

# State of Attribution

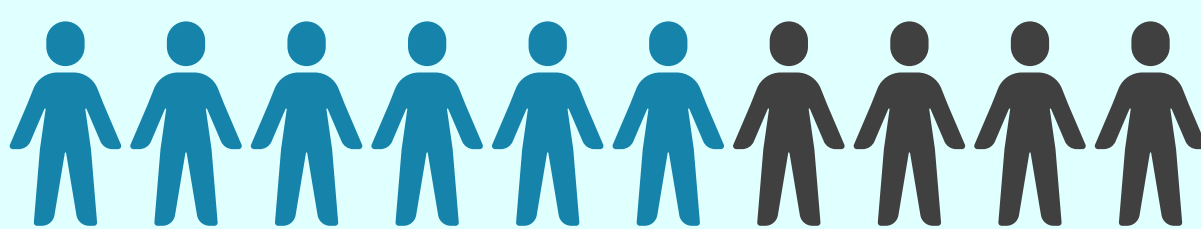
A Snapshot of the WHO, the HOW, and the DETAILS

## PART 1 > HOW THE AUDIENCE RESPONDED

**87%**  
Currently do  
**SOME** form of  
attribution



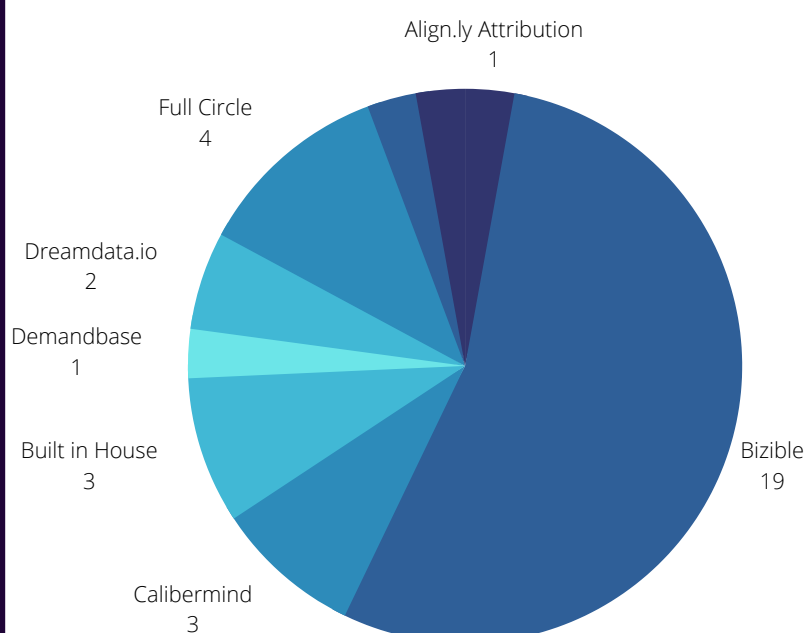
Of those...



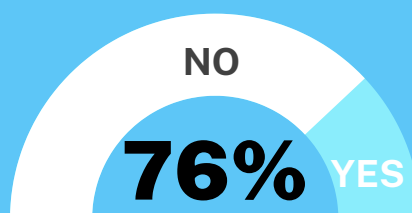
**58%** use a dedicated  
attribution tool

**42%** track  
attribution manually

### ATTRIBUTION TOOLS IN USE

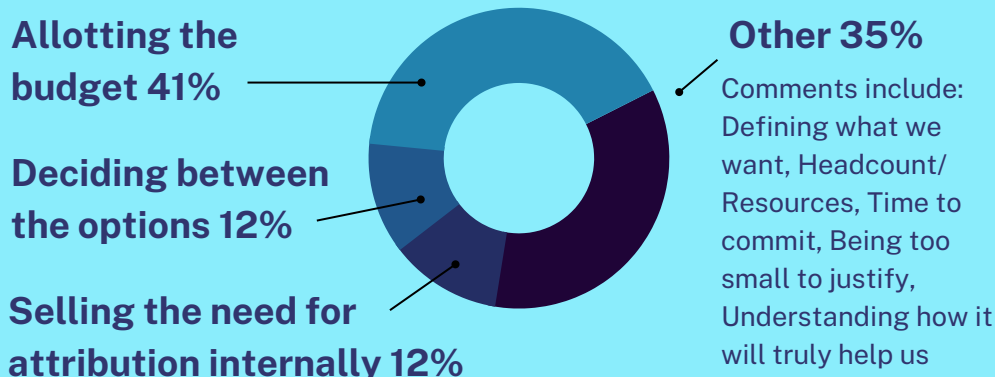


FOR THOSE DOING  
IT MANUAL, HOW  
MANY ARE  
CONSIDERING A  
DEDICATED TOOL?



