

# State of Attribution

## Annual Marketer Survey

June 2024



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# Foreword

## The marketing environment in 2024

Our eighth annual study highlights the latest trends in marketing measurement and attribution for 2024. Marketers have shown increased economic optimism in the first quarter, though this has not translated into higher media budgets. Instead, there is a stronger emphasis on achieving measurable outcomes, with fewer companies prioritizing reach.

In this changing environment, frustration with measurement and attribution (M&A) capabilities remains a significant issue, so elevating the perceived value of M&A within organizations is critical. Media fragmentation has complicated the integration of various measurement tools, forcing marketers to "patch" together solutions for a comprehensive view. As a result, 80% of marketers are dissatisfied with their ability to reconcile results from different tools, while two-thirds of marketers worry about building long-lasting solutions in this ever-changing environment.

The integration of Artificial Intelligence (AI) and Machine Learning (ML) is also becoming increasingly important, with half expecting AI to significantly impact M&A efforts in the next year. However, the expected benefits focus on increased speed and better integration with bidding systems.

## The State of MTA

Despite steady growth in MTA adoption, now at 52%, the industry still faces challenges. Although companies adopting MTA report higher satisfaction with their overall M&A efforts, barriers to value extraction remain, as the Net Promoter Score (NPS) of MTA providers is still negative.

Additionally, there is a recycling trend where new marketers adopt MTA while some experienced ones divest, temporarily reducing overall industry maturity and perceived ROI. While MTA remains a key tool, over-reliance on Click-Through Rate (CTR) and rules-based attribution persists, underscoring the need for more robust and integrated M&A strategies.

In the end, proactive investments in advanced measurement and attribution tools, along with fostering organizational trust, are essential for achieving effective marketing outcomes. By addressing these challenges, we can navigate the current landscape and shape the future of marketing together.

