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Unifying Brand & Demand Initiatives In Digital Advertising For Cohesive Marketing Measurement & Attribution

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Introduction

There are several hurdles B2B organizations face when accurately measuring the success of their advertising efforts: Traditional metrics — such as clicks, impressions and conversions — often fail to capture the full impact and value of campaigns. Additionally, they overlook critical factors like audience efficacy, idea value and overall reach, hindering an organization's ability to justify its advertising spend.

"B2B struggles with a broken measurement construct," said John Arnold, Principal Analyst at **Forrester**, at the **B2B Marketing Exchange**. "Everybody that advertises struggles with measurement to some degree, and it's a broken system that needs to be fixed. If you're not able to fix your measurement constraints, you can't justify your advertising — and if you're unable to justify your advertising, you're not going to have enough budget."

To help unify that disjointed system, **new research** suggests that unifying brand and demand marketing efforts contributes to a positive impact on demand generation results: Specifically, 26% of respondents estimate that brand-building investments make their demand generation efforts 26% to 50% more effective; while 24% report up to a 25% increase in effectiveness.

That integration helps align marketing efforts with sales objectives, fostering a more strategic and unified approach to driving business growth — and more accurately attributing revenue and pipeline. Throughout this special report, we'll discuss marketing measurement and attribution practices through the lens of brand/demand and account-based marketing initiatives. Key topics of discussion will include:

- Understanding the limitations of traditional digital advertising metrics and their impact on campaign effectiveness;

- Learning the importance of collaboration between brand and demand marketers for more cohesive strategies;

- Discovering the four essential components of a successful campaign and advertising strategy; and

- Recognizing the importance of courage and innovation in evolving marketing practices for B2B organizations.

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Balancing Brand Versus Demand In Measurement

The imbalance between brand and demand marketing is jarring: Most companies invested 80% of their resources into demand generation initiatives and only 20% into brand-building. That lopsided investment is compounded by the absence of standardized metrics for brand awareness, highlighting a critical gap in the ability to consistently measure and compare brand impact across different campaigns and industries.

To gain insights on engaging prospective leads, demand marketers should investigate their past customer engagement data or consult with their brand counterparts who've developed an understanding of the target audience and curated appropriate message. This can range from complex, detailed analysis to straightforward conversations that yield valuable information.

"If you work with brand marketers, it's great to have the opportunity to hand over this fine-tuned reporting to the folks who aren't necessarily used to getting outcome-related information to what they're producing," said Ali Haeri, SVP of Marketing at MNTN, a connected tv (CTV) performance marketing platform, during a **B2B Marketing Exchange** session. "Brand marketing can and should be measurable to every extent possible."

Doubling down on Haeri's sentiment was Josh Lowery, Co-founder and Director of Marketing at digital experience agency **Makeway**. He added that the more demand and brand marketers communicate, the more they can jointly analyze intent signals and craft more targeted campaigns.

"If you know what the company is interested in, in terms of keywords or keyword searches, you can move toward a topical-based approach from a marketing perspective," he explained. "That's where intent can be informative."

How Verified Visit Models Are Reshaping The Attribution Landscape

A Q&A with Ali Haeri,
SVP of Marketing at MNTN

Connected TV (CTV) presents a wealth of data for practitioners, but given the abundance of signals it can generate, it's sometimes difficult to keep track of them all. **MNTN**, a CTV performance marketing platform, is working to eliminate the confusion and excess by creating new models to make attribution more cohesive and simplified.

Demand Gen Report: *Can you describe your overall approach to marketing measurement and attribution?*

Ali Haeri: One of the highlights of working in CTV is the extensive amount of data it provides. We're a performance-focused company, and as such, we rely heavily on the data that comes from any tools that we use. Testing and learning are certainly at the heart of any savvy marketer's day-to-day, but we don't constrain ourselves to the "tried-and-true" strategies. For example, despite being a B2B brand, you'll see that we go beyond LinkedIn to advertise in other places like TikTok and Reddit. The data we get out of these efforts is essential for figuring out our next steps.

As for attribution, we weren't satisfied with the traditional models used in TV, so we created our own attribution model called Verified Visits. The Verified Visits model allows marketers to track website visits, purchases and more despite these interactions happening on a different screen.

DGR: *Do you have any tips for how companies can handle cross-channel attribution, especially with the increasing complexity of the digital marketing landscape?*

Haeri: Understanding how the variety of channels you use work together is essential to finding success with your marketing plan. At MNTN, our Verified Visits attribution model makes it easy to see exactly how Connected TV fits into an overall performance marketing plan. Here's how it works: First, a user watches your full CTV ad; then, hopefully, they visit your site within a predefined (by you!) period of time. MNTN then uses our proprietary identity graph to confirm the visitor saw your commercial; if they did, a Verified Visit is — well, verified, and that MNTN ad gets credit for that site visit.

Our data can easily be integrated with Google Analytics, Rockerbox and your other business intelligence tools so marketers can examine data across their various efforts. And we eat our own dog food; we're obviously big believers in CTV, especially since it drives about a quarter of our inbound leads. But we also use a multitude of other channels and track the data within these programs, just like our customers would.

