

LEAD  US

# The Post-Attribution Growth Playbook

How to Move From Metrics to Decisions That Drive Revenue

# Introduction



Marketing attribution promised clarity. But for most teams, it delivered confusion, complexity, and performance reports that didn't lead to decisions. This playbook is your field guide to reclaiming control. It's about using the data you already have - not adding more tools - to unlock insights that inform better marketing decisions, tighter alignment with RevOps, and consistent revenue growth.

# The 5 Signs Your Attribution Model Is Broken

**01**

Everything gets credit.

**03**

Your reporting takes days, not hours.

**05**

Your reporting doesn't influence decisions.

**02**

Sales doesn't trust the numbers.

**04**

The model is built around your tools, not your strategy.

## → 01

### **Everything gets credit.**

You're running multi-channel campaigns, but every touchpoint claims victory. This leads to inflated ROI reports and confused stakeholders.

## → 02

### **Sales doesn't trust the numbers.**

Your reports and what sales is experiencing don't align. If attribution creates debate, not decisions, it's not working.

## → 03

### **Your reporting takes days, not hours.**

If pulling performance numbers involves manual data wrangling, spreadsheet gymnastics, and a prayer to Excel, your model isn't scalable.

## → 04

### **The model is built around your tools not your strategy.**

First-touch, last-touch, or U-shaped, your model exists because it's what your MAP supports. That's backwards.

## → 05

### **Your reporting doesn't influence decisions.**

If leadership doesn't adjust spend, strategy, or action based on your data, you're just creating artifacts, not outcomes.

# What Should Be Informing Growth Decisions

## USE THIS, NOT THAT

✔ Use This	✘ Not This
Marketing-sourced pipeline value	Number of email opens
Campaign-to-stage conversion rates	Page views by campaign
Sales velocity by channel	Generic form fill totals
Channel-level cost per opportunity	Overall website bounce rate
Attribution aligned to lifecycle	Attribution based on most recent click

### Checklist:

- Are we tracking data that is tied to sales outcomes?
- Can we trace performance by funnel stage?
- Are reports connected to actions leadership can take?

# Diagnostic Tool: Where Is Data Getting Lost?

**The Data Flow Map** Visual layout (to be designed): MAP  
(Marketo/HubSpot) → CRM (Salesforce) → BI Tool  
(Looker/Tableau) → Executive Reports

## Common Breakpoints:

- Lead source doesn't pass into CRM
- Attribution not linked to Opportunity objects
- Stages defined differently across systems
- Marketing campaign IDs not tracked across platforms

## How to Use This: Audit each system connection to check:

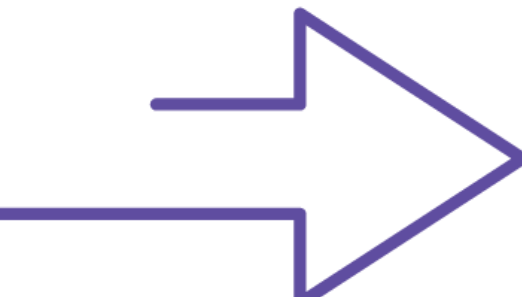
Audit each system connection to check:

- Field mappings
- Stage naming consistency
- Sync frequency and update logic

# Structuring Post-Attribution Reporting by Funnel Stage

## → The Reporting Framework

Funnel Stage	Key Metrics	Ownership	Frequency
TOFU (Top)	Impressions, Click-throughs, MQL %	Marketing Ops	Weekly
MOFU (Middle)	MQL to SQL %, Lead Aging, Opportunity %	RevOps	Biweekly
BOFU (Bottom)	Opp Close %, Revenue Influence, Win Rate	Sales + Marketing	Monthly



**Pro Tip: Align your dashboard to this structure - don't report TOFU metrics at the executive level. Customize reporting depth by stakeholder.**

# The Data-to-Decision Map

→ From Metrics → Action → Results

Metric	Insight Gained	Decision Enabled
High Cost Per Opportunity	Channel inefficiency	Reallocate budget to better-performing source
Low MQL → SQL conversion	Lead quality or nurture gap	Adjust scoring or content strategy
Long sales velocity by channel	Sales engagement or intent misread	Refine targeting or messaging

**Use this map in monthly reviews to drive conversation, not just presentation.**

# “What Decision Does This Metric Support?”

## → Interactive Worksheet Overview

For each metric your team tracks, document:

- Who owns it
- What decision it should inform
- How frequently it's reviewed
- Whether it impacts revenue (Yes/No)

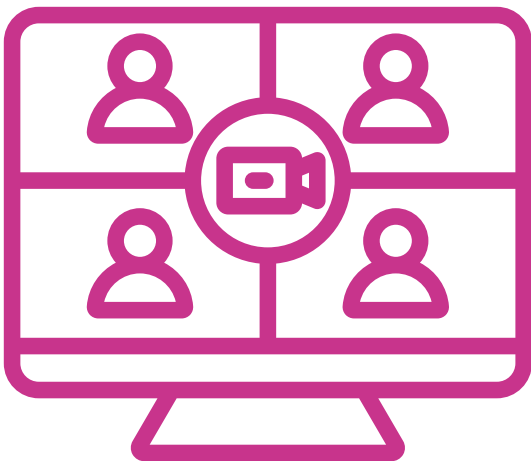
### Example Format (Worksheet Rows):

Metric	Owner	Supports This Decision	Frequency	Impacts Revenue?
MQL to SQL Conversion %	Marketing Ops	Lead quality assessment and scoring	Weekly	✓ Yes
Website Bounce Rate	Web Team	Landing page UX audit	Monthly	✗ No
Revenue Influence %	RevOps	Budget distribution by channel	Monthly	✓ Yes

This worksheet can be used as:

- A team workshop activity
- An executive prep exercise
- A reporting alignment reset

# Making Growth Decisions Easier



You don't need a new tool.

You need a new lens.

When your data becomes directional, your decisions become strategic.

And that's when marketing stops being a cost center and starts leading growth.



# Contact Information

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## ABOUT LEADOUS

Leadous is a full-service global consultancy for brands that deliver exceptional experiences to the journey makers and the journey takers, helping marketers and technologists turn complexity into clarity. Leveraging strategic partnerships (Adobe, Salesforce, HubSpot, IBM, and Oracle and more) to unlock the full value of their investments. With deep platform expertise and a human-first approach, Leadous helps clients streamline operations, activate data, and transform strategies into measurable outcomes. Whether optimizing for performance, scaling personalization, or architecting for intelligence, Leadous leads with insight, precision, and partnership every step of the way.

Digitally transforming the way marketing connects with people.

Let us lead you.