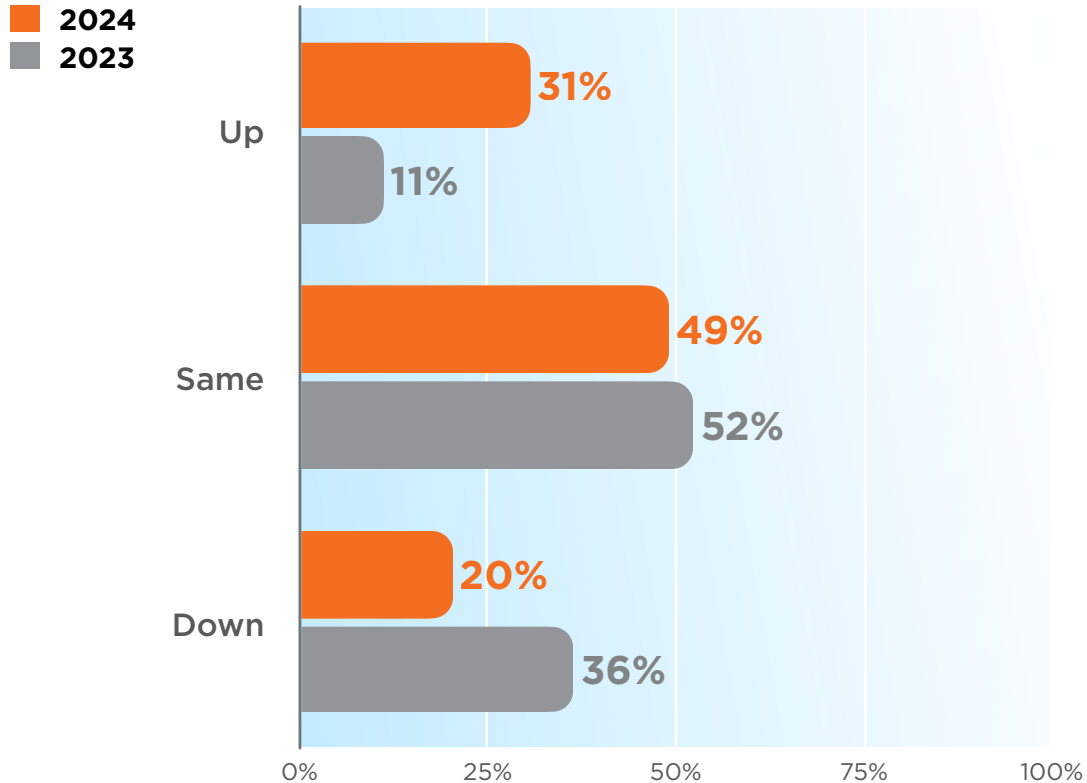


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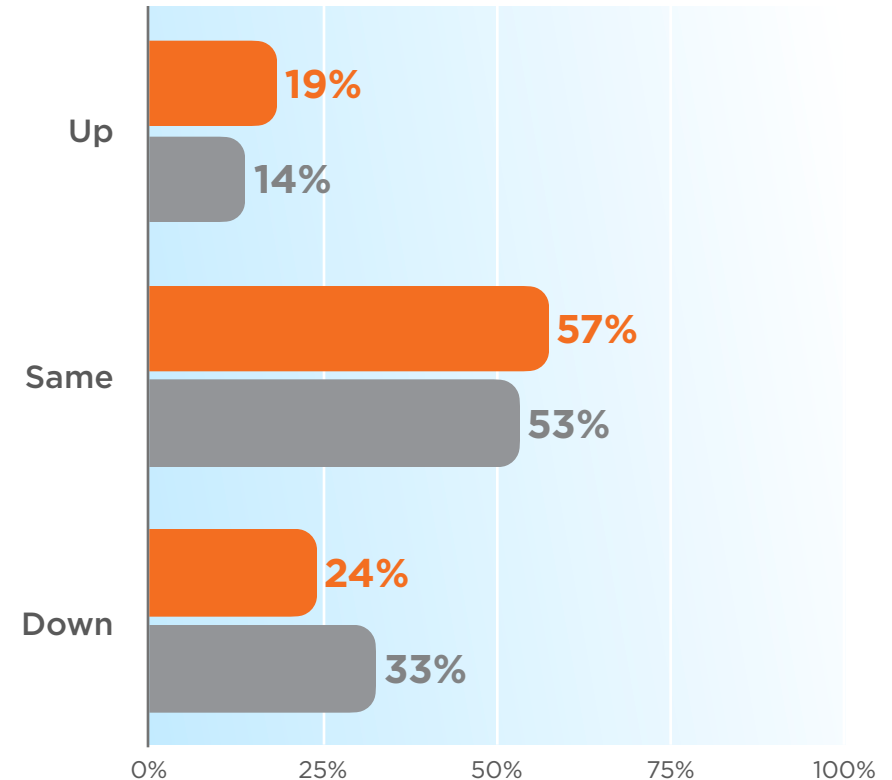
# Key Trends in marketing measurement and attribution

# Marketers are notably more optimistic about the economy this year, although they don't expect this to significantly raise media budgets.

