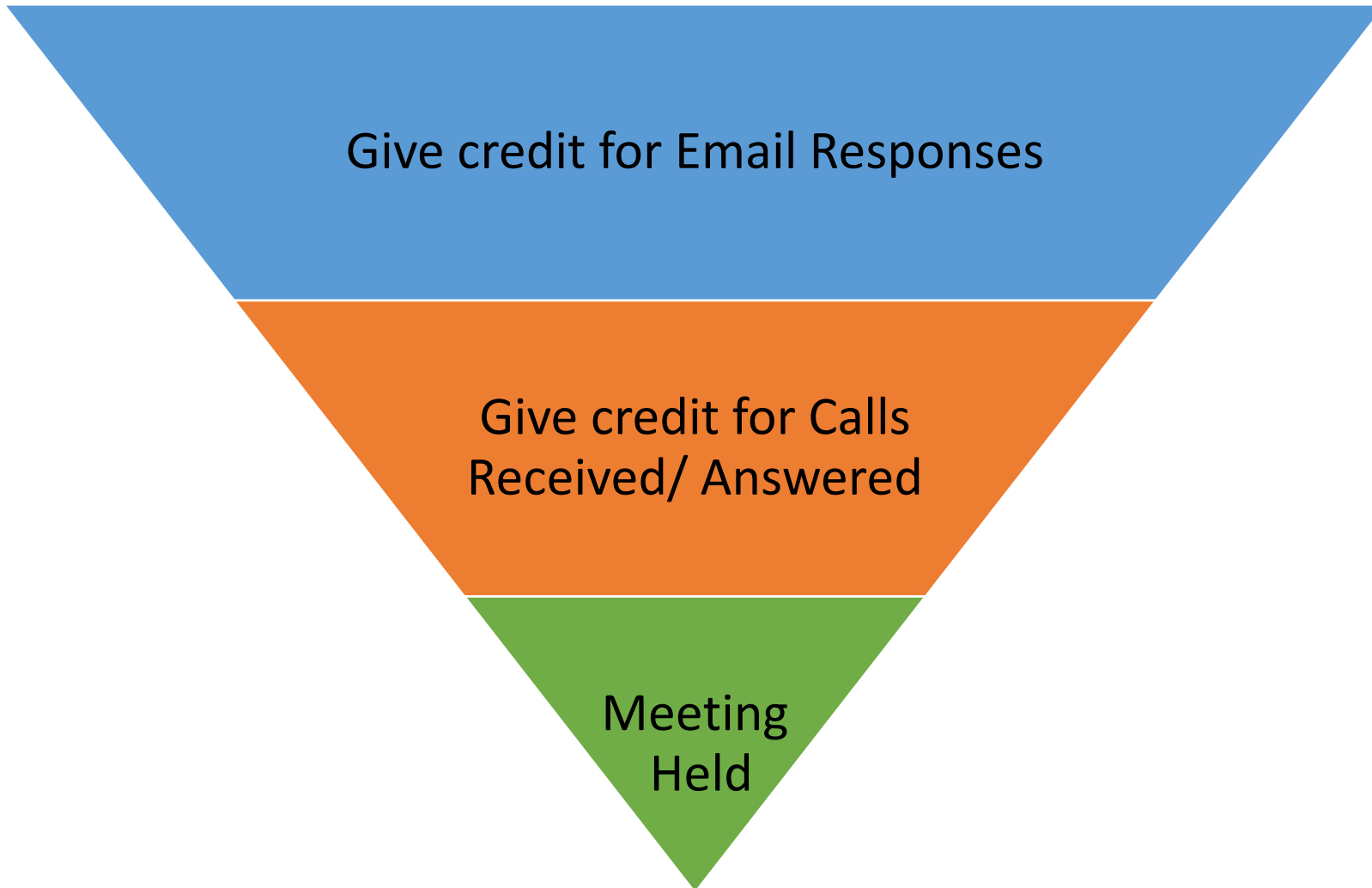
## Step 2: Breaking Down Data Silos

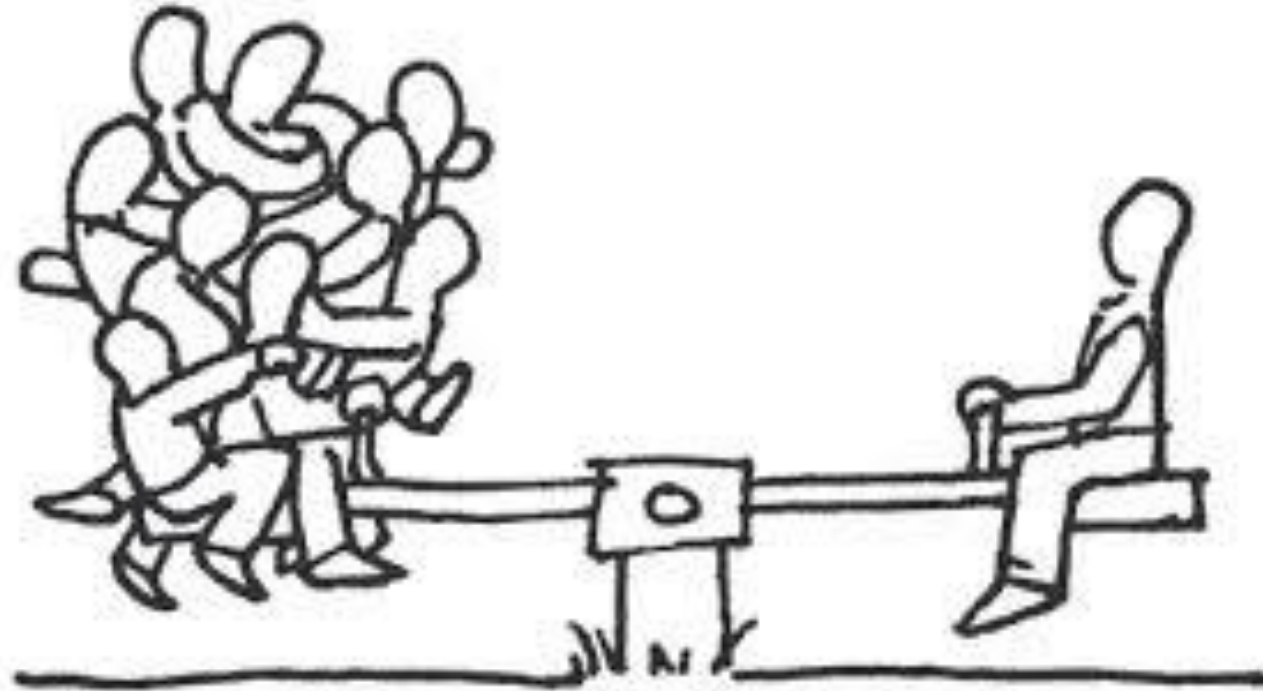


# Step 2A: Event and Webinar Configuration



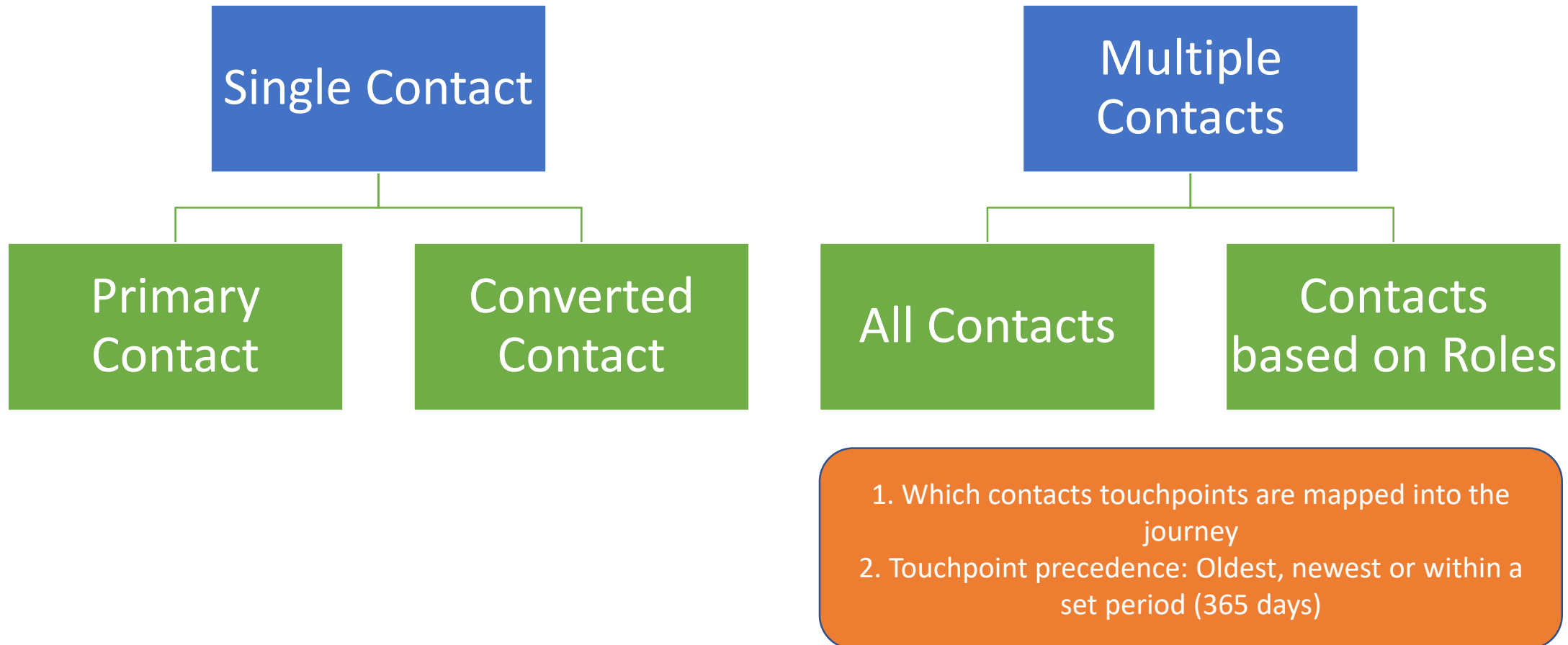
## Step 2B: Sales Configuration





Step 3: Configure for People in Journey

# Journey Mapping of Contacts to one OTY

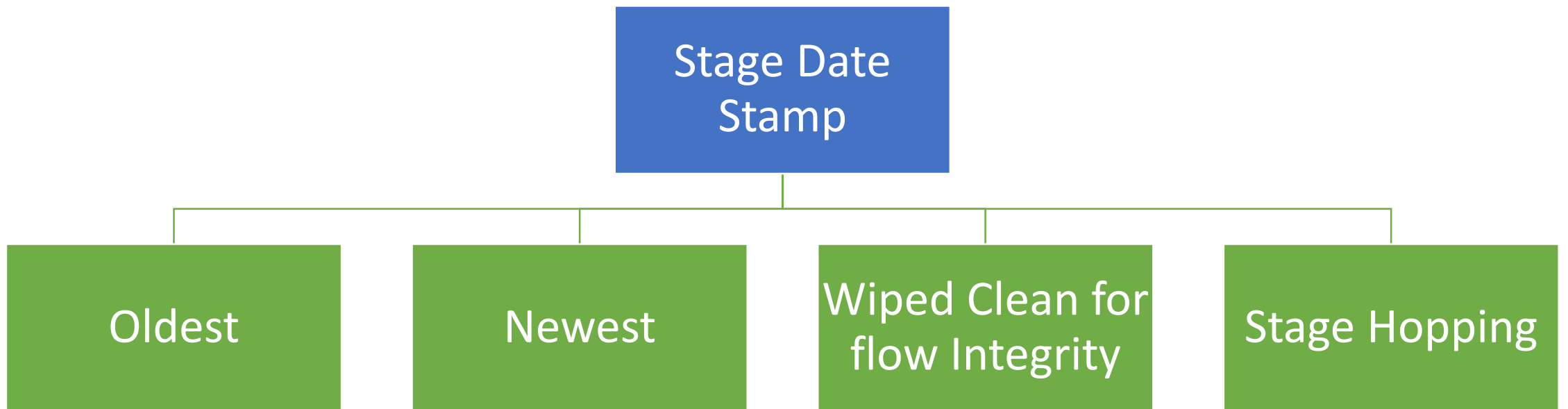




Step 4: Configure Stage Stamping for repeat stages



