

The image features a solid blue background with white, hand-drawn scribbles that form a path across the top and bottom. Large, bold, black letters 'C', 'V', 'R', and 'A' are partially visible, appearing to be part of a larger graphic or text that is cut off by the edges of the image. The 'C' is at the bottom left, 'V' is at the bottom center, 'R' is on the right side, and 'A' is at the top right.

CallRail

CALLRAIL RESEARCH REPORT 2019

# Attribution Report: How Today's Marketers Measure Campaign Performance



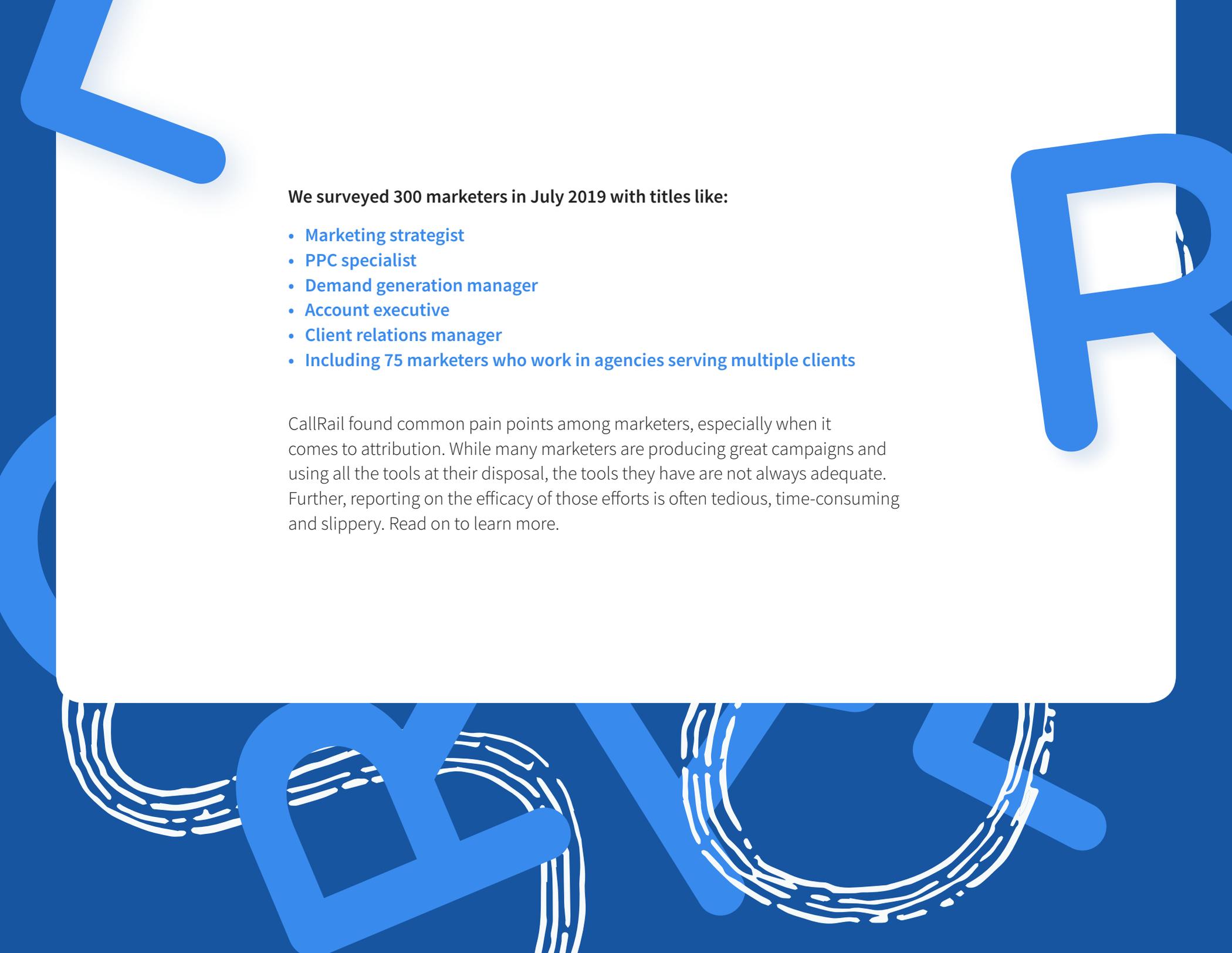
## Marketers face challenges perfecting budgets and managing technology

Today's marketers have a lot on their plates. A growing number of ways for consumers to get in touch with businesses, an overwhelming menu of technology platforms and strategies to choose from, and constant pressure to improve performance are just some of the obstacles marketers face in the rapidly evolving digital landscape.

Attribution along every conversion point gives marketers a powerful tool for meeting these challenges. But attaining a multi-touch attribution strategy that

works is like searching for the holy grail — elusive, but critical to the efficiency of every marketer's efforts.

CallRail set out to determine issues and challenges that cause the most frustration for marketers as well as the expectations their customers have when engaging with their organizations across conversion points. Specifically, we surveyed 1,000 U.S. consumers who have researched and purchased products and services across the automotive, healthcare, telecommunications and other industries.



