



2019 Attribution Buyer's Guide



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Mastering the Complex Consumer Landscape to Improve Marketing Impact

74%

of marketing execs say that customer insights are critical or very important to their organization.

- Gartner

Growth, Change and Opportunity

Today's marketing landscape is a fascinating one, defined by shifting consumer behaviors, fractured media attention spans, a dynamic path to purchase and intense competition. To help marketing professionals keep up, marketing measurement and analytics are evolving at lightning speed with technological innovations designed to leverage massive amounts of data. When collected and analyzed properly, responsibly mining this treasure trove of data can be the difference between success and failure.

At the heart of it all is attribution—the science of identifying the marketing activities that lead to customer engagement, sales, and loyalty. In a dynamic marketplace defined by growth, change and opportunity, the most effective attribution models are capable of measuring myriad marketing touchpoints and producing timely, accurate, and increasingly granular person-level consumer data insights.

In this guide you will learn:

- What marketing attribution is and why it matters
- The evolution of marketing measurement and attribution
- The challenges marketers face with marketing measurement solutions
- The benefits and drawbacks of current tools and software
- How to identify the solution that's right for you
- Why good data is crucial, no matter the solution you choose

About Marketing Evolution

Forward-looking brands rely on Marketing Evolution to deliver accurate person-level unified marketing measurement across both online and offline channels to maximize their media spend, creative rotation, brand impact, and, ultimately, their marketing ROI.

To learn more, please visit www.marketingevolution.com.