# Lead Stage and Stage Date Fields



# Mastering Buyer Journey Agenda



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Use Models to go Deeper

# When to Use Models?

Many  
Touchpoints  
Exist

Long Buying  
Cycles

Multiple Data  
Sources

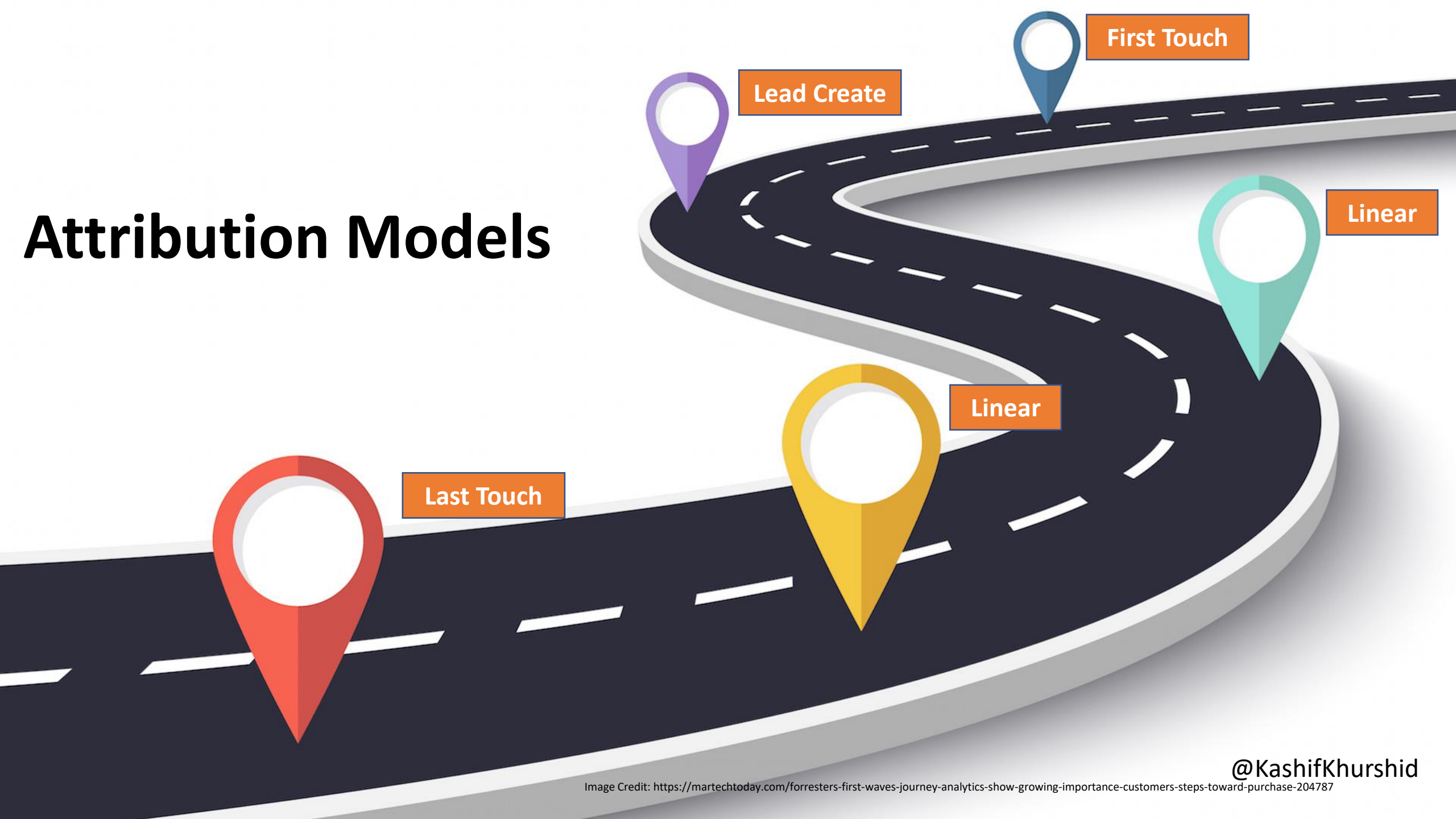
# Marketers: The Journey is the Reward



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Image