**We surveyed 300 marketers in July 2019 with titles like:**

- **Marketing strategist**
- **PPC specialist**
- **Demand generation manager**
- **Account executive**
- **Client relations manager**
- **Including 75 marketers who work in agencies serving multiple clients**

CallRail found common pain points among marketers, especially when it comes to attribution. While many marketers are producing great campaigns and using all the tools at their disposal, the tools they have are not always adequate. Further, reporting on the efficacy of those efforts is often tedious, time-consuming and slippery. Read on to learn more.

**Marketers  
Agree:  
Attribution  
Is Everything**



# Marketers align on the importance of measurement

Here's the good news: No one needs convincing that attribution is important. In fact, 96% of marketers agree with the statement: **"Attribution is critical to informing and optimizing my marketing decisions."**

With more touchpoints than ever to consider when allocating their marketing budgets, most everyone agrees that accurate measurement of marketing tactics is the key to allocating marketing budget. But while many marketers may have a decent understanding of the success of specific campaigns, they are operating on incomplete or confusing data that obscures the full story. There's an opportunity for many to improve the foundation of their attribution efforts to create more effective campaigns. If marketers can more accurately tie specific campaigns to specific leads, conversions and sales, they can easily connect the dots and make an intelligent case for their budget decisions.

36%

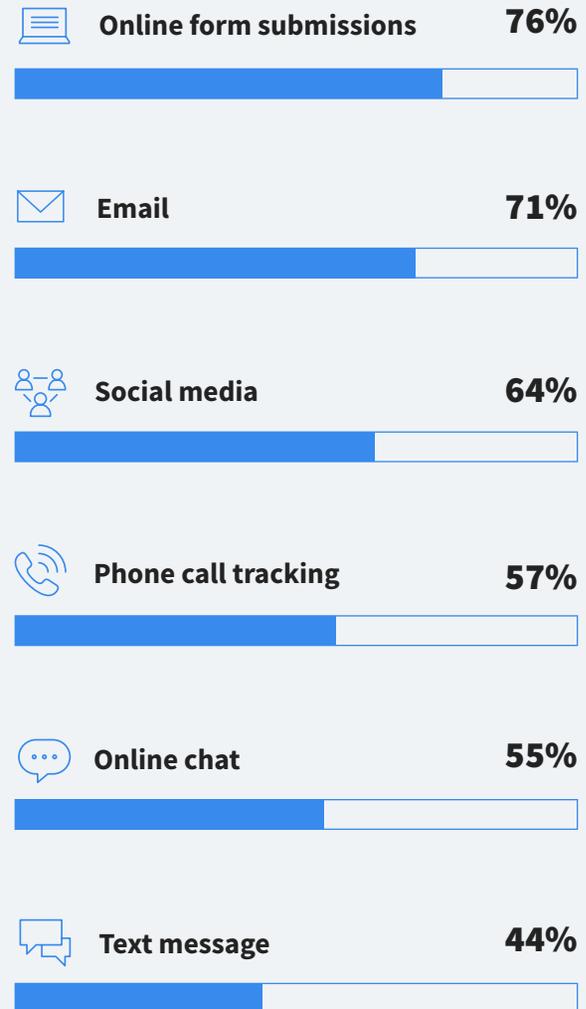
**say that lack of insights about the effectiveness of tactics or ineffective attribution capabilities is the most damaging factor to their marketing efforts**

Given these benefits, it's not surprising that marketers say they have established attribution capabilities across the most critical conversion points. The data shows that more than three-quarters (76%) of marketers have configured attribution for online form submissions and 71% support email attribution. While fewer marketers say they support attribution for channels like social media conversions (64%), phone calls (57%) and online chat (56%), the majority seem to understand the necessity of attribution and have solutions in place to track effectiveness. While this is true, there's still room for improvement.

81%

say their companies spend at least some of their budget on ineffective marketing tactics

## Which of the following conversion points do you currently have attribution capabilities set up for?





## CallRail Insight

# If you're not using attribution, you're already behind

Marketers are working hard to maximize their value to their organizations. And if you're like most, you're not only spread thin as you master more channels than ever, but you're also hard-pressed to justify every single marketing dollar.

The best way to not only improve the accuracy of your reporting but also make constant tweaks to ensure you're getting the best results is through attribution. Without it, it's impossible to know if you're over-spending on ineffective campaigns or under-spending on effective campaigns.

Most marketers report they are already using attribution modeling for at least a few conversion points. However, more than a third don't have attribution capabilities for social media and more than half say they don't use phone call tracking tools. Both are components of a proper attribution strategy. If you're not using these strategies across all conversion points your customers have with your brand, you're losing the opportunity to perfect your marketing tactics even further. Remember: With clear insight into what's working (and what's not), the path to maximizing advertising spend is clear.