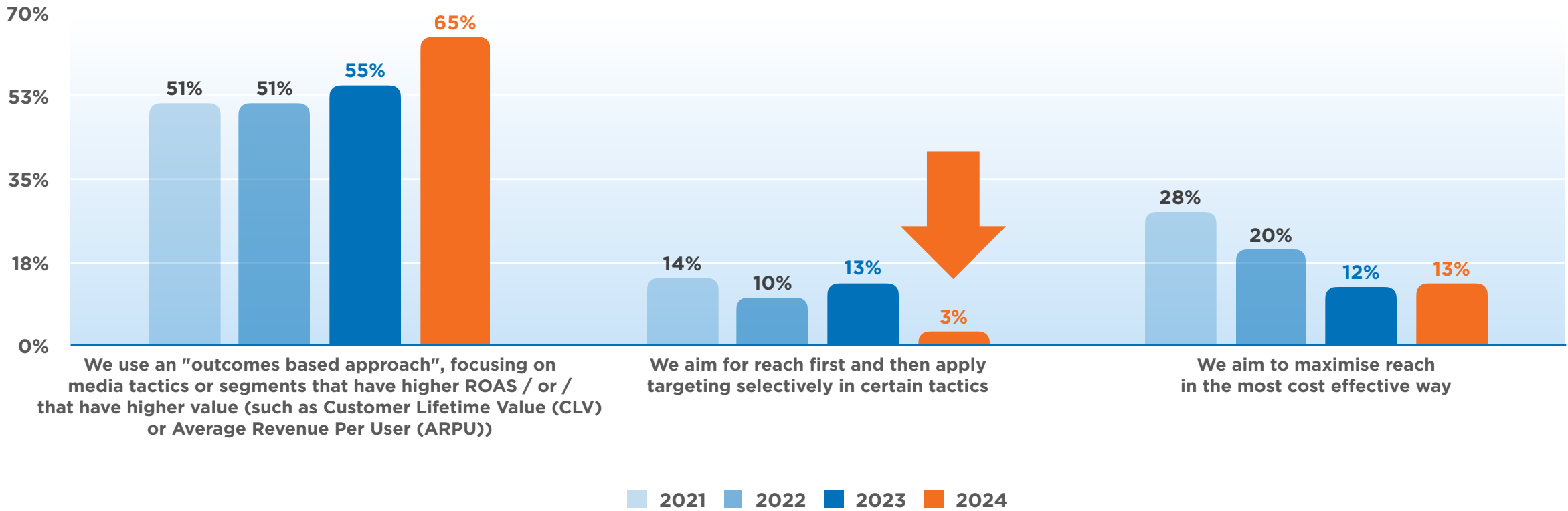
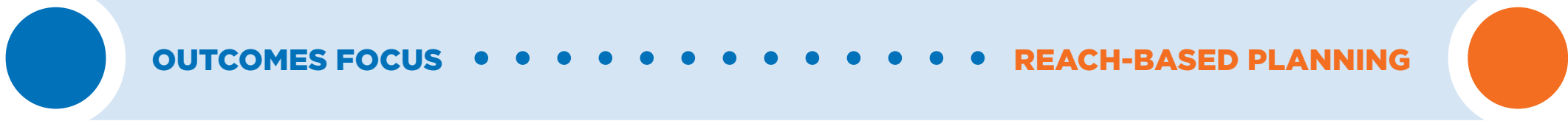
### 2024 Expectations about the Economy in the coming year



### 2024 Expectations about Media Budgets in the coming year



# The focus on outcomes continues to intensify, as only a small share of marketers continue to prioritize reach.



# Most marketers feel increasingly frustrated with the quality of their M&A\* capabilities.