Credit: <https://martechtoday.com/forresters-first-waves-journey-analytics-show-growing-importance-customers-steps-toward-purchase-204787>

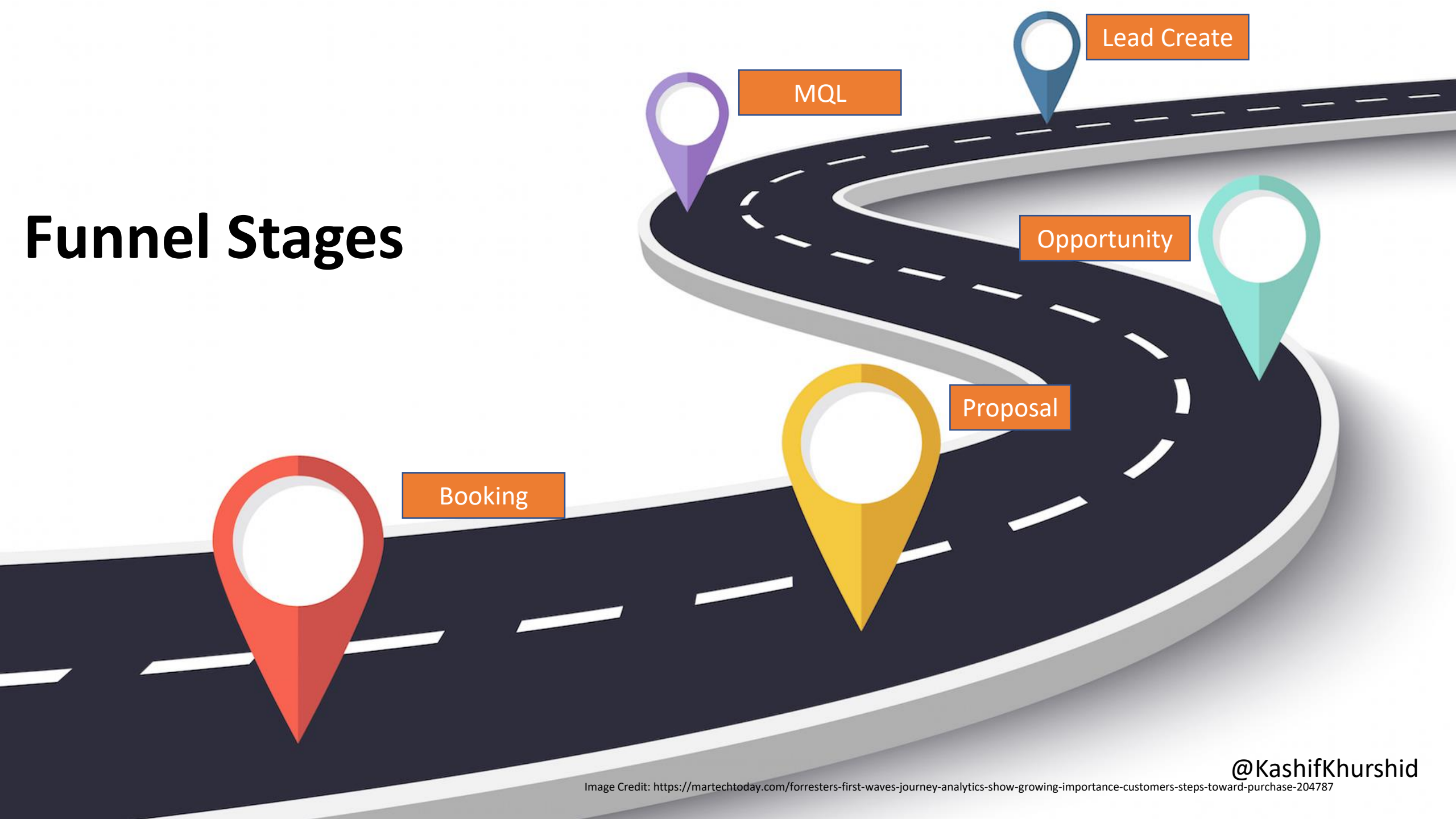
# Attribution Models



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Image Credit: <https://martechtoday.com/forresters-first-waves-journey-analytics-show-growing-importance-customers-steps-toward-purchase-204787>