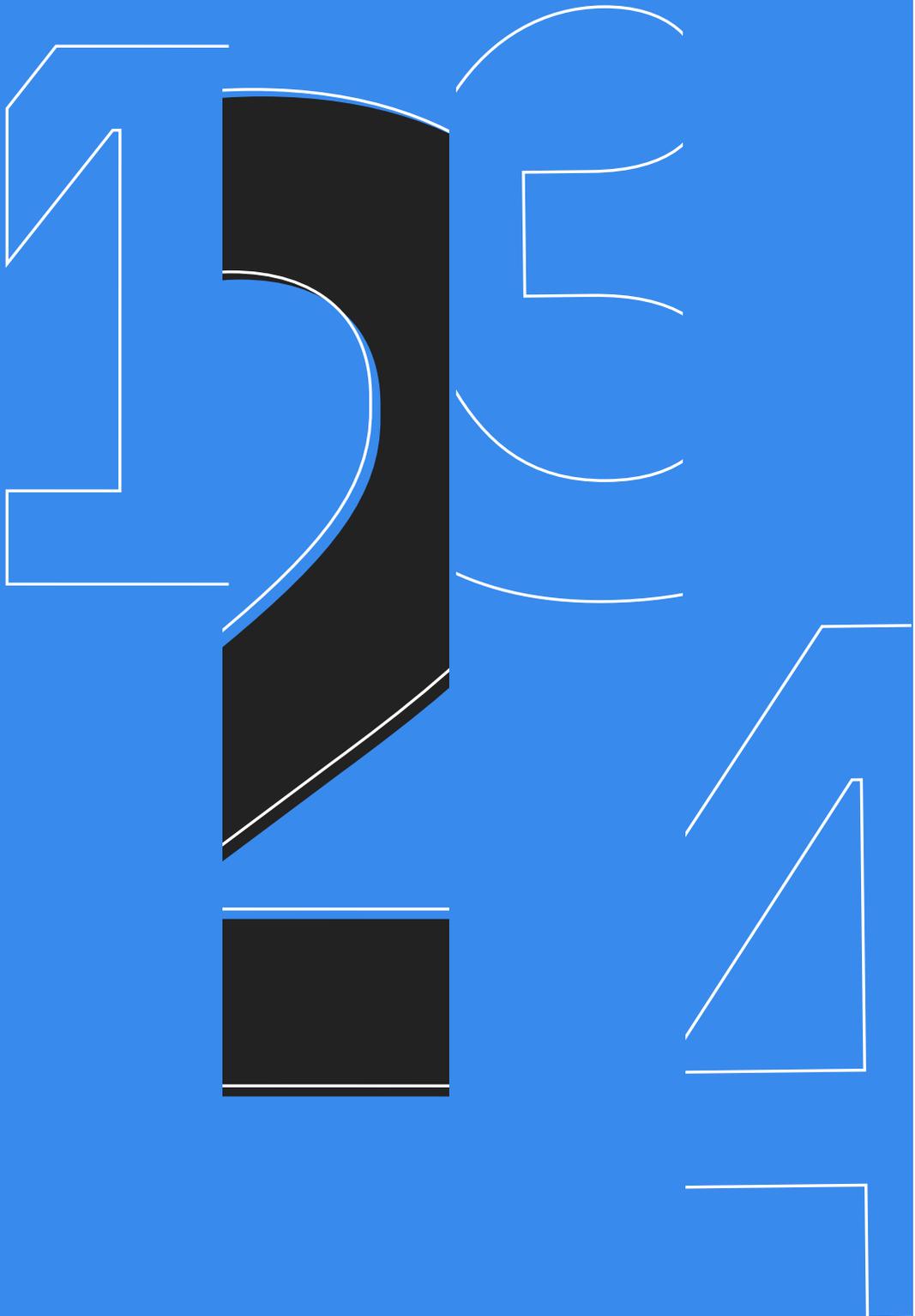
## Marketer Testimony

### **“Attribution is not an option for marketers — it is an expectation.**

Marketing teams are being held accountable for leads and new customers. Without attribution, you do not know which marketing dollars are driving your leads, and, more importantly, which are NOT driving you leads. The absence of attribution leaves marketers to make decisions based on their instincts and their own behavior, instead of actual campaign performance — which means wasted marketing dollars and new customers left on the table that you did not reach.”

— Paula French, Director of Sales and Marketing, Search Influence

# Marketers Struggle to Perfect Attribution



# Lack of insight proves to be the biggest marketing barrier

Although marketers grasp the importance of attribution and most have implemented measures to support it, several barriers are preventing their success. Even when attribution models are in place across conversion points, many marketers still struggle to understand which tactics are effective — and they waste money because of it.

The data shows that inadequate attribution is the most common pain point for marketers. In fact, 36% say that lack of insight into the effectiveness of tactics/ineffective attribution capabilities is the most detrimental factor to their marketing efforts — with another quarter of marketers ranking this as the second most significant factor.