The five plagues of M&A (measurement and attribution): (2023 vs 2024)

## Integration:

Ability to reconcile results from different tools

## Durability:

Trust that our attribution will not become obsolete

## Incrementality:

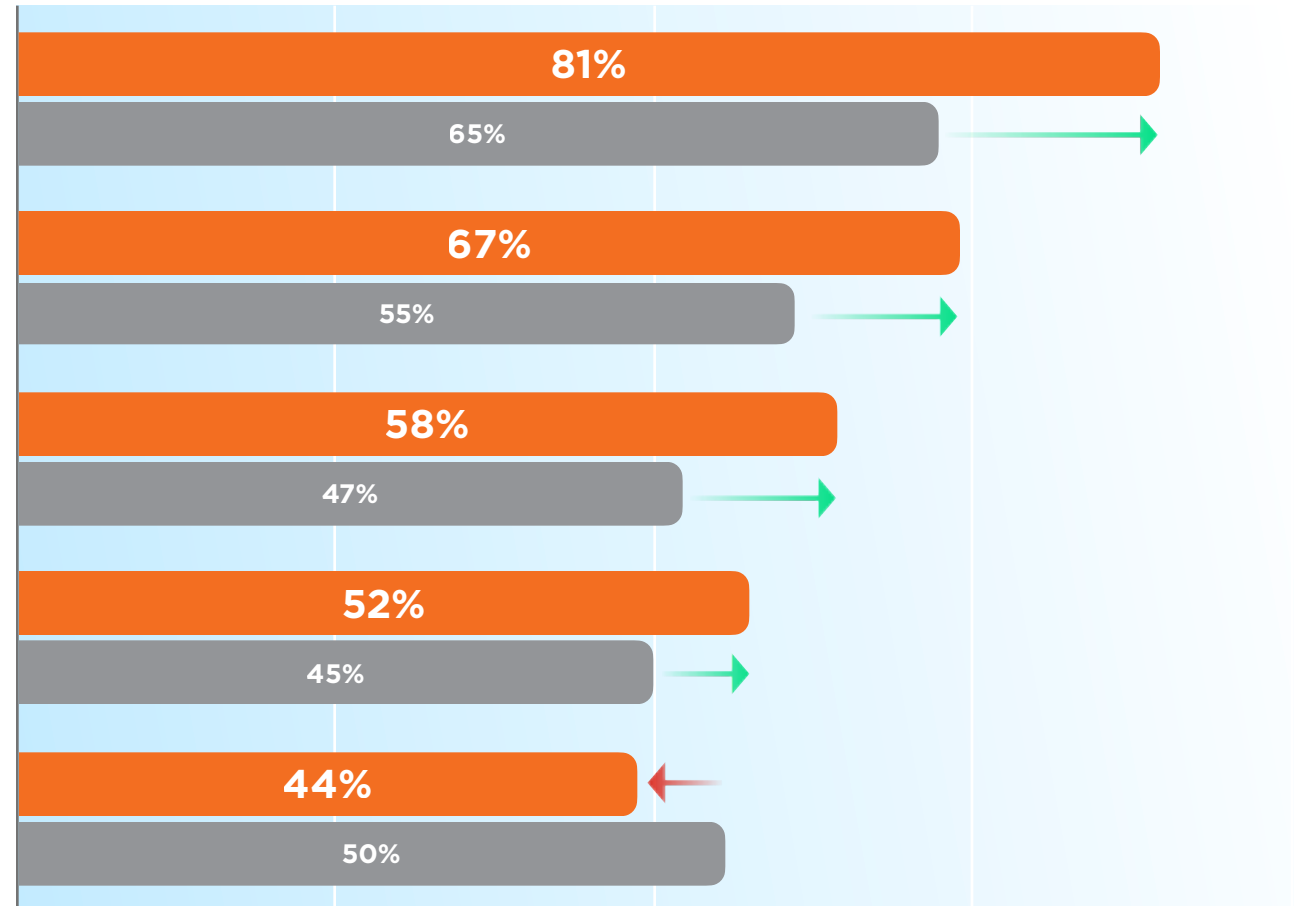
Ability to quantify the true causal effect of a marketing activity