# Funnel Stages



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# Weighted Attribution Modeling Configuration

Stage Name		First Touch	Lead Creation	U-Shaped	W-Shaped	Full Path	Machine Learning Model ?	Custom
Impressions		0.00%	0.00%	0.00%	0.00%	0.00%	0.53%	<input type="text" value="0"/> %
First Touch (FT)	Major Credit	100.00%	0.00%	40.00%	30.00%	22.50%	23.43%	<input type="text" value="20"/> %
Lead Creation (LC)		0.00%	100.00%	40.00%	30.00%	22.50%	20.51%	<input type="text" value="20"/> %
MAL (Marketing Accepted Lead)		0.00%	0.00%	0.00%	0.00%	0.00%	9.72%	<input type="text" value="0"/> %
MQL (Marketing Qualified Lead)		0.00%	0.00%	0.00%	0.00%	0.00%	9.43%	<input type="text" value="0"/> %
Converted (SAL (Sales Accepted Lead))		0.00%	0.00%	0.00%	0.00%	0.00%	6.80%	<input type="text" value="0"/> %
Opportunity Creation (OC)		0.00%	0.00%	0.00%	30.00%	22.50%	3.77%	<input type="text" value="20"/> %
Development		0.00%	0.00%	0.00%	0.00%	0.00%	2.65%	<input type="text" value="0"/> %
Proposal		0.00%	0.00%	0.00%	0.00%	0.00%	2.43%	<input type="text" value="0"/> %
Negotiate		0.00%	0.00%	0.00%	0.00%	0.00%	2.65%	<input type="text" value="0"/> %
Closed (Lost, Won)		0.00%	0.00%	0.00%	0.00%	22.50%	8.07%	<input type="text" value="20"/> %
Middle Touches	Minor Credit	0.00%	0.00%	20.00%	10.00%	10.00%	10.00%	<input type="text" value="20"/> %