Most are NOT  
considering adding an  
attribution tool.

### WHAT IS THE BIGGEST BARRIER?



### HOW DO YOU USE YOUR MARKETING ATTRIBUTION TOOL?

Make better decisions about marketing spend - 54%

Prove marketing's influence - 31%

Reporting - 9%

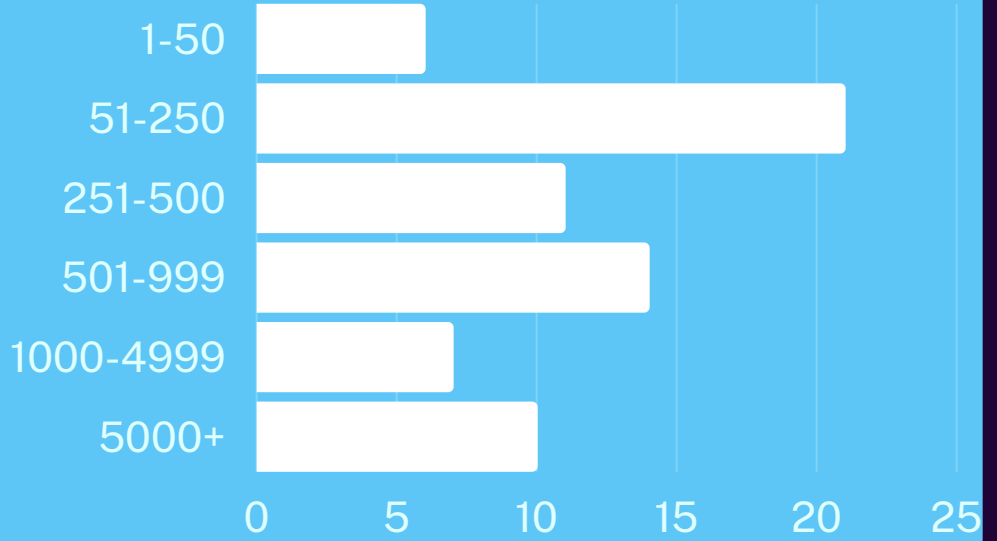
All of the above - 6%

