

# ABM Attribution Decoded

How to **track, prove and scale** marketing revenue contribution

with Nadia Davis



**B2B** MARKETING  
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 #B2BMX

# What keeps marketers up at night?

## Making Good Marketing Decisions

Think data...



# Marketing **Drama**

- MQL is DEAD
- ABM is DEAD
- MTA is DEAD
- MMM is DEAD
- SEO is DEAD
- Email is DEAD

What do we have **left to work with**, then?

## Multi-Touch Attribution (MTA)

- Tracks and assigns credit to multiple digital touchpoints along the customer journey.
- Real-time for tactical decisions
- Best for digital-first businesses, may not capture offline impact.
- Limited in measuring the full marketing funnel beyond online interactions.

## Media Mix Modeling (MMM)

- Analyzes historical data across online and offline channels to assess overall performance.
- Accounts for external factors - seasonality and market trends
- Helps with budget allocation but requires advanced statistical models and more time.
- Less real-time than MTA, best for strategic decisions & long-term planning

## Definitions:

# MTA, MMM & Incrementality

### Traditional understanding

### Incrementality Testing

- Measures the true lift of marketing efforts by comparing test and control groups.
- Helps determine what would happen without a specific campaign.
- Resource-intensive and may not be feasible for continuous, always-on campaigns.

# Myth 1: **SQL** isn't dead

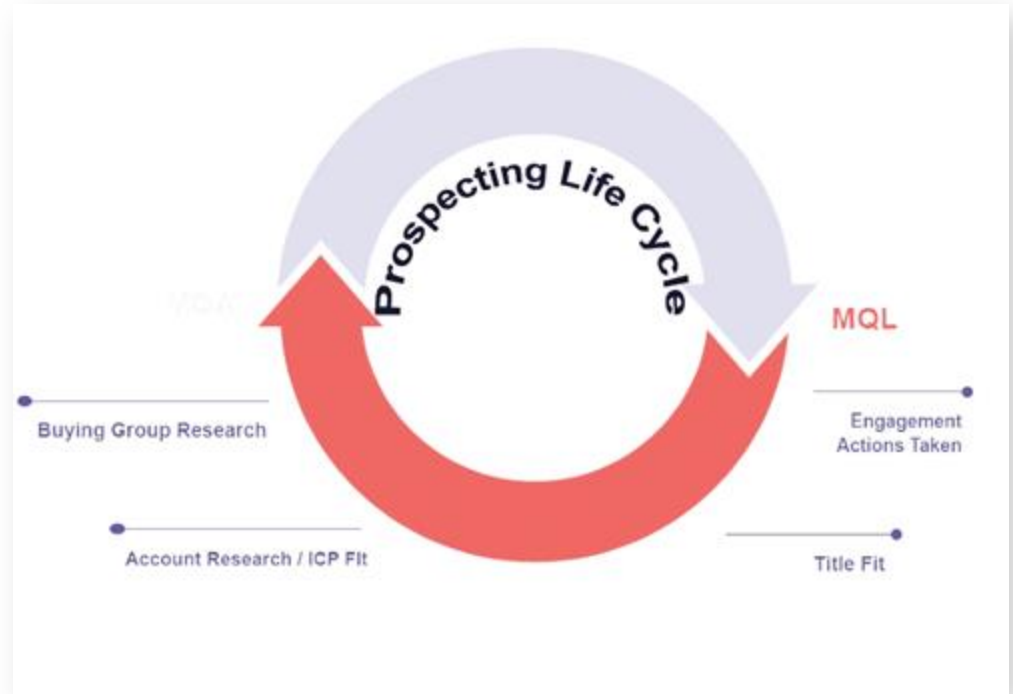
SQL: leading engagement indicator

Early 2000s +

# Lead-Centric GTM

Most popular with...