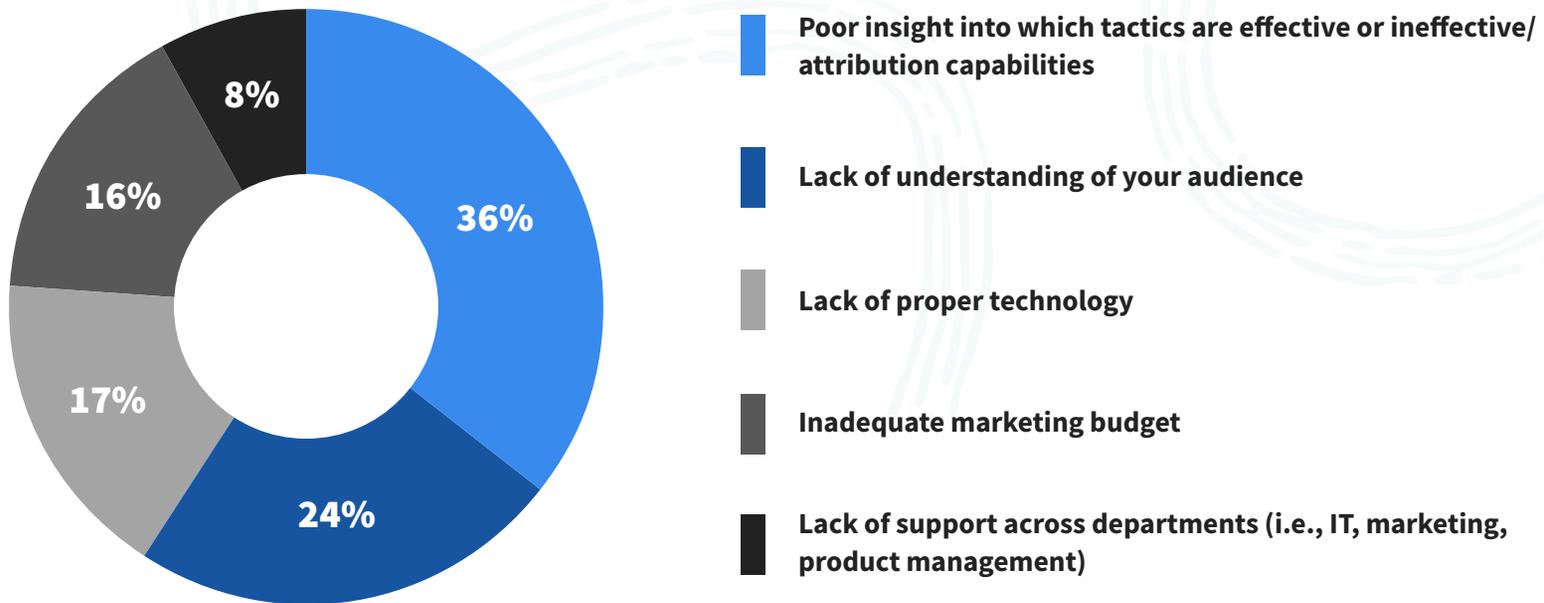
The problem isn't that marketers lack attribution capabilities across conversion points — it's that many marketers are likely relying on incomplete or inaccurate attribution models that diminish the impact of these efforts.

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**Poor insight into which tactics are effective is the most significant factor hurting marketing efforts.”**



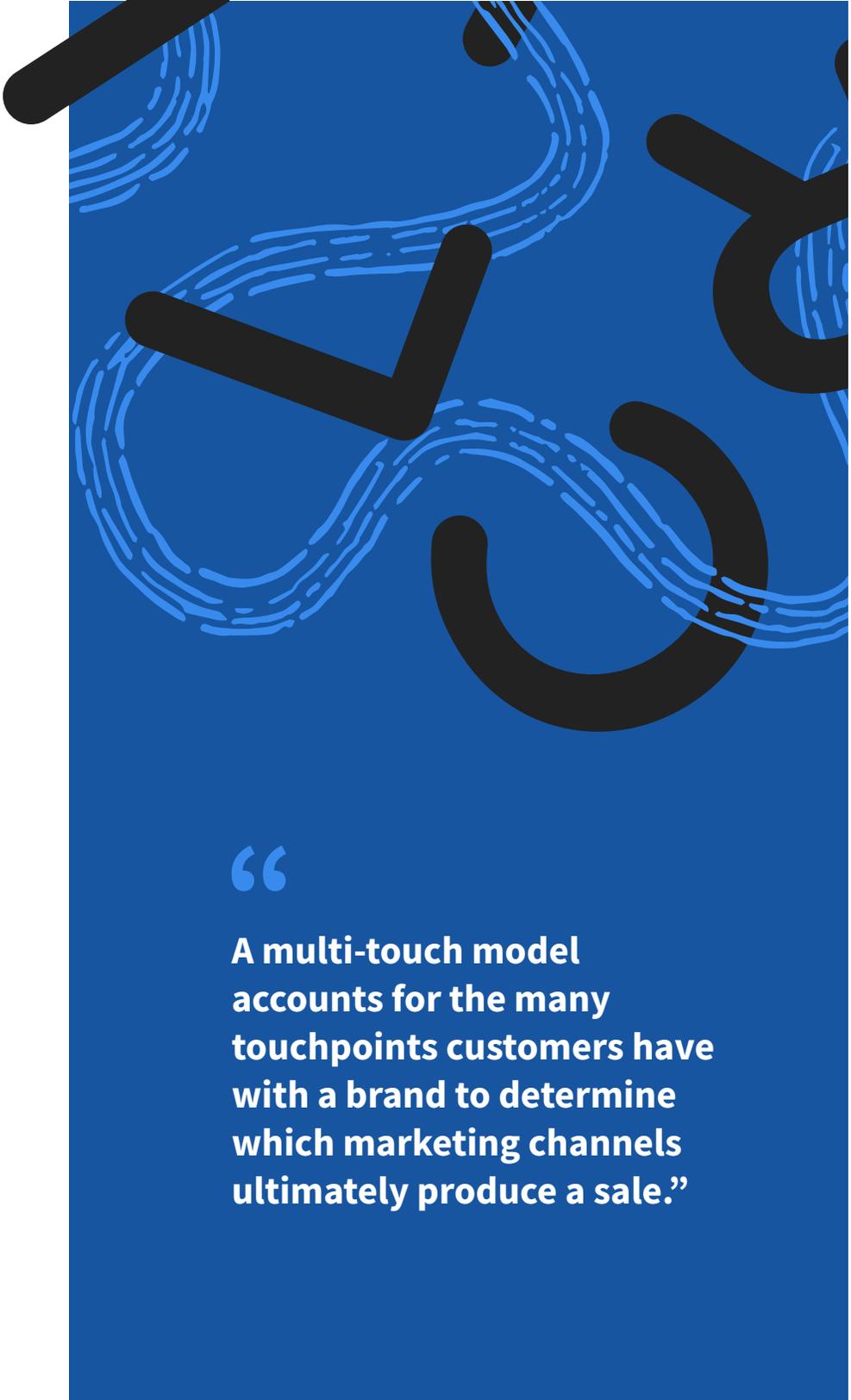
**What do you consider the most significant factor that's hurting the success of your marketing efforts?**



Given the high volume of data captured from a variety of sources, it's easy to see how misleading or confusing insights can arise.

