

Understanding Attribution in Marketo

Introduction – Glossary

- Marketo : A Marketing Automation software that is used by for Marketing operations.
- Marketo Program: A Marketo Program can be think of as a representation of your Marketing Campaign.

For example:

- An Email Blast Campaign will have a Marketo Program that will make that campaign happen – by listing and filtering the recipients, blasting off the email, handling the Leads that opens the email and clicking the links in the email (by assigning them to a Salesforce Campaign, attributes a specific data value to the lead, assigns the lead to a specific waterfall level), sending up a follow-up email, etc.
- A Webinar Campaign will have a Marketo Program that facilitates the Webinar – by listing and filtering the future audience, blasting off the email invitations, handling registrations, blasting off thank-you email, handling participated leads, etc.
- Marketo Program Success: A Marketo Program, depends on its *Channel*, have different **Progression Statuses** which includes a **Success Status**. This statuses will be assigned to the Leads that are members of the Program, to denote the Leads' current status as the Leads progresses through the Program.

For example: A Webinar Program (belonging to the Webinar Channel), have several status including (but not limited to) **Invited**, **Registered**, **Cancelled**, and **Attended**. After a Lead became a member of a Webinar Program, a Lead will go through these Progression Statuses, and in the end, hopefully, a Lead *may* achieve a Success Status (for this example, the Success Status is *Attended*).

Follow up example: John is a member of Webinar January 2016's Workforce Webinar Program. John was initially set as a Lead with the Status of *Invited*. After John registered, John's status in the Program is changed to *Registered*. John then attended the Webinar, and by doing that, he is considered to achieve a Success Status.

Introduction

Attribution is how Marketo gives credit to the Programs that help Influence sales and Opportunities, and Programs that moves someone forward in your business model. Attribution helps measure Program success.

Attribution is a concept that allows us to see more clearly, which of our Programs deserves more credit and thus is worth it to be maintained, and which of our Programs needs evaluation.

Understanding the concepts of attribution and especially the concept of attribution credits and its calculation will be very valuable in understanding the data provided to you by Marketo via the Revenue Cycle Analytics set of tools – especially Revenue Explorer.

There are 2 kinds of Attribution – First Touch Attribution and Multi Touch Attribution:

- First Touch Attribution (FT): Finds out which Programs are good at **acquiring new names**. This kind of attribution gives credit to Programs that acquires leads. In the FT Attribution point of view, **acquisition** determines marketing influence.

Some things to note regarding FT Attribution:

- Program Success is not necessary.
- Only **one Program** can get credit for acquiring the Lead. For example, even though a new name is acquired through the activity of someone who downloaded a Whitepaper, and at almost the same time attended a Webinar, only 1 Program which initially acquired the Lead will be credited.
- **Acquisition** must happen BEFORE an Opportunity is created to get Pipeline Credit.
- **Acquisition** must happen BEFORE Opportunity closes to get Revenue Credit.

In other words, we may use FT Attribution in order to find out which is the best Program for Lead Generation that contributes to the creation or closing of an Opportunity.

- Multi-Touch Attribution (MT): Finds out which Programs are most influential in **moving people forward in sales cycle** – in other words, gives credit to all Programs evenly in which a **Lead reached success**.

Some things to note regarding MT Attribution:

- **Program success** determines marketing influence.
- **Multiple Programs** can get credit for a single Opportunity. For example, before the closing of an Opportunity, the Leads associated with the Opportunity achieve success in more than 1 Programs. All of the said Programs will be credited evenly.
- **Success** must happen BEFORE an Opportunity is created to get Pipeline Credit.
- **Success** must happen BEFORE Opportunity closes to get Revenue Credit.

3 Rules of Attribution:

- Credit is split evenly
- You can't give credit more than you earned
- You can't give credit for something that happened in the past

There are 2 kinds of Credit, when speaking of Attribution in Marketo:

1. Pipeline Credit: Credit given for a created Opportunity. A Program which influence the **creation** of an Opportunity received Pipeline Credit. In other word, Credit for Programs which touches Leads before the creation of an Opportunity.
2. Revenue Credit: Credit given from a closed Opportunity. A Program which influence the **closing** of an Opportunity received Revenue Credit. Credit for Programs who achieved success before the closing of an Opportunity.

