

Maximize Your Marketing Revenue

with Attribution Reporting

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Agenda

01. Top attribution models for tracking revenue
 02. Building attribution reports in HubSpot
 03. Actioning your learnings to maximize marketing revenue
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Attribution models for tracking revenue

Let's explore the different models for tracking revenue attribution and choose the best model for the task at hand

01

The **what**, **how** and **why** of revenue attribution

What: A mathematical model for assigning “credit” to each marketing channel or activity along a donor’s path to give

How: HubSpot attributes credit to interactions, which can include clicks, page views, form submissions, event registrations, etc.

Why: Your donors will be exposed to many different channels, assets, and campaigns along their journey to donate. Revenue attribution can help you identify which ones are propelling donors towards conversion

What revenue attribution **isn't**

The full picture: Attribution models can't measure:

- Brand exposures that aren't tied to specific interactions
- Interaction types not captured in HubSpot
- Return on investment (thought they can help you determine ROI)

The only view that matters: There are other marketing goals outside of conversion (like brand awareness, loyalty, etc.) that are equally important for the long-term health of your org

Common attribution models

Linear

Attributes equal credit to each interaction along a donor's journey



Time Decay

Attributes more credit to recent interactions using a 7-day half life



W-Shaped

Attributes 30% of credit to the first interaction, lead creation interaction, and conversion interaction, with the rest distributed equally



Other attribution models

First-Touch

Attributes 100% of credit to the first interaction on a donor's journey



Last-Touch

Attributes 100% of credit to the conversion interaction on a donor's journey



U-Shaped

Attributes 40% of the credit to the first interaction, 40% to the lead creation interaction, with the rest distributed equally to the interactions that came between



So how do I know which attribution model to use?

It all depends on the question you're trying to answer.

Linear

Attributes equal credit to each interaction along a donor's journey

What channels are my donors engaging with before donating?

How well is my combination of marketing channels or assets driving revenue?

Which activities are doing best at driving donor engagement overall?

Time Decay

Attributes more credit to recent interactions using a 7-day half life

Which channels or activities are most impactful for driving donations during my time-bound campaigns?

Which combination of campaign assets was most effective at priming donors to give?

W-Shaped

Attributes 30% of credit to the first interaction, lead creation interaction, and conversion interaction, with the rest distributed equally

How well are my upper and middle funnel activities engaging folks who eventually become donors?

What kinds of messages are best equipped to persuade donors to engage more deeply?

First-Touch

Attributes 100% of credit to the first interaction on a donor's journey

I need to attract new donors!
What channels should I consider activating?

Where are donors first engaging with my organization?

Last-Touch

Attributes 100% of credit to the conversion interaction on a donor's journey

How are donors actually giving?

What activities at the bottom of the funnel are best at converting engaged leads?

U-Shaped

Attributes 40% of the credit to the first interaction, 40% to the lead creation interaction, with the rest distributed equally

What channels should I consider if I want to generate leads now to cultivate and convert in a later campaign?

Measuring revenue attribution in HubSpot

HubSpot's revenue attribution reports and how to build them

02

HubSpot digital reporting dependencies

A report is only as good as its data

- ❑ Host your website on HubSpot, or enable HubSpot web tracking on your existing site
- ❑ Integrate your donation platform with HubSpot directly, or use a custom behavioral event to track conversions (if you have an intermediary platform like Salesforce)
- ❑ Connect any ad accounts
- ❑ Connect any social media accounts
- ❑ Align up-front how you will track offline events, meetings, etc.

Step 1: Choose your attribution report type

Marketing Hub Enterprise

Multi-Touch Revenue Attribution

Identifies which channels or activities resulted in the most donations or revenue

Deal Create Attribution

Identifies which channels or activities resulted in the most new deals in your pipeline

Contact Create Attribution

Identifies which channels or activities generated the most new contacts or leads

Attribution

[Learn more.](#)

Use multi-touch attribution models to understand how effective your marketing efforts were at driving specific goals like revenue, deal creation, and contact creation.

[Customize interactions](#)

Report type

Revenue



Deal close date

The date range where a deal was closed won with revenue.