## Actionability:

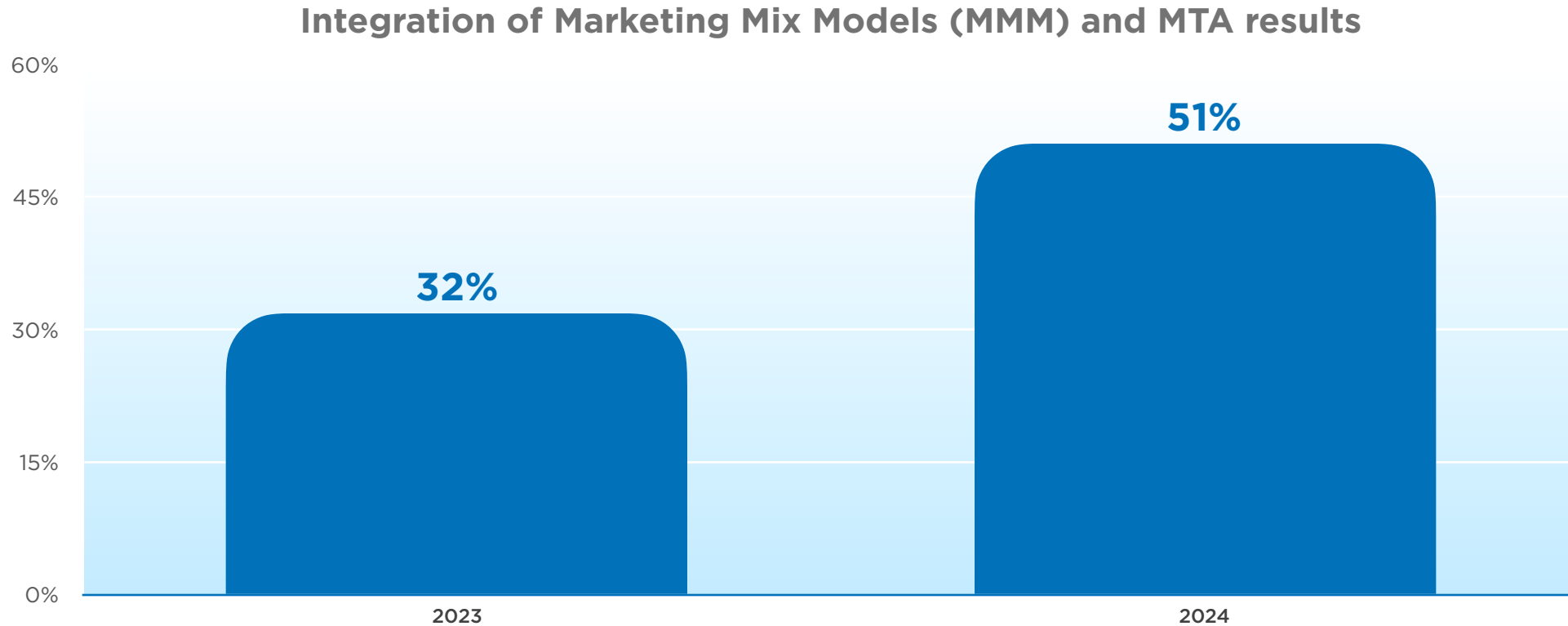
Applying findings to optimize spend allocation