Attribution Table

Attribution Table are tables used for the practice of determining attribution values, in order to strengthen the understanding of the concept of attribution. In filling up Attribution table data, there are 2 kinds of measurement units, which are used in the table depending on the data demanded:

- COUNTS / OPPORTUNITY UNIT: This unit measures the number of Opportunity portion.
- CURRENCY: This unit measures the monetary value of Opportunity Amount.

Program Name	(Tradeshow)	(Webinar)
(FT) Opty Created	1	0
(FT) Pipeline Created	\$3000	\$0
(FT) Opty Won	0	0
(FT) Revenue Won	0	0

Figure 1 Attribution Table Example

Program Name	(Content)		(Webinar)	
	(Opty 1)	(Opty 2)	(Opty 1)	(Opty 2)
(MT) Opty Created	0.5	0.5	0.5	0.5
(MT) Pipeline Created	\$1500	\$2500	\$1500	\$2500
(MT) Opty Won	0.5	0	0.5	0
(MT) Revenue Won	\$1500	0	\$1500	0

Figure 2 Attribution Table Example

Use these formulas when determining the data of the attribution table:

Determining Credits for Programs (in OPPORTUNITY UNIT) that influence the creation of an Opportunity:

Attribution Table – (FT) Opty Created

Opty Created Per Opty =

1

No of Programs which successfully [touches for the first time / acquired] Leads with Roles before the creation of the Opportunity

Opty Created Total =

Total No of Opty

No of Programs which successfully [touches for the first time / acquired] Leads with Roles before the creation of the Opportunity

Attribution Table – (MT) Opty Created

Opty Created Per Opty Per Acquisition Program =

1

No of Programs which successfully achieved success with role-associated Leads before the creation of the Opportunity

Opty Created Total Per Acquisition Program =

Total No of Opty

No of Programs which successfully achieved success with role-associated Leads before the creation of the Opportunity

Determining Credits for Programs (in CURRENCY UNIT) that influence the creation of an Opportunity:

Attribution Table – (FT) Pipeline Created

$$\text{Pipeline Created Per Opty} = \frac{\text{Opty Amount}}{\text{No of Programs which successfully [touches for the first time / acquired] Leads with Roles before the creation of the Opportunity}}$$

$$\text{Pipeline Created Total} = \frac{\text{Total Opty Amount}}{\text{No of Programs which successfully [touches for the first time / acquired] Leads with Roles before the creation of the Opportunity}}$$

Attribution Table – (MT) Pipeline Created

$$\text{Pipeline Created Per Opty} = \frac{\text{Opty Amount}}{\text{No of Programs which successfully achieved success with role-associated Leads before the creation of the Opportunity}}$$

$$\text{Pipeline Created Total} = \frac{\text{Total Opty Amount}}{\text{No of Programs which successfully achieved success with role-associated Leads before the creation of the Opportunity}}$$

Determining Credits for Programs (in OPPORTUNITY UNIT) that influence the closing of an Opportunity:

Attribution Table – (FT) Opty Won

Opty Won Per Opty =

1

No of Programs which achieved **[touches for the first time / acquired]** Leads with Roles before the closing of the Opportunity

Opty Won Total =

Total Opty Won

No of Programs which successfully **[touches for the first time / acquired]** Leads with Roles before the closing of the Opportunity

Attribution Table – (MT) Opty Won

Opty Won Per Opty =

1

No of Programs which successfully **achieved success** with role-associated Leads before the creation of the Opportunity

Opty Won Total =

Total Opty Won

No of Programs which successfully **achieved success** with role-associated Leads before the creation of the Opportunity

Determining Credits for Programs (in CURRENCY UNIT) that influence the closing of an Opportunity:

Attribution Table – (FT) Revenue Won

Opty Won Per Opty =

Opty Won Amount

No of Programs which achieved **[touches for the first time / acquired]** Leads with Roles before the closing of the Opportunity

Opty Won Total =

Total Opty Won Amount

No of Programs which successfully **[touches for the first time / acquired]** Leads with Roles before the closing of the Opportunity

Attribution Table – (MT) Revenue Won

Opty Won Per Opty =

Opty Won Amount

No of Programs which successfully **achieved success** with role-associated Leads before the creation of the Opportunity

Opty Won Total =

Total Opty Won Amount

No of Programs which successfully **achieved success** with role-associated Leads before the creation of the Opportunity

Example Scenario with visualization:

Marketers in a company prepares 3 Marketing Programs to generate Leads from an Account. There are 4 recorded interactions between Leads from the said account with the created Programs.