Sales-Led Organizations

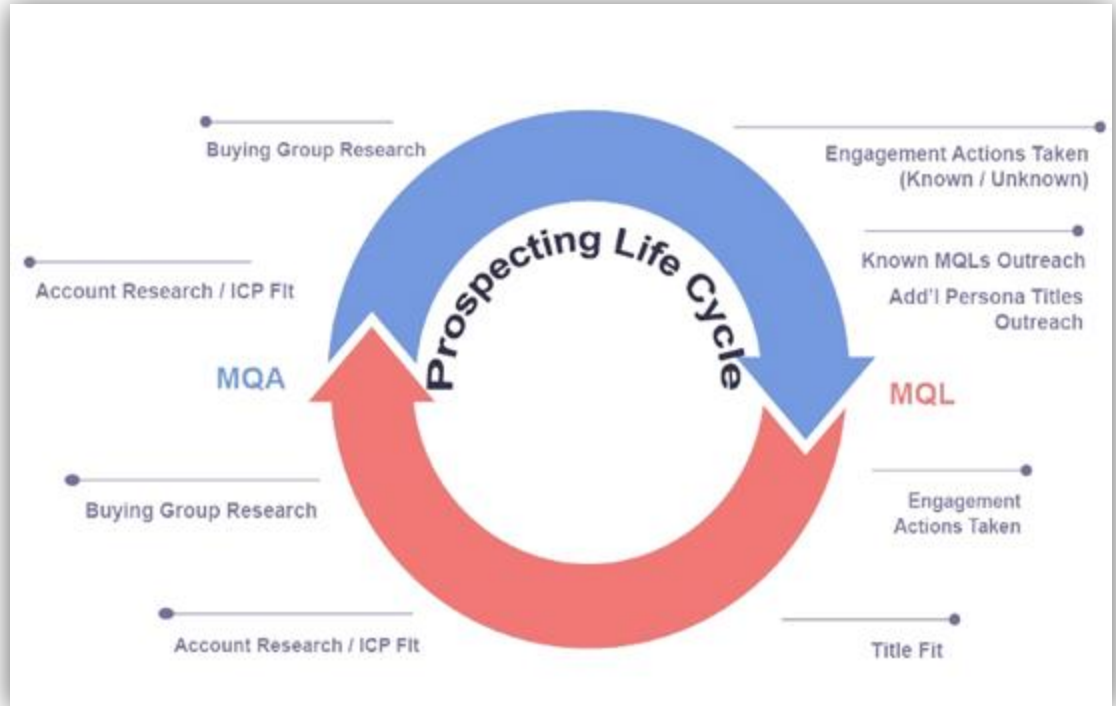


Early 2010s +

# Account-Centric GTM

Most popular with...

Marketing-Led Organizations



# The **MQL** Burden of Proof

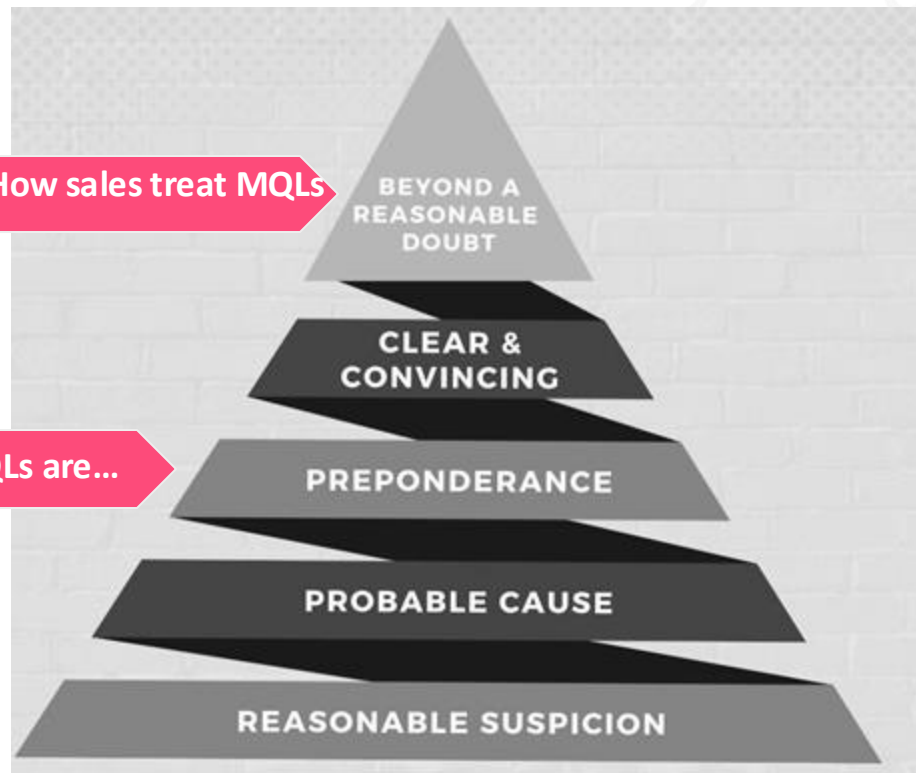
**MQLs' fate should not be treated in the "criminal court"**

**The hand-off metric... Or is it?**

- It is a signal to go and investigate further based on a reasonable suspicion of the lead's behavior
- A potential signal to add another account to the ABM target list.