For example, many marketers rely on simple attribution models that fail to tell a complete story, like a last interaction model — a go-to attribution setup for many web analytics tools. Last interaction models give full credit to the final step a customer takes before making a conversion (like clicking an ad on Facebook). This ignores the multiple touchpoints a customer may have had with a brand in the past (like visiting a landing page or calling a sales rep) and could misinform the way marketers allocate funds. For instance, if Facebook receives the credit for a conversion that actually occurred as the result of an effective phone call, marketers might reasonably invest more money in Facebook ads — even though that tactic was actually less effective.

Other marketers might use a first interaction model, which credits conversions to the first interaction the customer has with a brand. For example, if a customer originally interacted via organic search and then engaged on social media and converted via a pay-per-click ad, the credit would go to organic. Other mistakes, like double counting conversions, may also result in misleading insights.



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**A multi-touch model accounts for the many touchpoints customers have with a brand to determine which marketing channels ultimately produce a sale.”**



## CallRail Insight

# Take a hard look at your attribution efforts

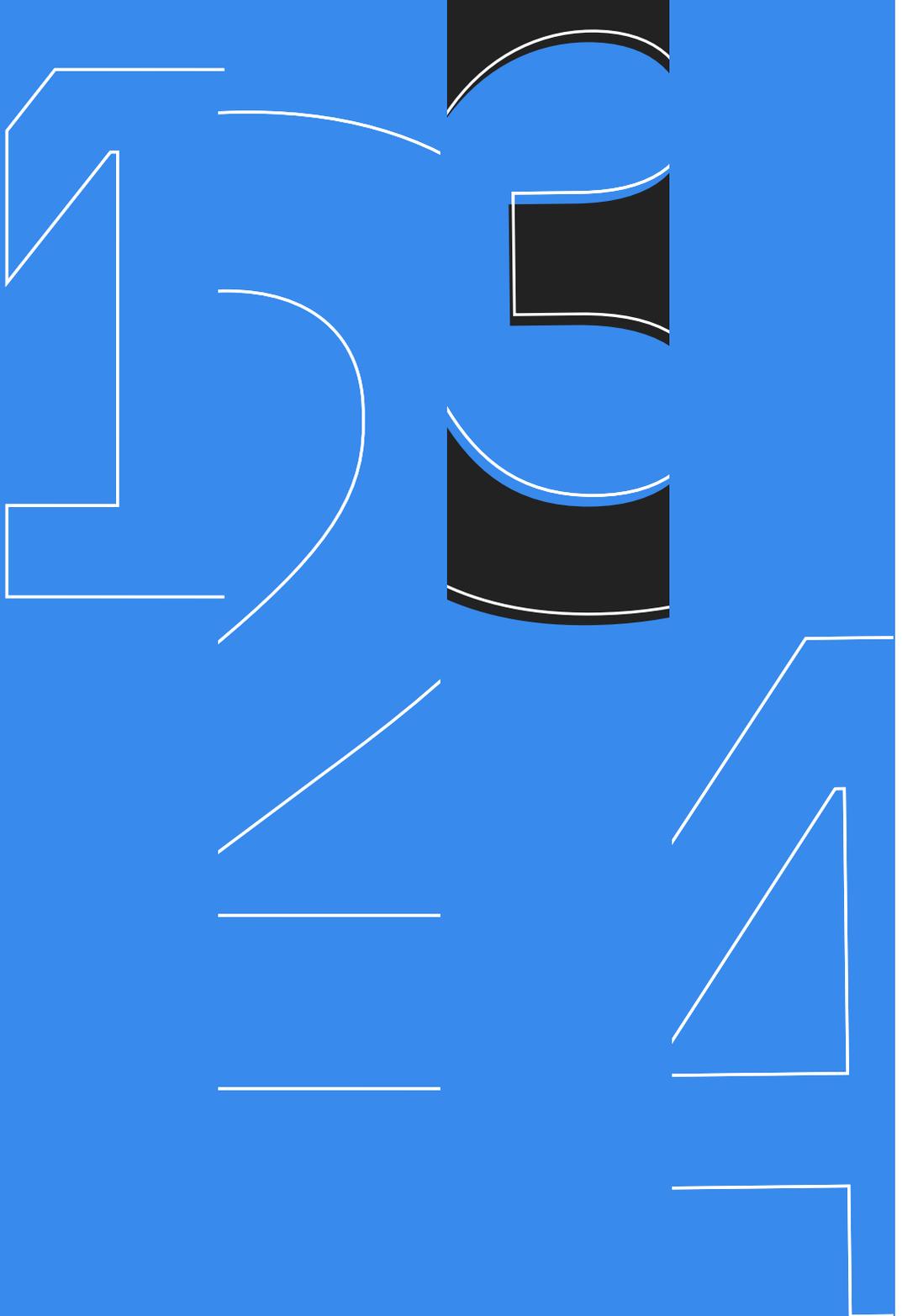
Basic attribution is not enough, especially since various models and strategies tell very different stories. To tell a cohesive and accurate story, you need to take a hard look at how you attribute your efforts across platforms.