# Selecting the Right Model



Demand Gen Manager



Director of Sales



CEO

# Demand Generation Manager

My objective is to fill top of the  
funnel with quality leads

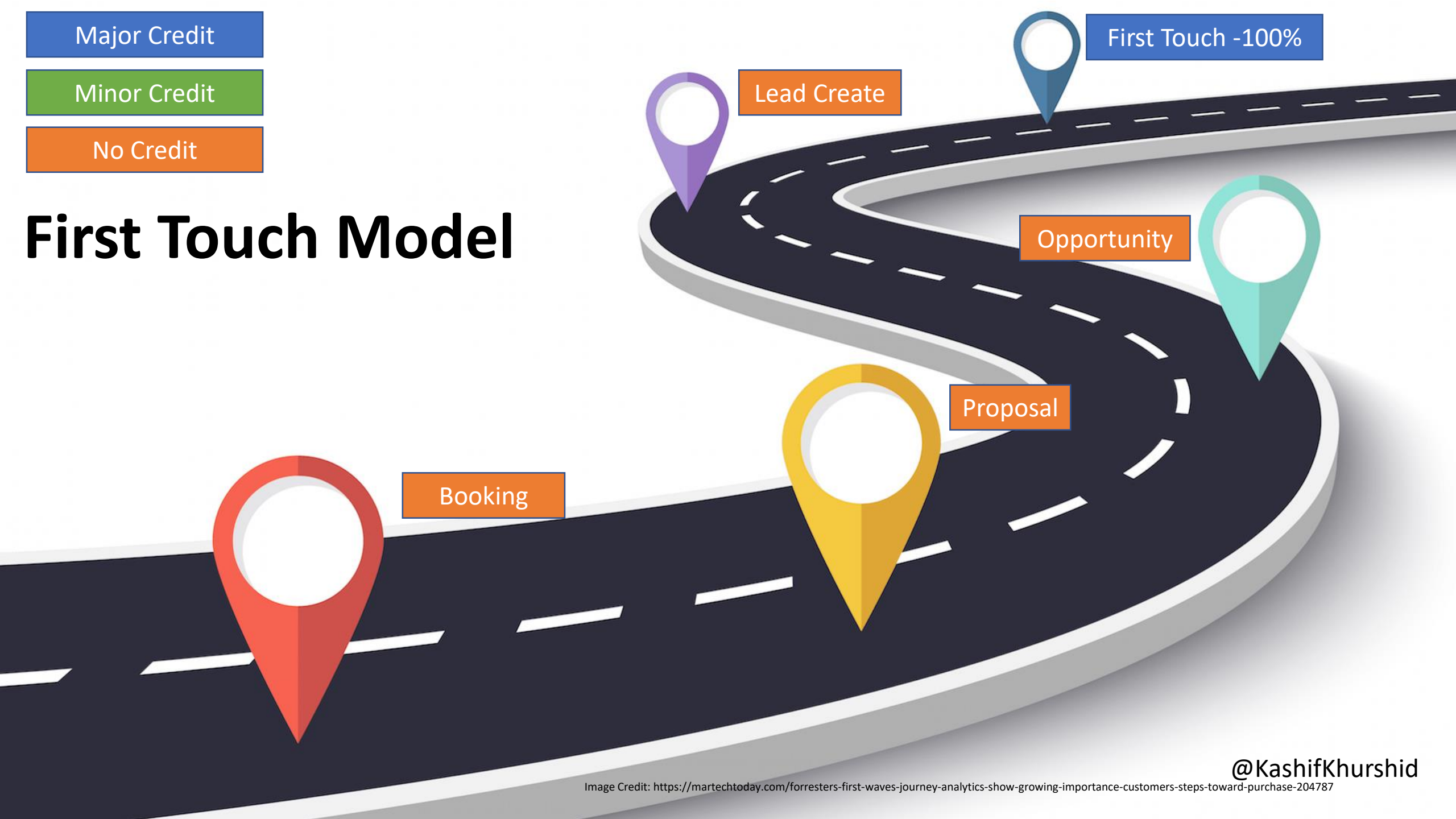


Major Credit

Minor Credit

No Credit

# First Touch Model



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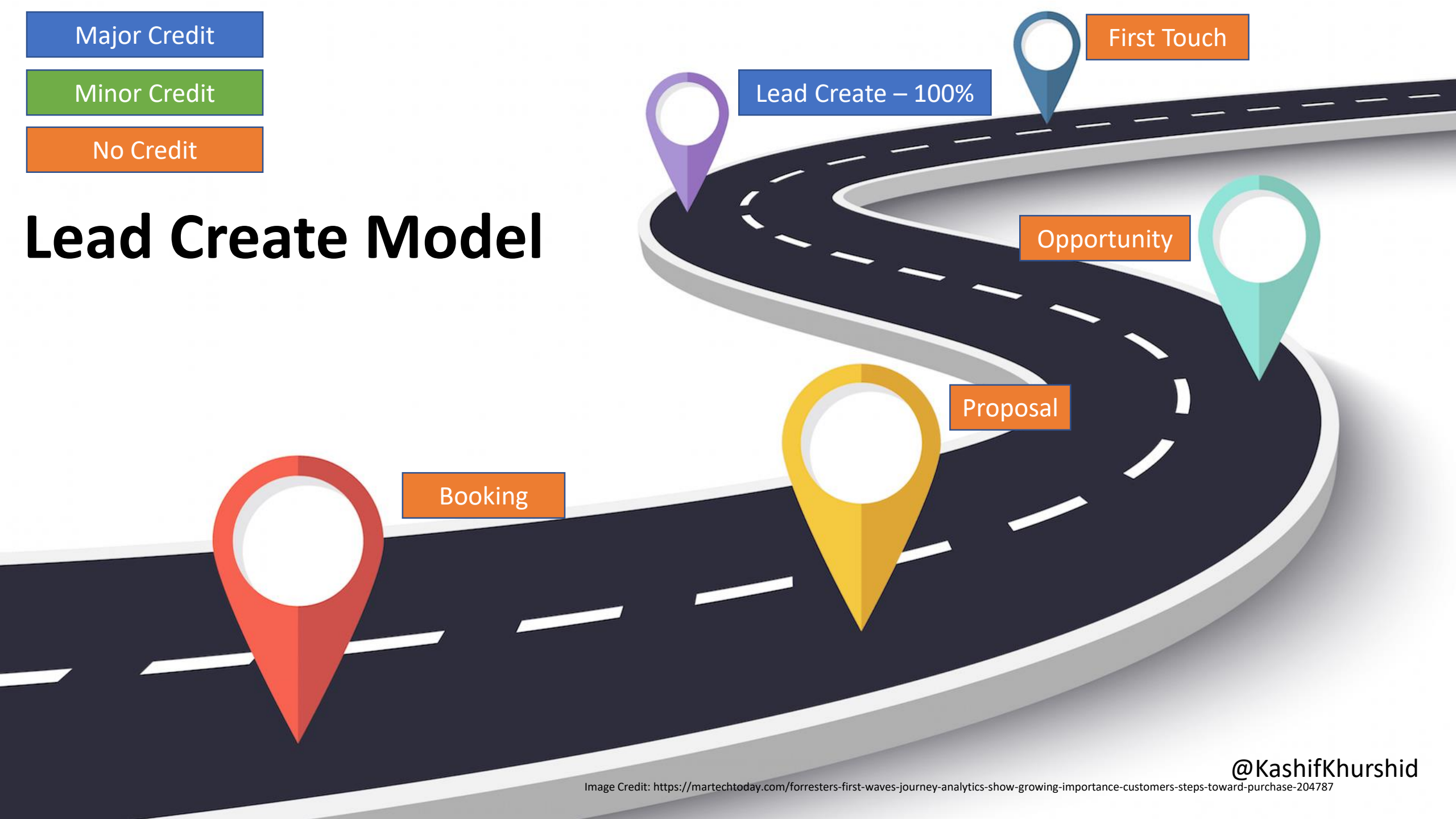
Image Credit: <https://martechtoday.com/forresters-first-waves-journey-analytics-show-growing-importance-customers-steps-toward-purchase-204787>

Major Credit

Minor Credit

No Credit

# Lead Create Model



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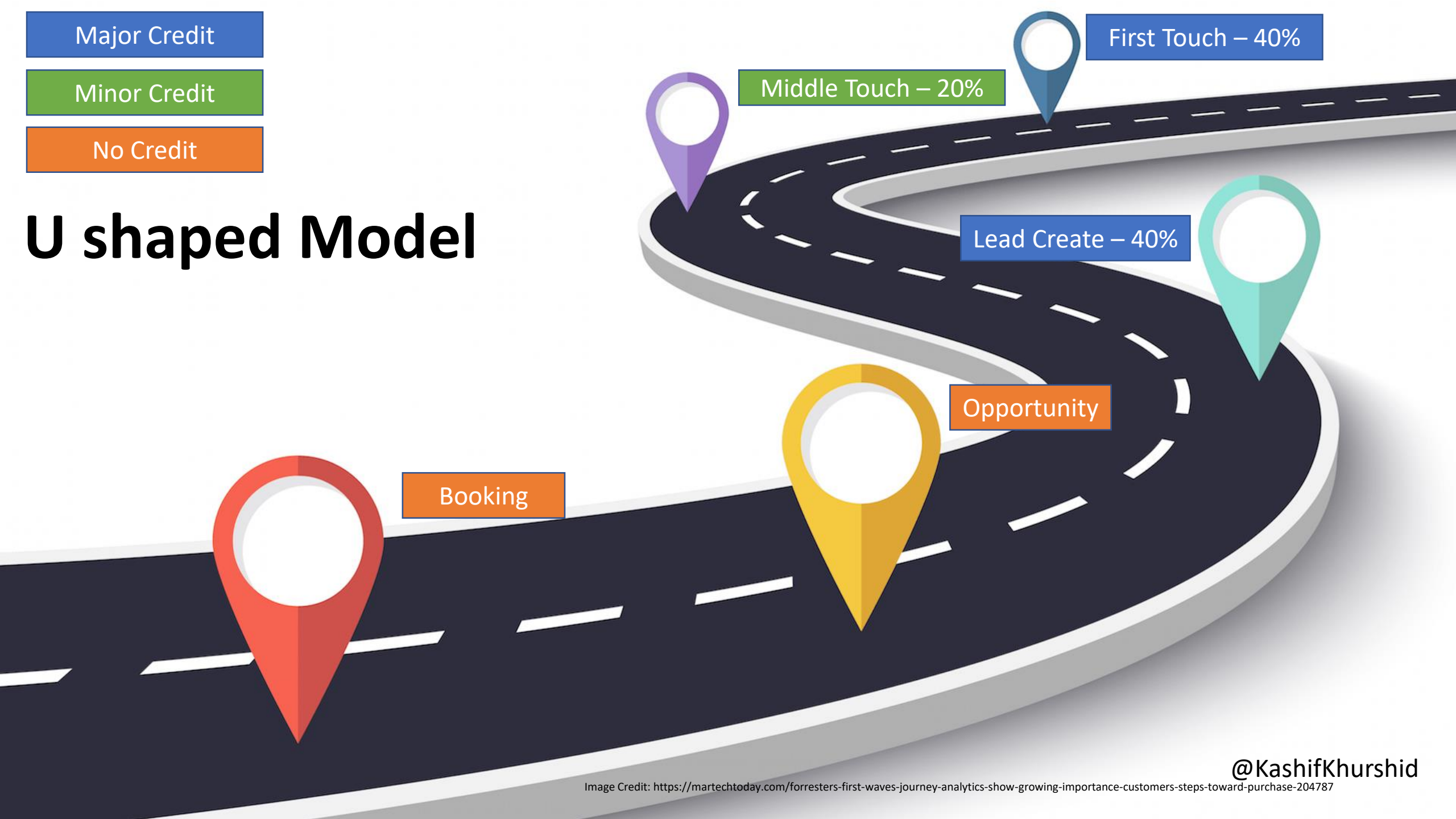
Image Credit: <https://martechtoday.com/forresters-first-waves-journey-analytics-show-growing-importance-customers-steps-toward-purchase-204787>