- Person 1 interacted with Program A on March 11 and with Program B on March 19
- Person 2 interacted with Program B on March 19
- Person 3 interacted with Program C on March 31

An Opportunity is created on March 25. How do we attribute Credits for Programs that contributes to the creation of the Opportunity, in the terms of Lead Generation?

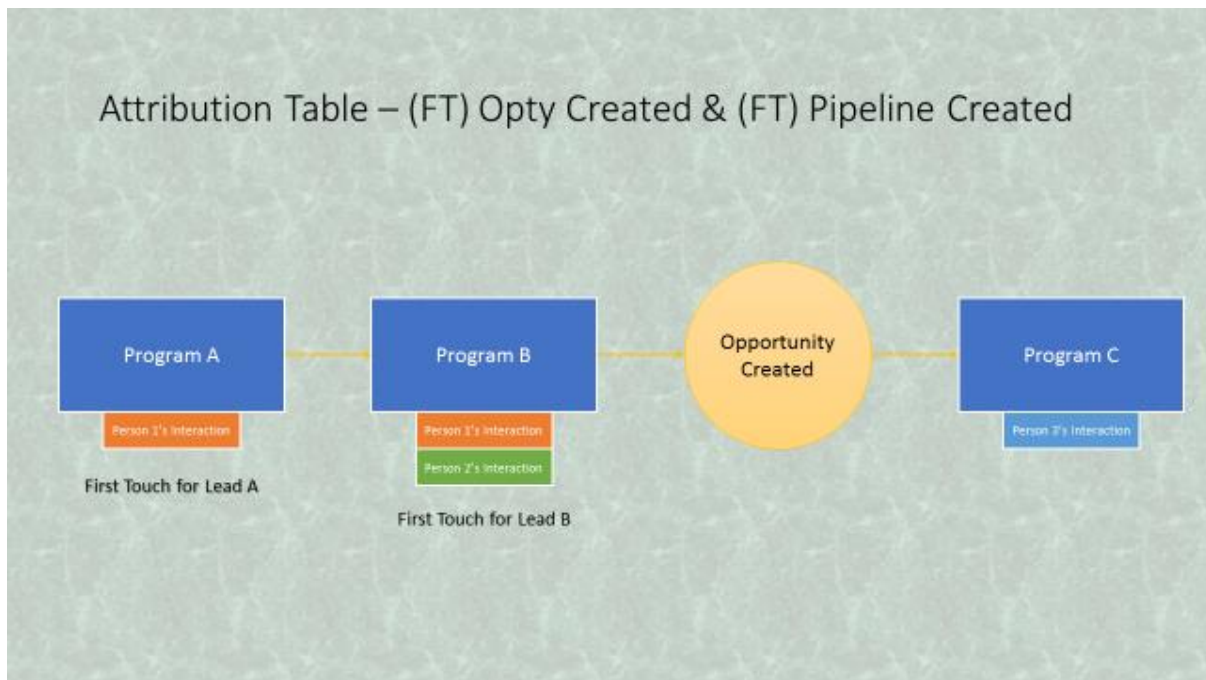


Figure 3 Scenario Visualization

Answer:

As we are looking for Programs that contributes to the creation of the Opportunity, we are looking for (FT) Opportunity Created and (FT) Pipeline Created.

Program A and B will each receive a portion of Credit from the Opportunity, because they contribute to the creation of the Opportunity, unlike Program C. Program C acquired Person 3 only after the creation of the Opportunity.

Opportunity Created Per Optunity:

- Program A : 0.5 of (FT) Opty Created and \$x of (FT) Pipeline Created
- Program B : 0.5 of (FT) Opty Created and \$x of (FT) Pipeline Created

Noting the formulas noted above, and also with the given visualization in mind, visit the Marketo documentation pages below, to understand more about attribution concepts using attribution tables:

- <http://docs.marketo.com/display/public/DOCS/Attribution+Example+1>
- <http://docs.marketo.com/display/public/DOCS/Attribution+Example+2>
- <http://docs.marketo.com/display/public/DOCS/Attribution+Example+3>
- <http://docs.marketo.com/display/public/DOCS/Attribution+Example+4>

After understanding more about attributions in Marketo, you will be more ready to interpret the metrics provided in Revenue Explorer tool and Program Analyzer tool.