Although it's not a one-size-fits-all approach, a multi-touch attribution model is most effective. A multi-touch model accounts for the many touchpoints customers have with a brand to determine which marketing channels ultimately produce a sale. Each channel receives an appropriate amount of credit based on its role in

the sales cycle, so you can budget more accurately and prioritize tactics that actually contribute to marketing success.

This requires the ability to tie a singular identity to each marketing touchpoint — for instance, a phone call or a website visit — so you can understand the journey each customer takes. Without identity resolution, you would be unable to tell whether the same customer who visited your website is also the one calling a sales rep the next day.

# Marketers Must Consider All Conversion Points



# A strong attribution model is incomplete without conversion points like call tracking

A complete attribution model should account for all of the conversion points that make up the customer journey. For many businesses, one of the most critical touchpoints customers have is the phone call.

Despite misconceptions that consumers are growing hesitant to pick up the phone and talk, they actually prefer calling when contacting businesses — across industries and for both high-value and low-value purchases. Consumers are also open to speaking with service representatives online.

Across industries, customers prefer phone calls over other conversion points (like email or form submission) for initiating conversations with businesses (53% on average) for the first time. This holds true for both high-value and low-value transactions. Online chat is the next best option, with 13% preferring the method for low-value transactions and 7% for high value.



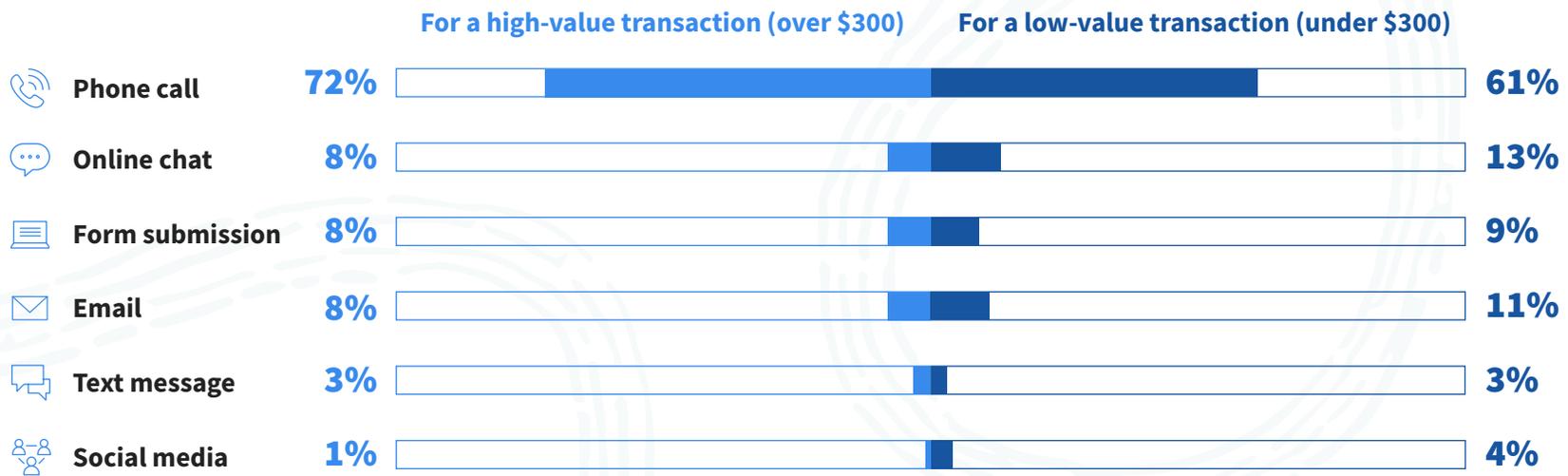
53%

**of customers prefer  
phone calls over other  
conversion points for initiating  
conversations with businesses**

It's not only a matter of convenience — it also comes down to trust. **In fact, 91% of consumers are more likely to trust a business if they can easily reach a person on the phone.** Additionally, 71% say the option to speak to a representative via chat (instead of email or over the phone) increases the likelihood they will use a product or service. Keep in mind, customers want live reps: 71% say they've lost interest in a business because they received an automated response.