## Scale:

Measuring the effectiveness of a large part of spend

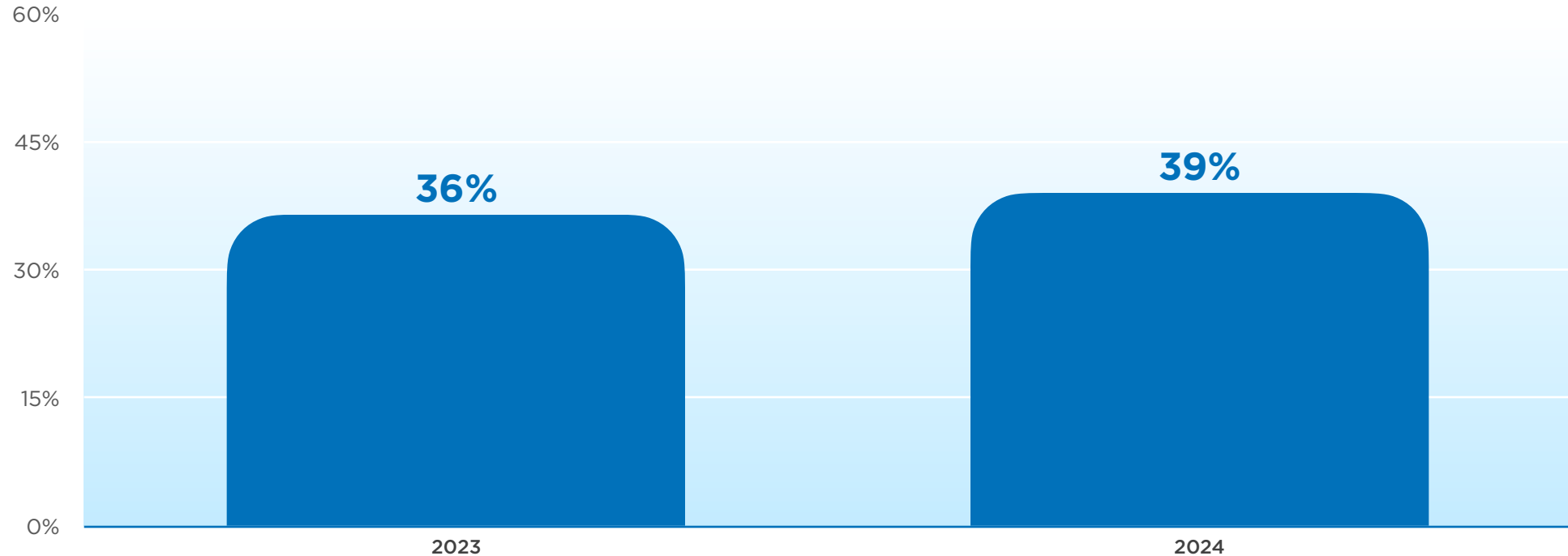


# Integration of MMM & MTA is the top problem statement of 1 out of 2 marketers, up from last year.



# || KPI alignment continues to be a major challenge for more than a third of marketers.

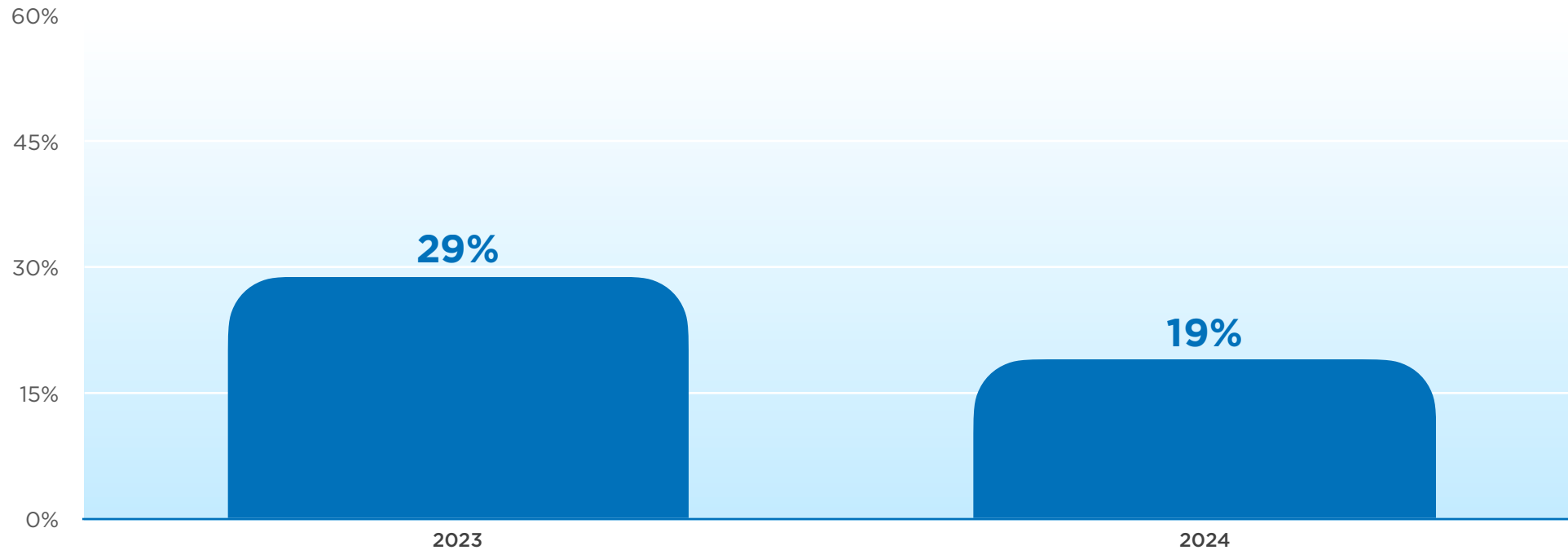