**How sales treat MQLs**

**What MQLs are...**



# Myth 2: **ABM** isn't dead

MQL: leading engagement indicator

# ABM is **DEAD**. Long live ABM.



# Enterprise Buying Reality

Omni-channel, long buying cycles, large buying groups

# Complex Account Journey & Long Lifecycle

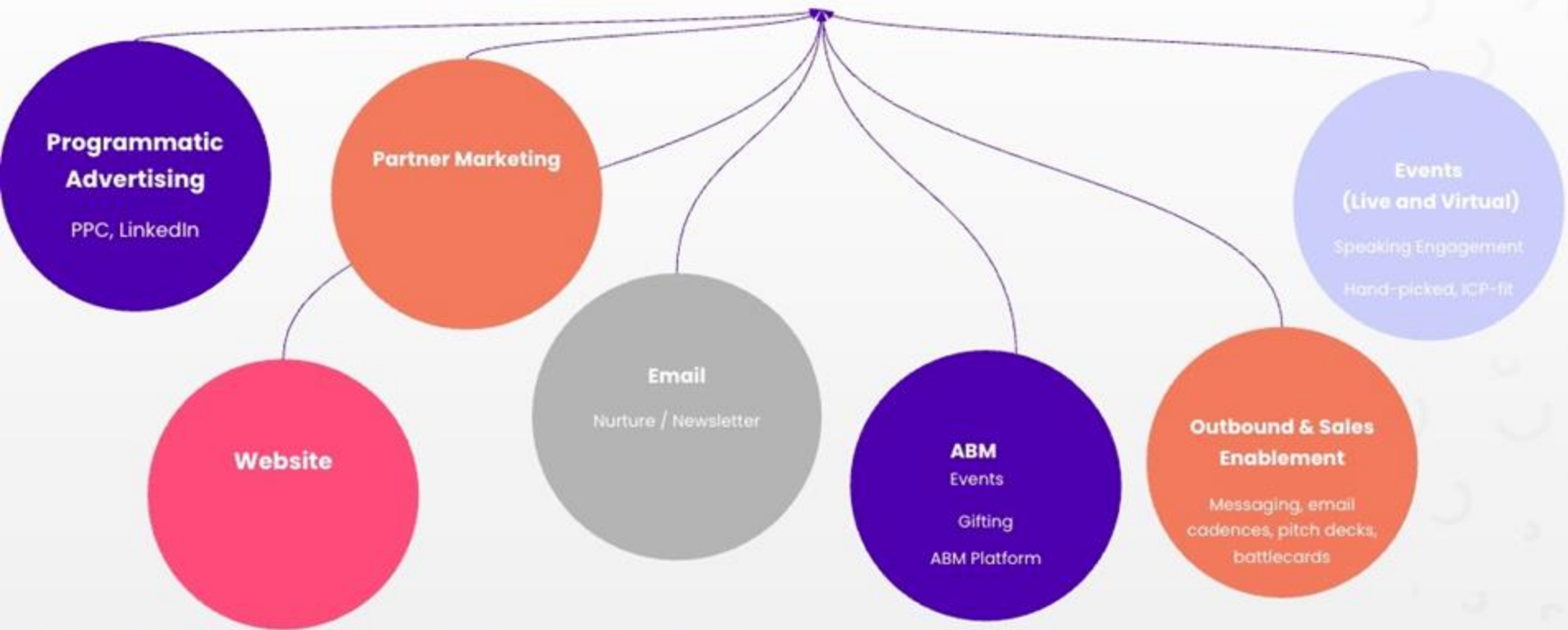


# Account Stages Mapping

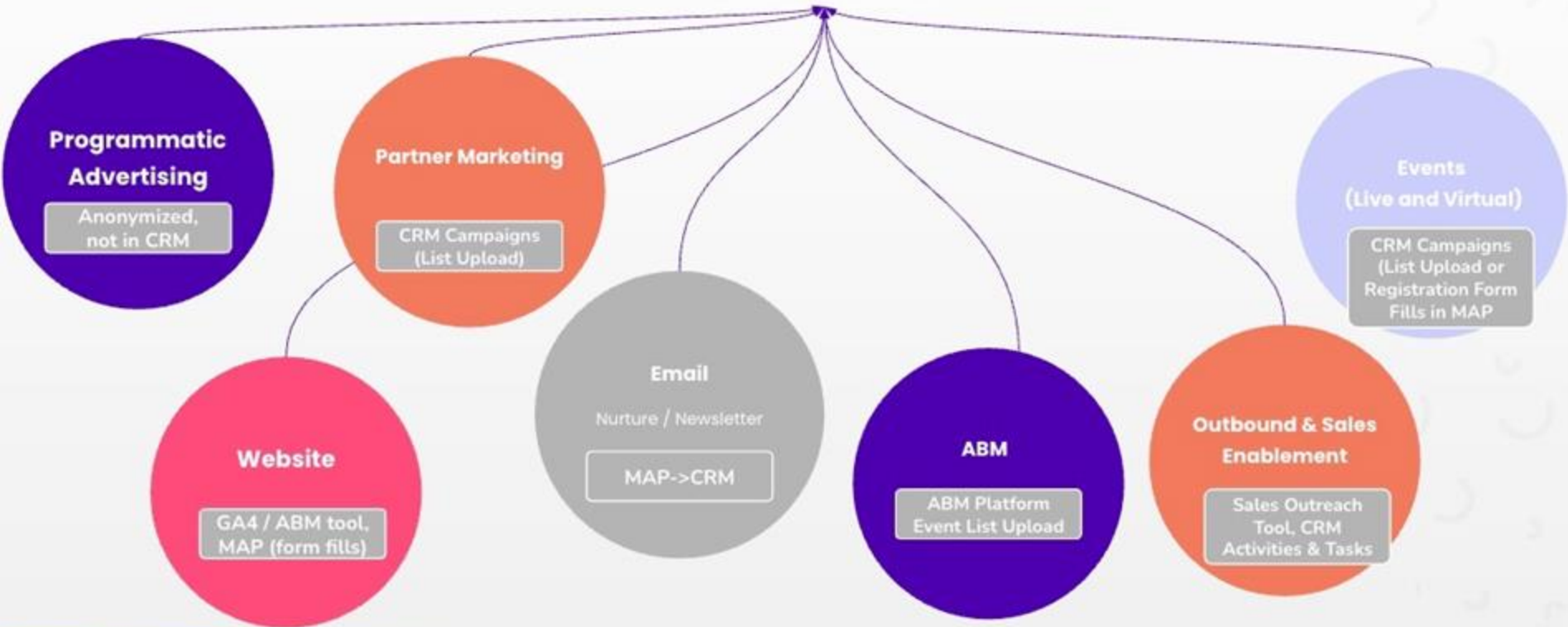
Account stage funnel traditionally offered in ABM tools but difficult to replicate in SFDC and attribute marketing contribution by stage



# A Typical B2B Marketing Channel Mix



# A Typical B2B Marketing Channel Mix



Marketo, Hubspot and Pardot all have scoring functionality that can be passed to the Lead/Contact object in SFDC  
 Marketo is considered enterprise-level platform based on its flexibility