### How do you expect to contact a business for the first time?

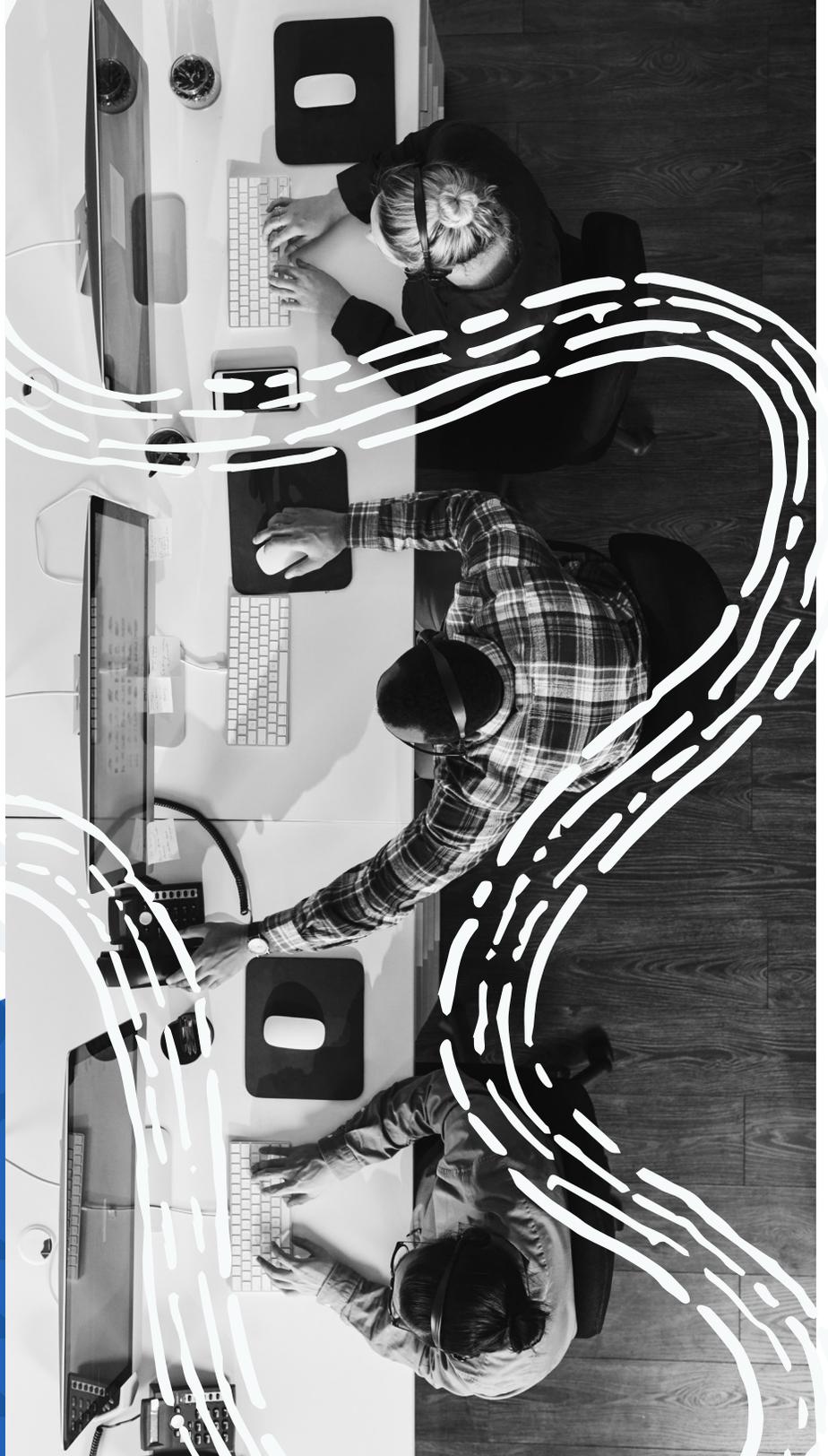


Speed of responsiveness is also critical. In fact, more than a third of consumers (39%) said they would abandon an attempt to contact a business if the business takes too much time to reach out after an initial point of contact. Further, the majority of customers won't wait more than 3 days after contacting a business (84%) before moving on to a competitor — with 29% of those consumers only give businesses a day to contact them after initiating contact.

On top of that, more than half (54%) of customers won't spend more than 5-10 minutes initiating a low-value transaction and 38% say the same for high-value transactions. Further, 49% of customers won't answer more than five questions on an online form.

71%

**of consumers say they've lost interest in a business because they received an automated response**





## CallRail Insight

# No attribution effort will succeed without call tracking

If your attribution efforts don't provide adequate insights about phone calls with your customers, you're likely underestimating their significance — and overinvesting in channels customers are using less. Given the strong customer preference for phone calls, you can't overlook the power of call tracking not only for measuring attribution, but for mining powerful insights about your business.

For one, call recording provides a wealth of information about your employees and your callers. Recording and analyzing calls allows you to better qualify solid leads and devote more time to bigger sales. It also illuminates what actually happens when customers call your business: why they called, what topics they discuss, and how your employees anticipate and respond to their needs. With customer expectations for efficiency and speed higher than

ever, this ability to optimize your performance is imperative.

Even more, call tracking unites your attribution efforts to better understand what content resonates with customers and inspires them to call. A strong call tracking tool with dynamic number insertion (DNI) that assigns unique phone numbers to different online sources (like a Google ad or a specific landing page) highlights exactly which content inspired your customer to pick up the phone. Knowing where all your calls are coming from, you can improve your campaigns and reallocate marketing spend more effectively.

In short, no attribution strategy is complete without accounting for all of the conversion points you're customers are likely to touch, especially phone calls.



## Marketer Testimony

**“It’s really helpful for someone who is on the client side to be able to either take a call or call someone back and understand the history of activity they’ve had on the client website.**

What forms have they submitted in the past? Have they called before? What pages have they browsed? It’s amazing to have information like that. And we make sure that when we do onboard a client, we’re educating them about those kinds of capabilities with call tracking.”