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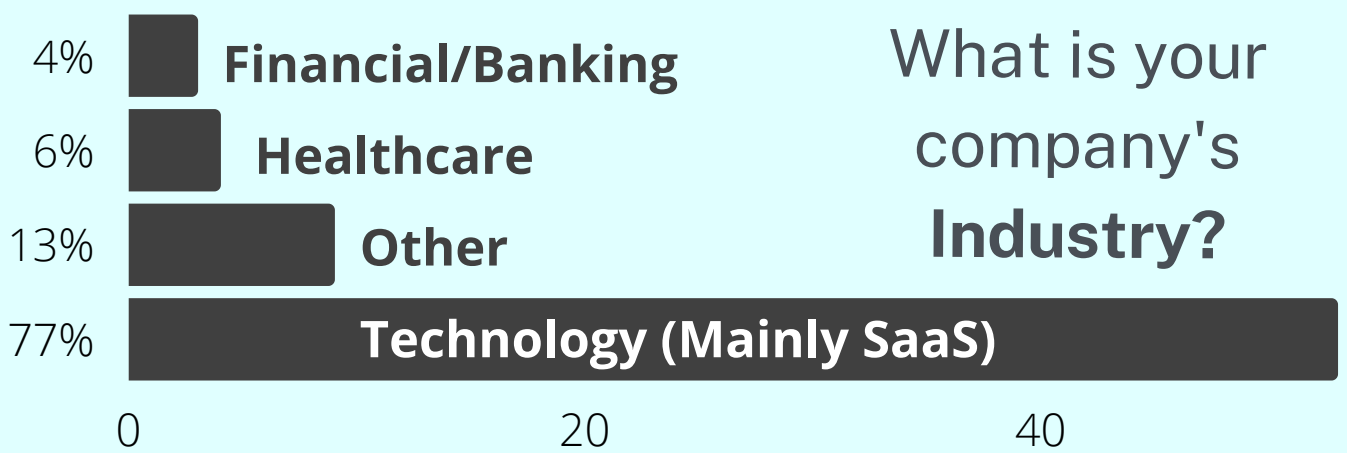
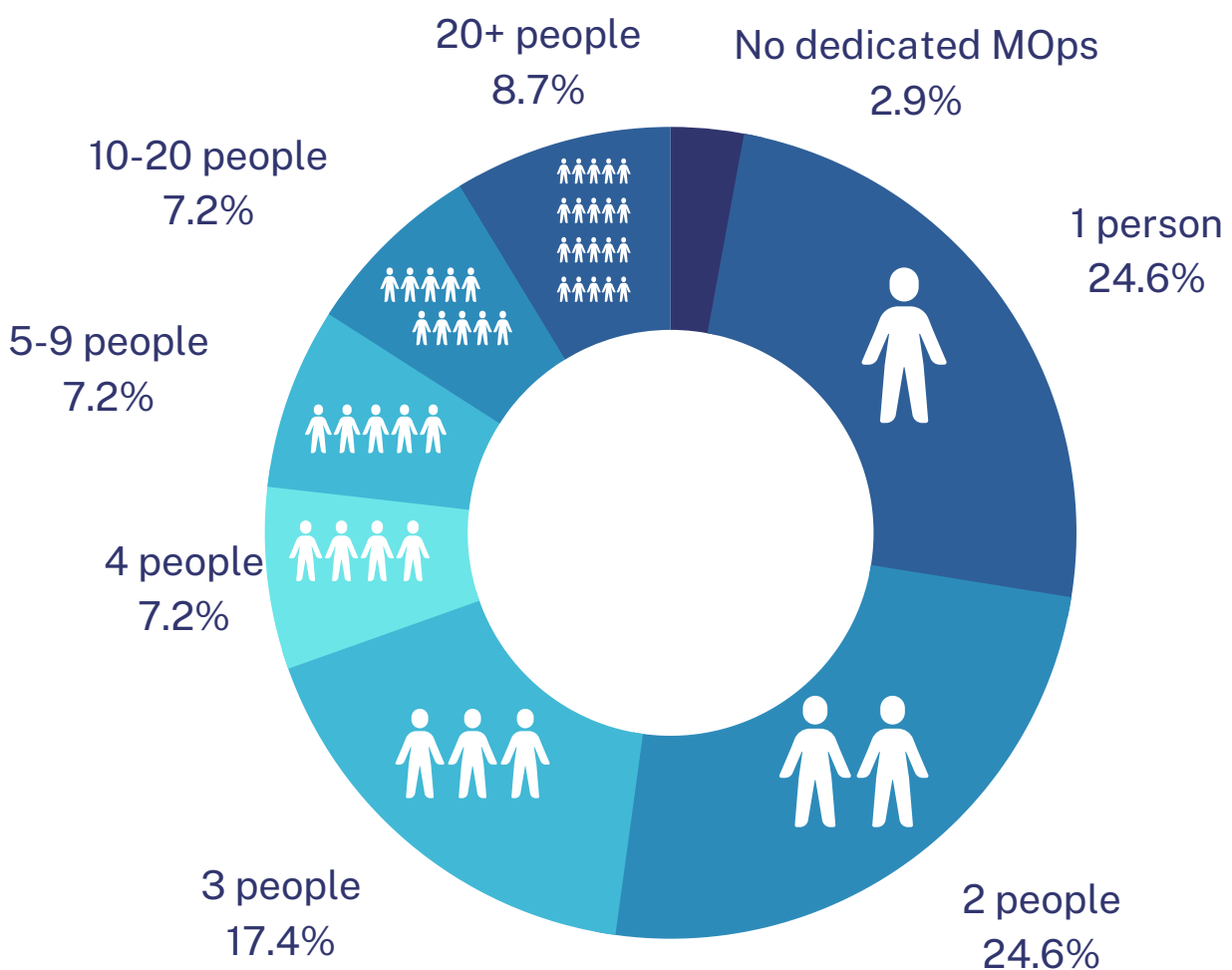
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## PART 2 > ABOUT THE AUDIENCE

### Number of Employees



### What is the size of your Marketing Operations team?



### What is your Database Size?

Most databases (70%) are have less than 500,000 records