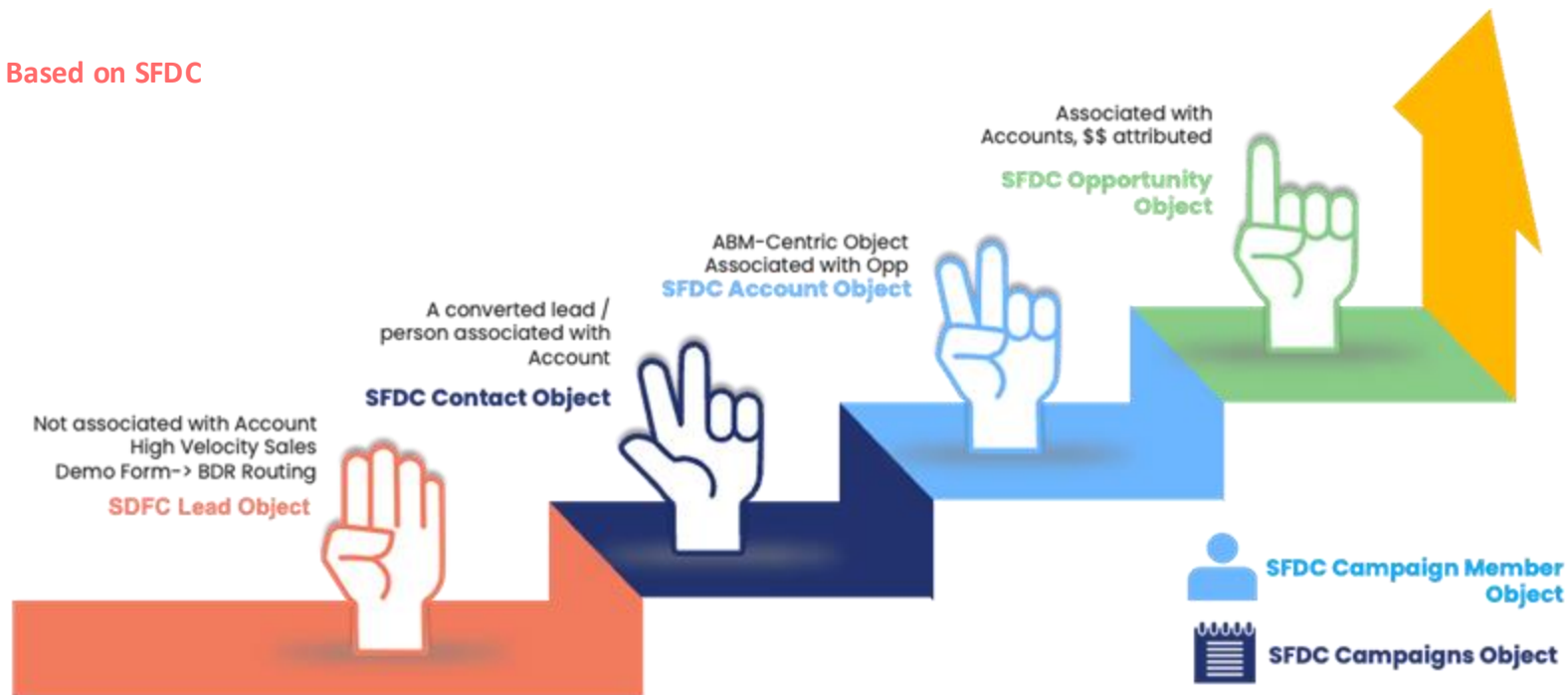
# Attributing **people** vs **account** activities

	Can be scored with MAP?	Factored into Account Scoring?
Event booth visit	✓	
Website visit - key page, known contact	✓	✓
Email click	✓	
Webinar attendance	✓	
Demo form fill	✓	✓
Google Ad click - known contact	✓	✓

	Can be scored with MAP?	Factored into Account Scoring?
Anonymous web visit		✓
LinkedIn clicks (no forms)		✓
Email Click from forwarded email		
Web research on relevant topic		✓
3rd party platform research (G2)		✓
Programmatic ad unknown user clicks or View Throughs		✓

# ABM Attribution Challenge: CRM Object Framework

Based on SFDC



# Cracking the Code: System Relationship b/w People & Accounts



# The Real ABM Issue: Data Complexity

How can we ATTRIBUTE every marketing touchpoint at account level?

# Attributing ABM Tactics

## Build or Buy?

Starting with a basic in-house build MAKES SENSE to win the buy-in from stakeholders before spending \$\$ for a 3rd party tool - EVEN IF THE IN-HOUSE BUILD FAILS TO TELL THE FULL STORY.



## MAP / CRM FORM FILLS OR LIST UPLOADS

- TOFU Contact Acquisition Channel Tracking
- Lead Source Tracking
- Lead-> Acct Mapping

## MAP & CRM: FIRST / LAST TOUCH CAMPAIGNS

- **First Touch Campaign**- TOFU Reach and Engagement
- **First Touch + [Responded: TRUE]** - Activation (TOFU conversion)
- **Last Touch Campaign + [Date Before: Opp Creation Date]** - BOFU Catalyst