Rolling date range

Last 60 days (excluding today)

Asset types

The type of assets that were interacted with

All asset types

Attribution model

[Compare models](#)

Full-path x

Last interaction x

Dimensions

Interaction source

[+ Add another dimension](#)

Step 2: Select your **chart type**, **date range**, and **attribution models**

- Set the close date based on the length of your donation cycle (or campaign) to avoid missing important data
- The report will assign credit to each interaction based on which attribution model you choose
- You can select more than one model
- Remember that your attribution model should match the question you are trying to answer

Step 3: Set your dimensions

Dimensions: The criteria used to “bucket” or “cut” the data in your attribution report; aka what’s on the X-axis

- **Campaign:** Compares how well individual campaigns performed against each other
- **Asset Type:** Compares how well different kinds of assets performed against each other (website page v. blog post v. marketing email)
- **Asset Title:** Reflects how specific assets performed (blog A v. blog B v. social post C)
- **Interaction Source:** Compares which overall traffic interaction sources performed best (paid social v. organic social v. search)

Attribution

[Learn more.](#)

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Configure **Filters**

Campaigns
Filter results by campaign
All campaigns ▼

Interaction sources
Filter by the sources of interactions
All sources ▼

Lifecycle stage
The contact's current lifecycle stage
All lifecycle stages ▼

Step 4: Add data filters

- Use filters to narrow the data set to match the question you're trying to answer
- Be sure not to narrow the data set so far that you lose valuable insights
- Include both sales and marketing interactions for the fullest picture possible

Smell-check:

- Does what I'm seeing make sense?
- Could I explain this to someone else?

Actioning your learnings

Using revenue attribution reports to refine your marketing strategy and amplify results

03

Actioning Campaign Learnings

Campaign: A short, time-bound activation aimed at achieving a specific goal. In this case, driving revenue

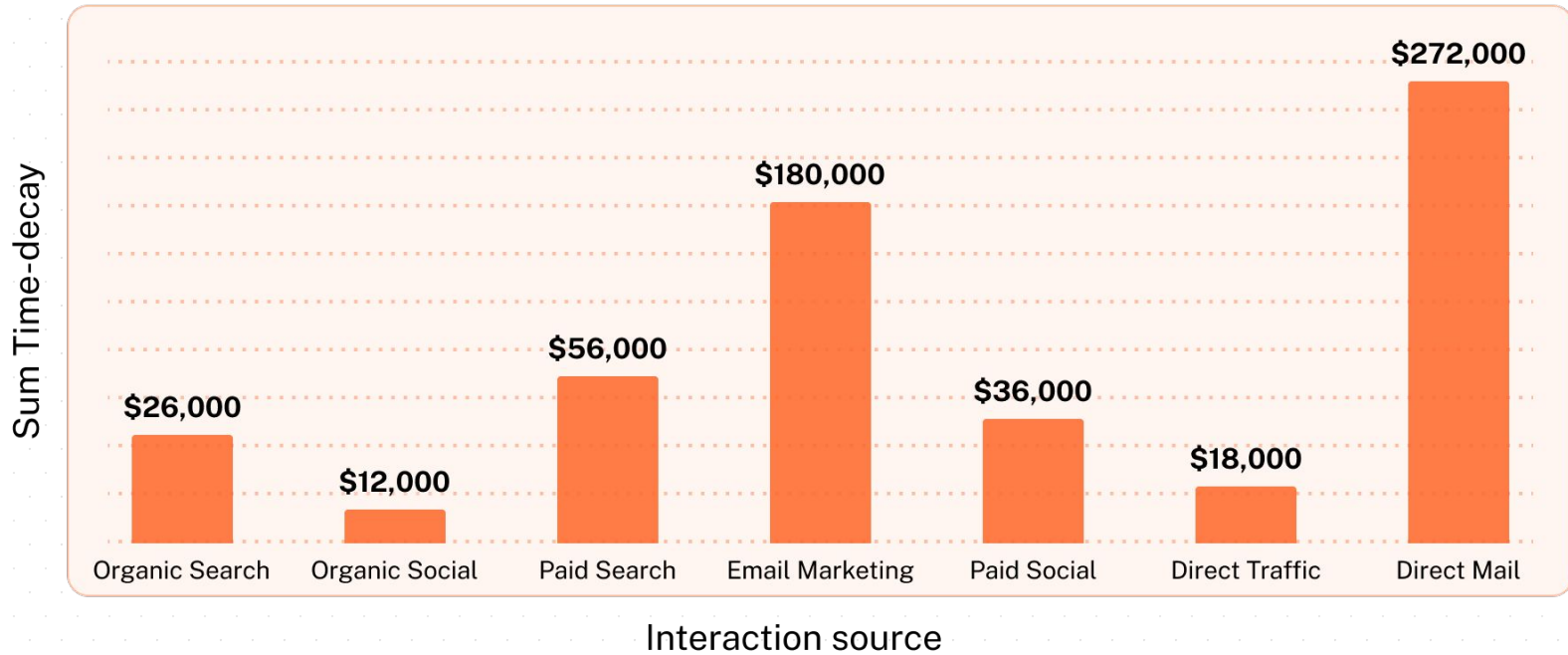
Objective: To determine which channels to activate during my summer fundraising campaign

Relevant Data Source: 2024 Giving Tuesday campaign results

Report Question: Which channels contributed most to revenue during Giving Tuesday?

