

# THE FOCUS ON ATTRIBUTION & REPORTING

Recognizing the gaps of what they are currently measuring and reporting vs. the organization's objectives, **87%** of marketers are prioritizing attribution in the next 12-18 months.<sup>3</sup>

Top drivers for better metrics:<sup>3</sup>



**70%**

Demonstrate marketing impact on pipeline and revenue



**67%**

Show ROI from all marketing investments



**27%**

Gain actionable insights on buyer interests

**38%**

Improve marketing and sales alignment



## TOP CHALLENGES OF MARKETING PERFORMANCE MEASUREMENT

While marketers desire more insightful reporting they struggle with execution:



**48%**

Inability to measure and track between specific buyer stages<sup>3</sup>



**47%**

Inability to measure impact across channels/campaigns<sup>3</sup>

**41%**

Not enough resources<sup>3</sup>



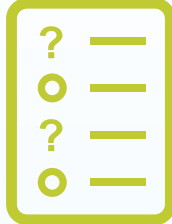
**34%**

Data is a mess<sup>3</sup>



**26%**

Lack reporting capabilities<sup>3</sup>



## ATTRIBUTION SUCCESS REQUIRES EXPERTISE

Transforming your organization into data-driven business requires experience, expertise, and strong leadership:

**38%**

of marketers believe developing an analytics-driven culture is the responsibility of the C-Suite and senior leadership<sup>5</sup>

**27%**

of marketers cite skill gaps as a significant obstacle to their current data and analytics efforts<sup>5</sup>

**55%**

of organizations use third-party partners to address the skill gaps<sup>5</sup>

## MEASURABLY BETTER OUTCOMES

Undeniably, advanced attribution enables marketers to make better business decisions and focus resources into high-performing areas:

Marketers who invest **10%** or more of working media budgets in marketing performance measurement are **3x** more likely to exceed their revenue growth plans by over **25%**.<sup>4</sup>

High-performing marketers (those that exceeded their growth plans by over 25%) achieve **5%** better returns on marketing investments and **7.5%** better business outcomes.<sup>4</sup>

**AND THOSE ARE RESULTS YOU  
CAN TAKE TO THE BANK.**

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### SOURCES:

<sup>1</sup>AMERICAN MANAGEMENT ASSOCIATION

<sup>2</sup>MARKETING PERFORMANCE MANAGEMENT SURVEY, 2017

<sup>3</sup>THE 2018 MARKETING MEASUREMENT AND ATTRIBUTION SURVEY

<sup>4</sup>FORBES CMO PRACTICE AND NEUSTAR STUDY, 2017

<sup>5</sup>FORBES INSIGHTS 2017 ENTERPRISE ANALYTICS STUDY