Major Credit

Minor Credit

No Credit

# U shaped Model



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Image Credit: <https://martechtoday.com/forresters-first-waves-journey-analytics-show-growing-importance-customers-steps-toward-purchase-204787>

# Takeaway:

Focus on Bringing in large amounts  
of Leads at Top of the Funnel.

# Director of Sales

My objective is to have healthy leads  
that drive into pipeline



Major Credit

Minor Credit

No Credit

First Touch – 30%

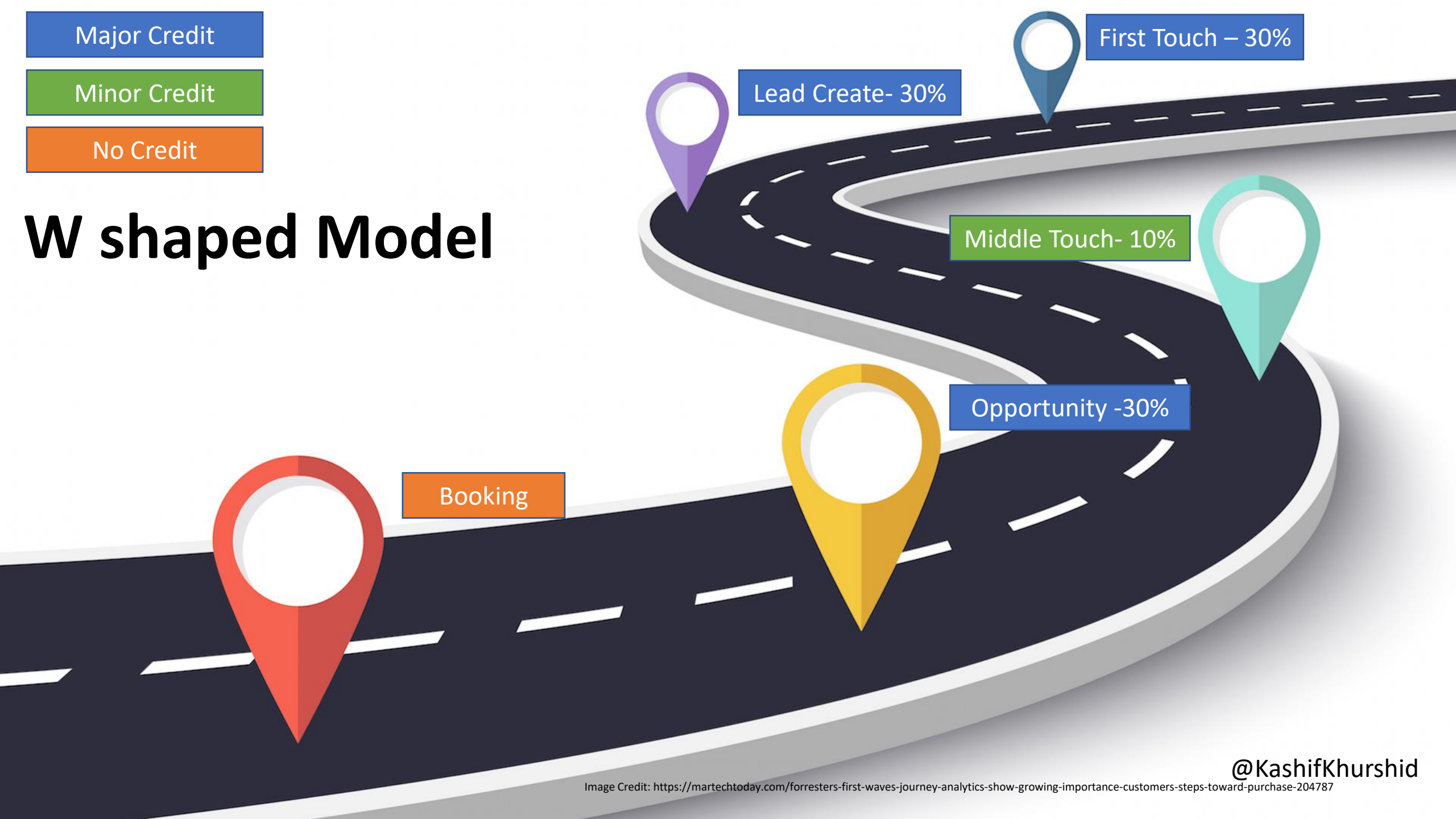
Lead Create- 30%

Middle Touch- 10%

Opportunity -30%

Booking

# W shaped Model



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Image Credit: <https://martechtoday.com/forresters-first-waves-journey-analytics-show-growing-importance-customers-steps-toward-purchase-204787>

# Takeaway:

Bringing High Quality Leads That  
Convert to Opportunities.

A photograph of Steve Jobs, co-founder of Apple, standing on a stage. He is wearing his signature black turtleneck and glasses. He is holding a small black device in his right hand and gesturing with his left hand. A large, semi-transparent white circle is overlaid on the right side of the image, containing text.