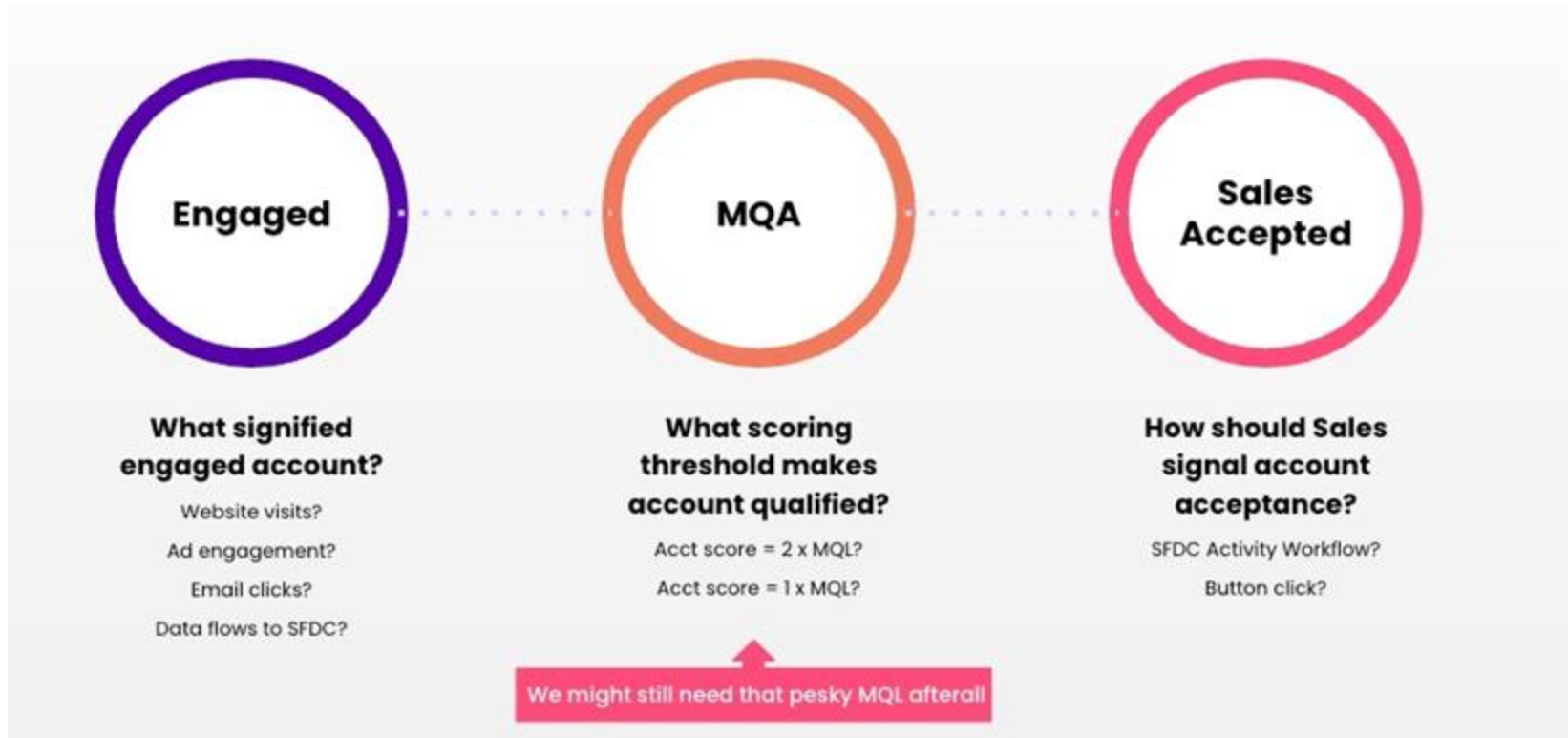
## ABM Platform | SFDC i-Frame

Accounts with Opportunities: **Timeline of Marketing Activities** (Excludes SFDC Campaigns / Campaign Member Object)

# Full Account Journey in SFDC



# Operationalizing Key Stage Attribution



# What you can't do in-house

Without a dedicated marketing data science resources or a third-party ABM-centric attribution tool ...

01

## Mapping out full account journey across Known & Unknown contacts

... in a dynamic, self-updating and reportable way

02

## View all TAL activity, engagement and impact at scale

Hard to create a full view into the entire TAL engagement by lifecycle stage without advanced data manipulation (only valid for known contacts in CRM)

03

## Deliver sales insights for FULL real-time account activity

- Can be done partially for the ABM platform part of the journey and delivered via email
- Can be done for MAP-TRACKED part of the journey and viewed in CRM (Marketo)

04

## Ensure deduplication & data hygiene; Lead → Account mapping

Unless you have a dedupling solution like RingLead or LeanData or Cloudingo (all require a dedicated resource to own/run) which is tuned into your ABM strategy

# Myth 3: Attribution Isn't Dead

Methodology at the heart of creating Buyers' Journey

# Challenges:



## Lack of Resources

- Small Performance Marketing / MOps team (or 1-person team), lots of platforms, too much to manage
- Tech stack doesn't fit report reqs (needed data doesn't exist in 1 place)
- Channel platforms data silos

## Account Journey Clarity

- Can I show known & unknown user interactions from the same account on a timeline across a long sales cycle? Sales activities?
- How can marketing help new pipeline starts or existing pipeline acceleration?