Identifying KPIs for measuring marketing effectiveness, including benchmarks & measurement approaches





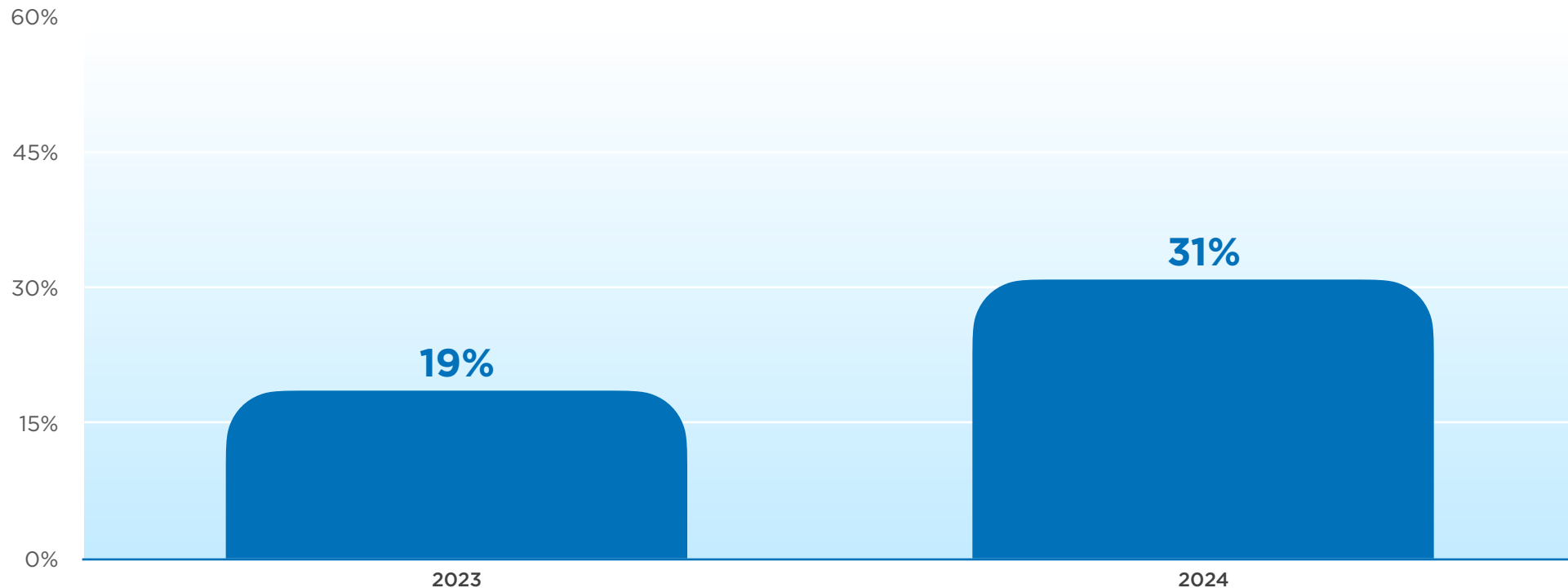
# Unduplicated reach and cross media impression equivalization decrease in prioritization, as marketers continue to focus more on outcomes.