## Chief Executive Officer

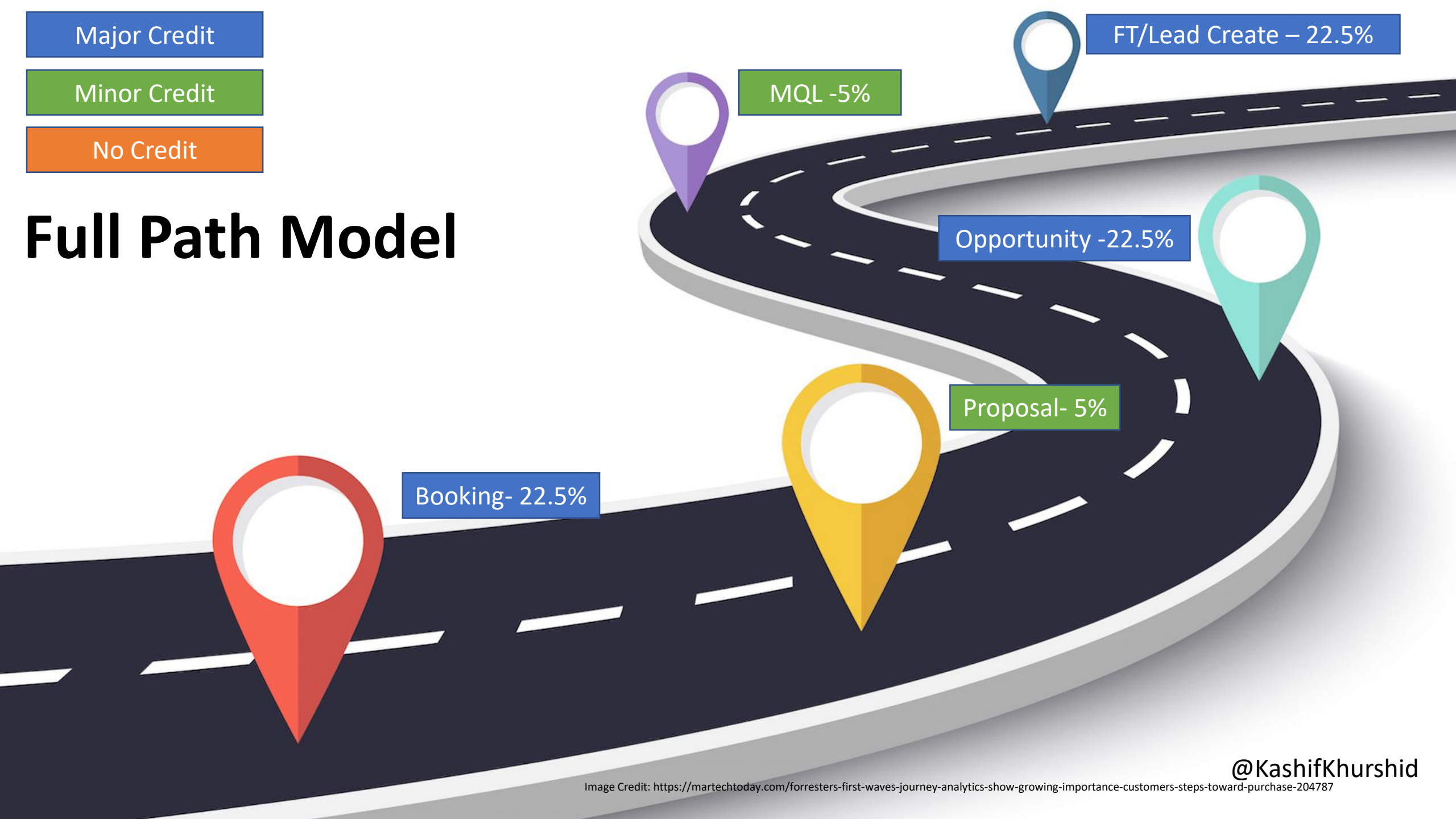
I care about what marketing  
drives into pipeline and  
bookings

Major Credit

Minor Credit

No Credit

# Full Path Model



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Image Credit: <https://martechtoday.com/forresters-first-waves-journey-analytics-show-growing-importance-customers-steps-toward-purchase-204787>

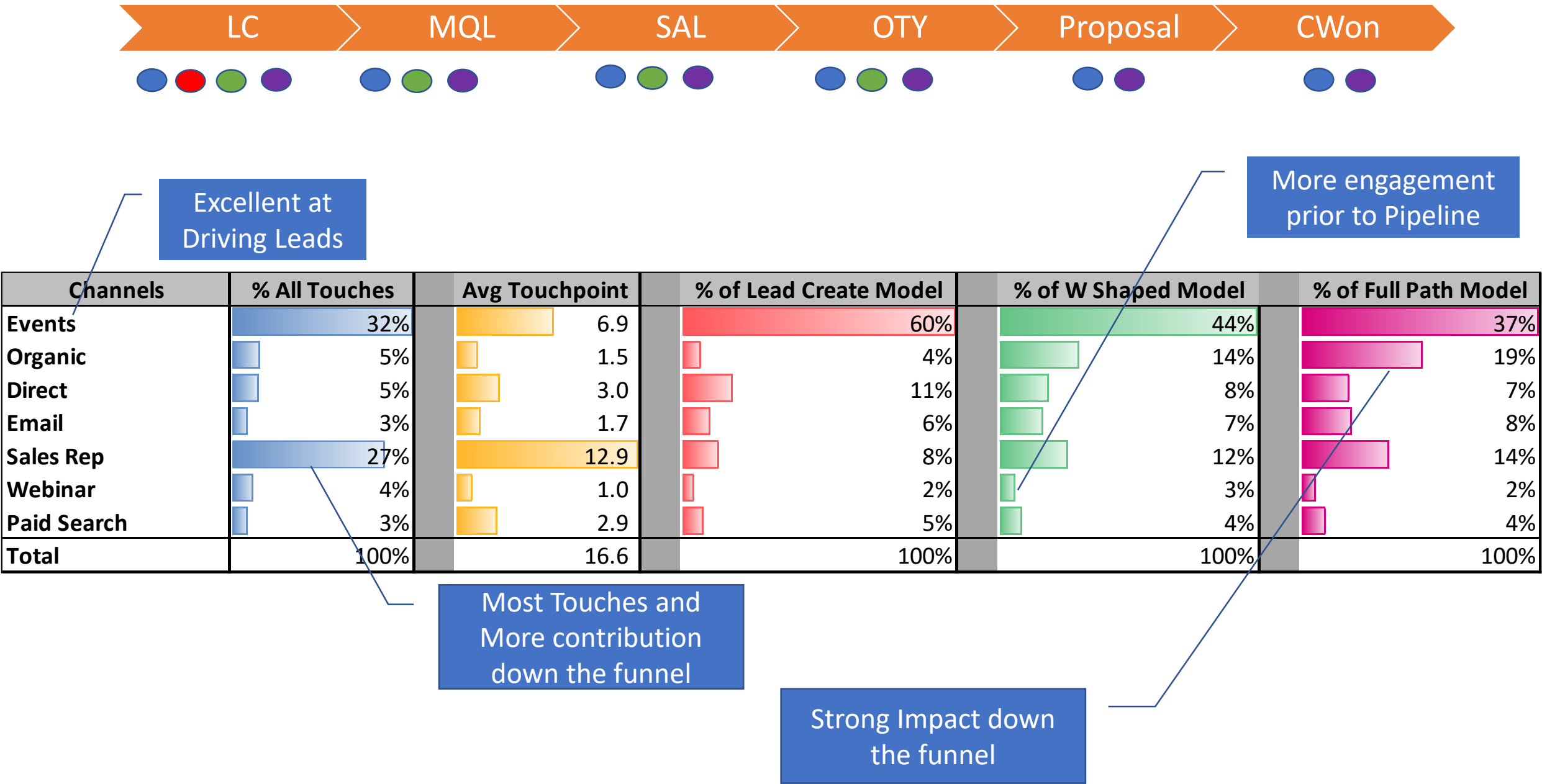
# Takeaway:

Full funnel focus – represent all key stages across marketing and sales

A man with short dark hair and glasses, wearing a blue denim shirt, is seated at a light-colored wooden desk in a home office. He is looking down at a notebook, holding a pen in his right hand, while his left hand rests on a laptop. The desk is cluttered with various items: a laptop, several notebooks, a smartphone, and a large potted plant in a grey bowl. In the background, there is a white door and a desk lamp. The text "Build Attribution to Scale" is overlaid on the left side of the image, with "Scale" underlined.