- **Report Type:** Multi-Touch Revenue Attribution
- **Attribution Model:** Time Decay
- **Dimensions:** Interaction Source
- **Filters:** Campaign - Giving Tuesday

FROM 11/11/2024 TO 12/23/2024



Question: Which channels contributed most to revenue during Giving Tuesday?

Actioning **Always-On** Learnings

Always-On: Long-term channels and tactics running in the background (though content may change over time)

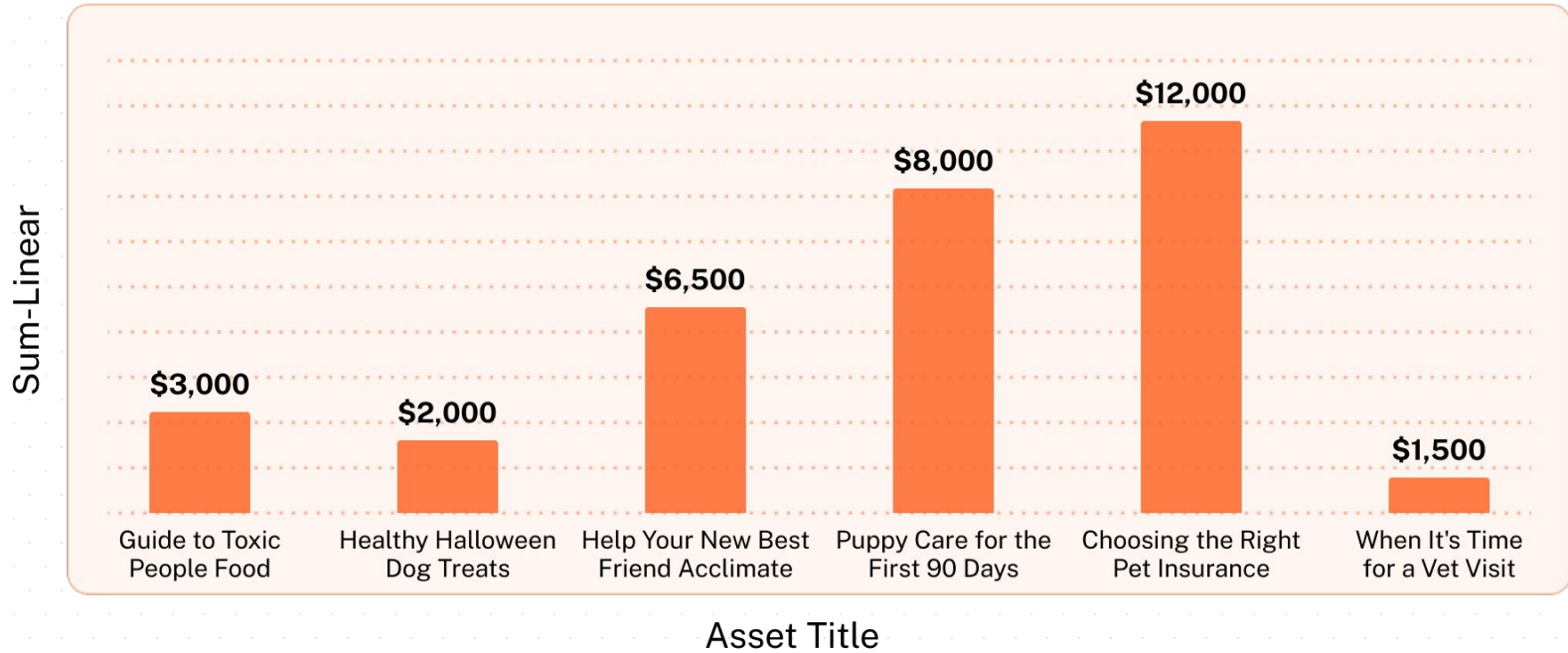
Objective: To determine which blog post topics are most effective at driving revenue

Relevant Data Source: 2024

Report Question: Which blog posts contributed most to revenue in 2024?

- **Report Type:** Multi-Touch Revenue Attribution
- **Attribution Model:** Linear
- **Dimensions:** Asset Title
- **Filters:** Asset Type - Blog

FROM 1/1/2024 TO 12/31/2024



Question: Which blog posts contributed most to revenue in 2024?

*How often should I pull my
always-on attribution reports?*

It depends! But quarterly is generally a good rule of thumb.

Thank you!



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