## Opportunity Origin Questions

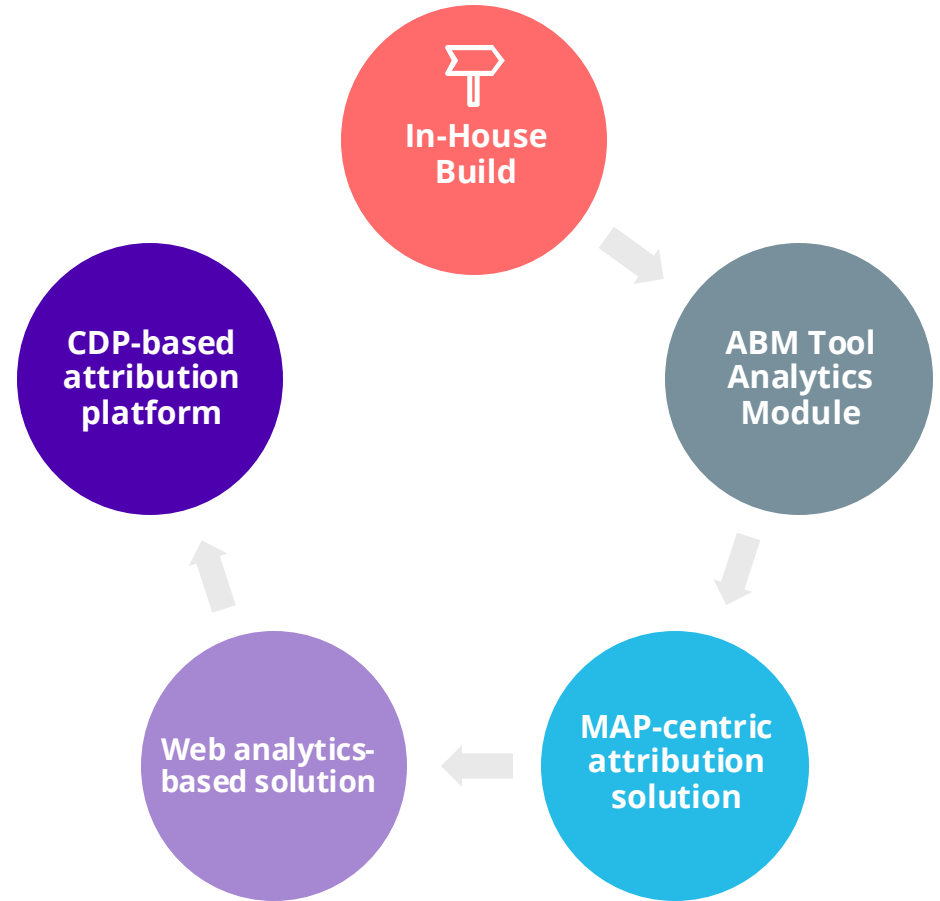
- From CMO, from Sales, from the Board, from VCs: "Where do our opportunities come from?"
- Should we do more of tactic X to achieve a revenue result Y?

## Data & dynamic account scoring

- Can't see all account engagement data in one report at scale
- Platform data silos & variety of formats
- Delivery of insights to sales in a consumable way