Build Attribution to  
Scale

# Stack Models Side-By-Side



# Attribution Insights

Channels	Lead Create Model	W Shaped Model	Full Path Model	Conclusion
Event	16%	12%	11%	Excellent at Driving Leads and Top of Funnel
Organic	12%	15%	17%	Increases Contribution as people do deeper into pipeline
Webinar	7%	12%	9%	Strong in nurturing people to Opportunity and weak at top of funnel
Social	10%	12%	5%	People Engage during the journey and mostly prior to pipeline

# Takeaway:

One Model does not fit all.

# Mastering Buyer Journey Agenda

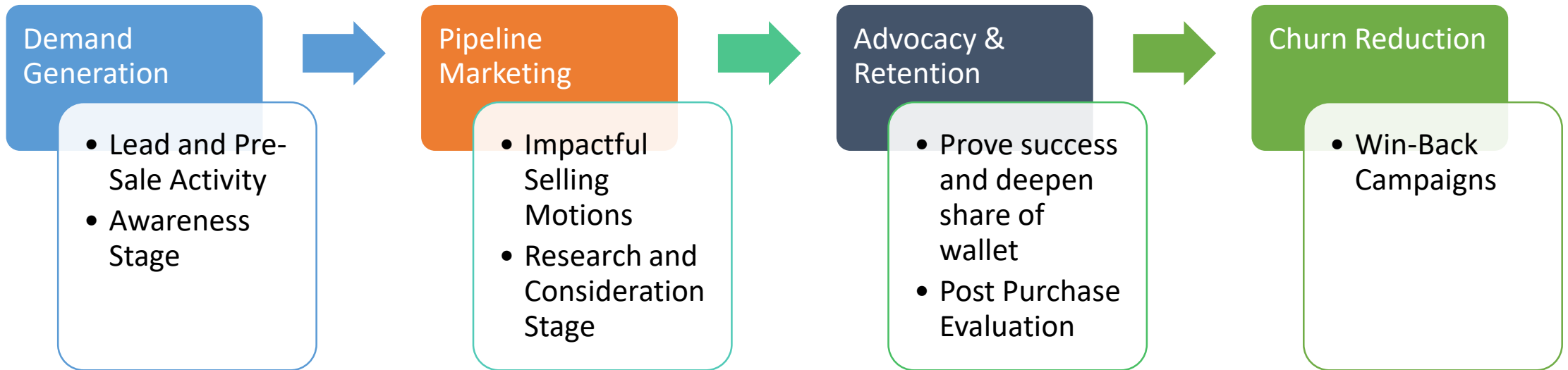


Tips & Best Practices on  
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Gaining insights from  
Attribution Modeling

# Determine How you want to spread the focus



# Types of Insights in a Journey

A winding road with dashed white lines curves through the background. Three location pins are placed along the road: a purple one in the upper left, a blue one in the upper right, and a teal one further right. Below the road, there are three circular progress indicators: a red one on the left, a yellow one in the middle, and a teal one on the right. The text boxes are arranged in two rows, with the first row containing three boxes and the second row containing three boxes.

Marketing  
Channels  
(Social)

Landing Pages  
(Home Page)

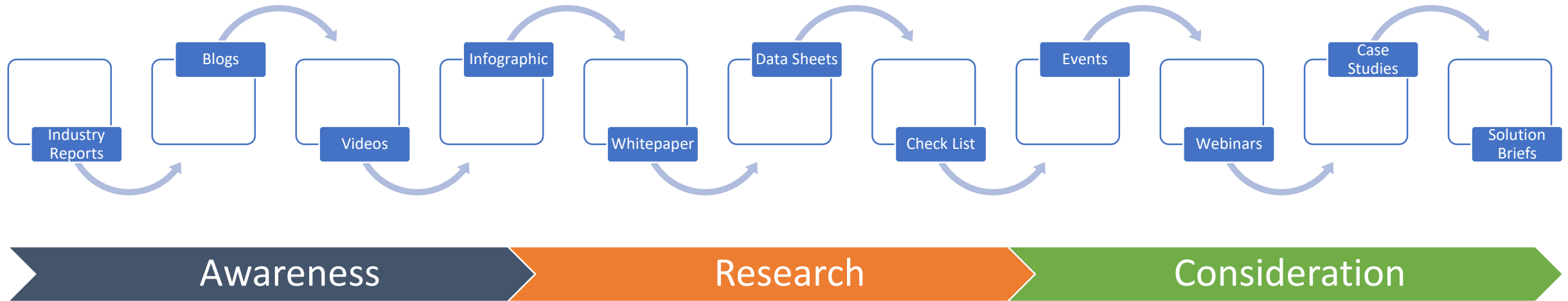
Form Fills  
(Download)

Ad Campaign  
(Brand Campaign)

Content  
Classification  
(Industry  
Conference)

Device  
(Mobile)

# Content Strategy in Buying Cycle



# Attribution Metrics

Return

Spend

Number of  
touchpoints

Cost Per  
Customer

% of  
contribution

Velocity

Customer  
Lifetime value  
& cost

# Sample Journey Analysis

Marketing Channel	Ad Campaign Name	Touchpoint Position	Count - Custom Model
Opportunity: Opportunity Name: ABC Industry		(Last), OC, Closed, Form	
Touchpoint Date: 8/10/2016 (1 record)			
Events Conferences	DAA One Conference	FT, LC, Inquiry by Date, Form	0.50
Touchpoint Date: 3/20/2017 (1 record)			
Direct	-	MQL by Date-01 (Last), TAL by Date-01 (Last), TQL by Date-01 (Last), SAL by Date-01 (Last), SQL by Date-01 (Last), OC	0.25
Touchpoint Date: 5/10/2017 (1 record)			
Organic Search	-	Closed	0.25

Credit split across all activities

Marketing Channel that Lead to the Closed Deal

# Top 5 Use Cases Attribution Solves For:

1. How many touchpoints does it take to close a deal

2. Is the additional touchpoint/activity helping move the metrics in a positive or negative direction

3. What is the profile and journey of high value close deals

4. How much is each channels contribution to overall business (2 -3 models)

5. Best top of funnel, mid-funnel and bottom of funnel programs

## Attribution Purpose

Cost & Return

Channel Contribution

Journey Analysis





Conquer your Attribution

Thank You.

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