— Casey O’ Quinn, Principal, Gravity Digital Marketing

**More Tech  
Often Leads  
to More  
Problems**



## Disparate platforms create difficulties and confusion

While marketers might be tempted to throw money at their problems in the form of flashy new platforms, this doesn't always help. The data shows that marketers with the most technology platforms spend more time and money for less effective results — and this is a more pervasive problem than you might think.

More than half (51%) of marketers use four or more marketing platforms and 75% say they spend too much time reporting on marketing performance. Marketers with five or more solutions are even more likely to say they spend too much time reporting performance (84%).

Additionally, marketers who say they use five or more platforms are more likely to admit they have poor insight into which tactics are effective, with 46% reporting this lack of insight hurts their marketing efforts more than anything else (compared to 29% of those with four or less who say the same). And 89% of marketers with five or more marketing technology tools say they waste at least a portion of their budget, compared to 75% of those with four or less.

“

**Marketers who say they use five or more platforms are more likely to admit they have poor insight into which tactics are effective.”**

With so many solutions to capture insights, you would think tech-heavy stacks might prepare marketers to understand attribution. But often, more tech can complicate your efforts and lead to more measurement work.

Why? Because multiple, incompatible platforms can create more problems than they solve. Often, these platforms don't integrate correctly with each other and you can't gain a holistic view of your efforts. Or they might use different attribution models that provide conflicting narratives.

It doesn't help that many tools are designed to give themselves maximum credit for your marketing wins, creating platform bias. For example, Facebook might take credit for a lead because its ad was the last click a customer made before converting, when in reality the first organic search by the customer did most of the heavy lifting.

That emphasizes a key message marketers must remember: Tech platforms won't audit themselves. Even the most helpful solutions can exaggerate their own success. Marketers need a neutral arbiter to make sense of the data coming from multiple sources that might sometimes conflict.

75%

**of marketers say they spend too much time reporting on marketing performance**





## CallRail Insight

# Use marketing technology that strengthens your attribution foundation

Marketers face real difficulties refining their tactics, and throwing more tech platforms at the problem doesn't solve everything. The data shows that marketers with the most technology actually waste more time and money than their peers. Even more alarming, they have less attribution visibility than marketers that lack more tools.

That's not to say that marketing technology isn't critical to the success of your efforts — it is. But you need to streamline your marketing stack and find the solutions that solve your problems effectively and efficiently. Toggling from analytics dashboard to analytics dashboard is time-consuming and challenging. Regardless of how many solutions

you land on, a singular resource that can lend insight is key.

That means finding a solution that integrates technology you are already using or platforms you might use in the future. It helps if the solution also eliminates extraneous solutions. Ideally, any robust solution should integrate with platforms like Facebook, Google Analytics and Google Ads, as well as your CRM and marketing automation platforms. Additionally, make sure your solution includes top-notch reporting features that can make sense of the numbers and leverage powerful tools like call tracking to tie your marketing picture together.



## Marketer Testimony

**“It’s a huge time-saver to have all of your tracking and conversion data automatically in one place, rather than having to collect it from four or five different places and then assemble it all together.**

It makes things easier for our team, and we’re able to provide even more comprehensive reporting for our client.”

— Megan VanDerSnick, Account Manager, Dyverse



## Conclusion

Marketing stakeholders today expect tangible results. And the marketers tasked with chasing down that data also depend on it for continual optimization of the campaigns they're executing.

Obtaining this data, however, is a near-universal struggle in marketing. Attribution is the metaphorical holy grail. With the proliferation of marketing channels and conversion points has come a great cloud, obscuring the connection between marketing efforts and the leads they're driving.

Meanwhile, consumers are eager to get in touch with businesses, seeking expediency and human connection in these conversations, and marketers need to be sure to meet them where they're at. This also requires them to be ready to measure all conversion points equally to ensure they're getting due credit for the campaigns they're running.

This, of course, creates another problem. Pulling together performance data from disparate platforms is not only time-consuming and tedious, but also prone to errancy. The few marketers who are able to seamlessly pull performance data into a single platform are keeping stakeholder skepticism at bay while optimizing campaigns with crucial insights -- namely, which efforts are driving real revenue, and which aren't.

The quest for clearer marketing attribution is no overnight jaunt, but we intend for the insights in this report to help illuminate the key steps marketers must take to better prove the ROI of their campaigns, and continually improve those very campaigns with the aid of their newfound attribution data.

## About CallRail

Since 2011, CallRail has helped more than 100,000 small to midsize businesses and digital agencies worldwide gain confidence in their marketing efforts by democratizing multi-channel attribution insights. The platform's ability to extract marketing attribution data through call and form tracking enables companies to make informed business decisions and prove ROI of their marketing campaigns. CallRail's robust functionality makes it easy to route and track customer calls and forms, and integrates with several major marketing and sales platforms including HubSpot, Facebook, and Google Ads and Analytics.

The Atlanta-based company has grown to 225 team members and has been featured on the Inc. 5000 fastest growing companies and Atlanta Journal-Constitution's [top workplaces](#) lists for the past three consecutive years. CallRail also earned a spot on [Inc. Magazine's 2018 Best Workplaces list](#), beating out 1,500 companies across the nation for its irreplicable workplace culture.

**For more information or to view a demo on the product, visit [www.CallRail.com](http://www.CallRail.com).**

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**CallRail**

CallRail surveyed 1,000 US consumers who have researched and ordered products online within the last six months and 500 US marketers (including 75 agency marketers) in July 2019.