# ABM Attribution Options

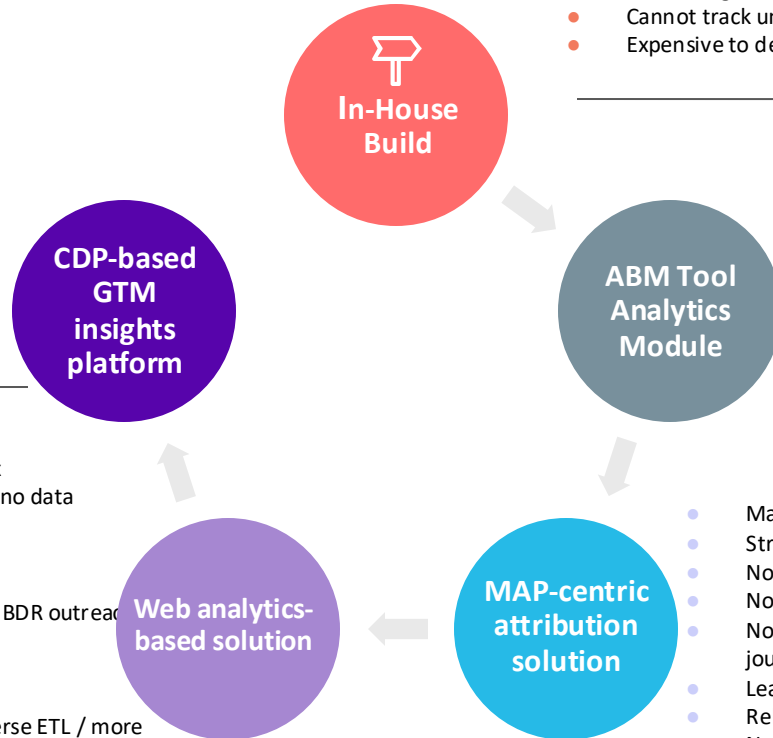
All available options to create  
ABM attribution model & reporting



# ABM Attribution: 1-Pager

- **CaliberMind**
- ABM glue: account level attribution & custom full journey scoring
- Hyper-complete online/offline account journey (CRM data + programmatic/web)
- 2-way CRM integration, AI Summaries
- **Enterprise-friendly**
- CDP foundation: insights exportable for further modelling in data warehouse/lake
- Data hygiene & martech architecture simplification (dedupe, lead to account matching)
- Sales insights by sales territory / owner

- Dreamdata, Hockeystack
- Best for ppc-centric marketing channel mix (homogeneous data, low data complexity, no data modelling)
- **Ideal for SMB**
- AI reports builder
- Lead-centric GTM motion (ad->LP->form-> BDR outreach)
- No data modelling options
- No *full-journey* scoring
- No MOps enablement /data hygiene
- No CRM ingestion of the data without reverse ETL / more stack build
- Privacy & compliance: data stored outside of US



- Resource-intensive (SFDC admin, Mops, Data Science)
- Linear / rigid / biased scoring logic
- Cannot track unknown user activity
- Expensive to democratize (Tableau / CRM Analytics licenses to access)

- Account view only (no people view)
- No email engagement insights
- Cannot inject Munchkin code
- In-platform reporting; limited data passed to CRM
- Automated email report distribution to sales
- No Campaigns / Campaign Member Activities / Tasks object insights
- May require add'l \$\$ for full API access

- Marketo Measure (Bizible) / RampMetrics (multiple MAPs)
- Strong CRM / MAP component
- No account scoring
- No AI functionality
- No programmatic / ABM platform insights across the journey / Incomplete buyer's' journey
- Lead-centric view / form fill / known visitor reliance
- Reliance on Munchkin code identification
- No data modelling (cannot customize / remove noise)
- Ideal for **mid-market+** orgs with a lot of email and form fills

# Key Takeaways

01

## ABM is a Team Sport

- GTM Team alignment around account funnel stages and what moves accounts from stage to stage(stage triggers)
- ABM success metrics must be tied to business outcomes (e.g.: convert X% of TAL to opportunities)
- Keep your Target Account List (TAL) in your CRM, marked for easy cross-system reporting
- Marketing -> Sales handoff must be aligned with the Sales process

02

## MOps Excellence Makes / Breaks ABM Success

- **Account scoring:** offline + online touch points including recorded sales interactions (emails, calls, meetings)
- **CRM+MAP Re-Architecture:** roll-up fields & flows showing attribution at account level & tied to pipeline volume
- **Consider ABM-friendly attribution solution:** *ABM platform analytics module is not enough:* attribution from performance marketing, offline conversions, zero-click conversions must be scalable and reportable

03

## ABM Is Rooted in Data

- **Data orchestration:** Flow data from all MarTech platforms to one place & eliminate data silos
- **Data modelling:** must-have to remove noise and deliver actionable insights to all GTM team members
- **Data democratization:** all GTM team members must have access to the same source of data that is trusted, complete and shows the entire buyers' journey

# Let's keep in touch!

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