DGR: *What metrics do you consider most important for measuring marketing effectiveness, and why?*

Haeri: The metrics that are the most important will vary depending on your type of business and your overall objectives. The classic example is a B2C brand vs. a B2B brand. A B2C brand most likely focused on their return on ad spend (ROAS), in-store and online conversions, etc. But a B2B brand probably has different objectives and may care more about metrics like time spent on site. MNTN Performance TV allows marketers to select which KPI they want the system to optimize toward, because we understand that not all performance marketers are looking for the same type of performance.

DGR: *Is there an opportunity for marketers to customize the metrics and KPIs that they use to track performance?*

Haeri: Absolutely — as I mentioned before, the data that's important to you as a marketer is highly specific to what you're trying to achieve. CTV provides a lot of data, so it's important to work with a partner that allows you to organize that data in whatever way is most useful to you. Look for a solution that allows you to customize your dashboards and can integrate with the tools you're already using.

DGR: *What steps do marketers need to take to combine online and offline attribution?*

Haeri: Accounting for both online and offline attribution is essential. Despite the rise in ecommerce, in-store retail still makes up a significant portion of consumer spending. This year, in-store retail is estimated to make up 83% of all retail spending. TV commercials have historically been an important driver of in-store purchasing, and this continues to be true even with the rise of (and shift towards) Connected TV.

Marketers should look for solutions that allow them to track both online and offline conversions, much like they do with other performance channels like paid search and social. At MNTN, our offline attribution works by marketers uploading their in-store purchase information to be matched back to households exposed to the advertiser's MNTN ad.

Understanding ABM's Role In Measurement

Beyond unifying brand and demand efforts, another key challenges lays in mapping leads to specific account, which stumps **35% of marketers**. However, the mapping process is (obviously) vital for ABM, as it ensures that marketing efforts are correctly attributed to the right accounts.

However, ABM's distinctiveness lies in its focus on key accounts rather than broad-based lead generation. Traditional inbound marketing metrics — such as website traffic and general lead volume — are less relevant in an ABM context. Instead, organizations are beginning to prioritize metrics that reflect the effectiveness of targeting specific high-value accounts. This evolution is crucial as it aligns marketing efforts more closely with sales objectives, fostering a more integrated and strategic approach to driving business growth.

According to Steve Armenti, VP of Revenue Marketing for cloud infrastructure provider **DigitalOcean**, the five metrics he looks at include:

1 Engagement   **2** Disengagement   **3** Churn

4 In-market   **5** Out-of-market

"This is simple, but it's also different," he continued. "If you can look at your lists and identify who's engaged and who's not, and have a threshold for what that means, you can cater your marketing toward that. We no longer have to rely on spray-and-pray and then measure what falls through the bottom: We can be very intentional about the accounts we're targeting."

Understanding The Specific Tracking Methods
Beyond Digital Advertising

As Armenti suggested, traditional measurement metrics often fall short in capturing the full impact and value of advertising efforts. The focus on clicks, impressions and conversions tends to drive strategies toward lower costs rather than higher effectiveness. This narrow approach neglects critical factors such as audience efficacy, idea value and overall reach. To address these gaps, marketers are increasingly turning to automation platforms and innovative tools that streamline processes and enhance campaign performance without the heavy reliance on manual labor.

Specifically for digital advertising measurement, MNTN's Haeri noted that QR codes are often the measurement metric du jour for online efforts, as they provide direct attribution. However, he noted that there are other ways to track digital engagement beyond that direct measurement.

"I always get asked, 'Do I need a QR code to understand the performance of my digital or CTV campaign?', and the answer is it's not a bad thing to do, but it's also not mandatory," said Haeri. "We have pixels on your website and a big device graph to do all the reconciliation for you. However, QR codes are still an option. If you have a specific ad or promotion you want to drive people to, it makes sense to put a QR code where it's already rigged into the URL and people can scan it, go to the website and be on their way."

Conclusion

In conclusion, the current digital marketing landscape demands a balance between traditional and modern measurement methods to truly capture the impact of advertising efforts.

"Underneath a great campaign and advertising strategy, there are four components: A digitally savvy brand, modern measurement methods, robust testing and creative excellence," said Arnold. "And that's all wrapped in courage, because making the change is a big step for B2B organizations."

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MNTN is the Hardest Working Software in TV, bringing unrivaled performance and simplicity to Connected TV advertising. Our selfserve technology makes running TV ads as easy as search and social and helps brands drive measurable conversions, revenue, site visits, and more. MNTN is one of Fast Company's Most Innovative Companies of 2023 and was recently named one of the Next Big Things in Tech for its upcoming VIVA creative suite.

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DEMAND GEN REPORT®

Demand Gen Report is a targeted online publication that uncovers the strategies and solutions that help companies better align their sales and marketing organizations, and ultimately, drive growth. A key component of the publication's editorial coverage focuses on the sales and marketing automation tools that enable companies to better measure and manage their multichannel demand generation efforts.

201.257.8528
INFO@DEMANDGENREPORT.COM

Kelly Lindenau

is an editor and writer who loves covering the latest B2B marketing trends, research and industry insights. She's a New Jersey native, runner and reader who always has a GIF from The Office at the ready.