Providing guidance to measure unduplicated reach and ways for cross-media impression equivalization

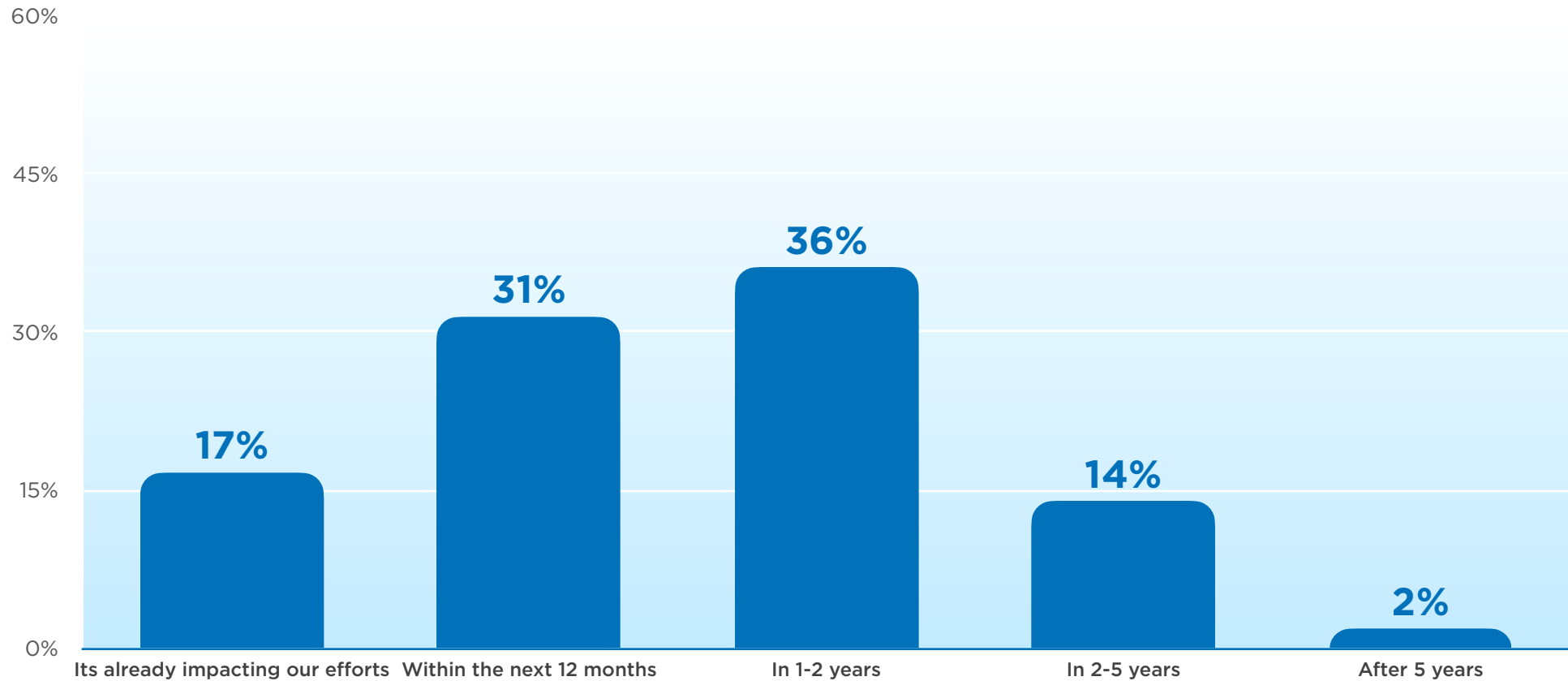


# Integration of AI/ML is becoming a bigger area of concern for a third of marketers.

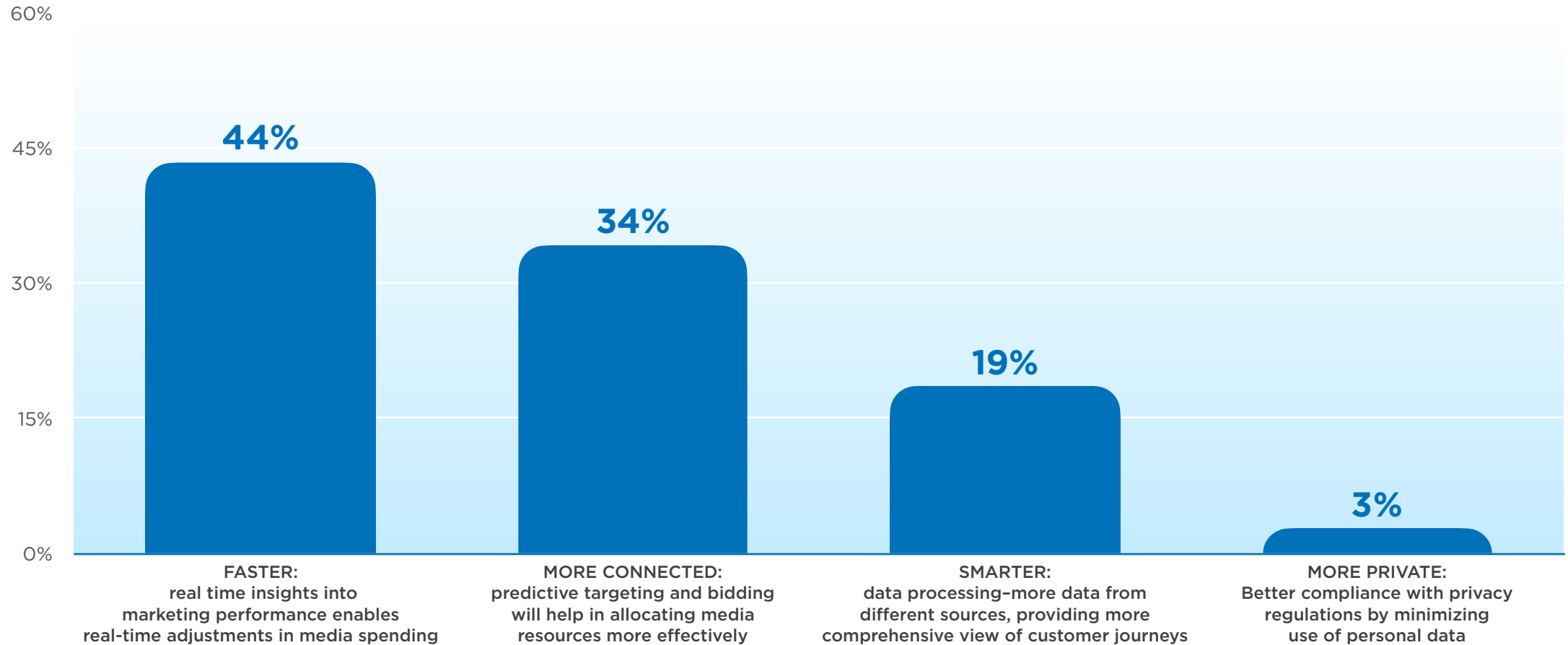
Providing education in terms of how AI and ML can help with measurement and attribution



# 1 out of 2 marketers expect AI to start having serious impact on their M&A efforts in the next 12 months.

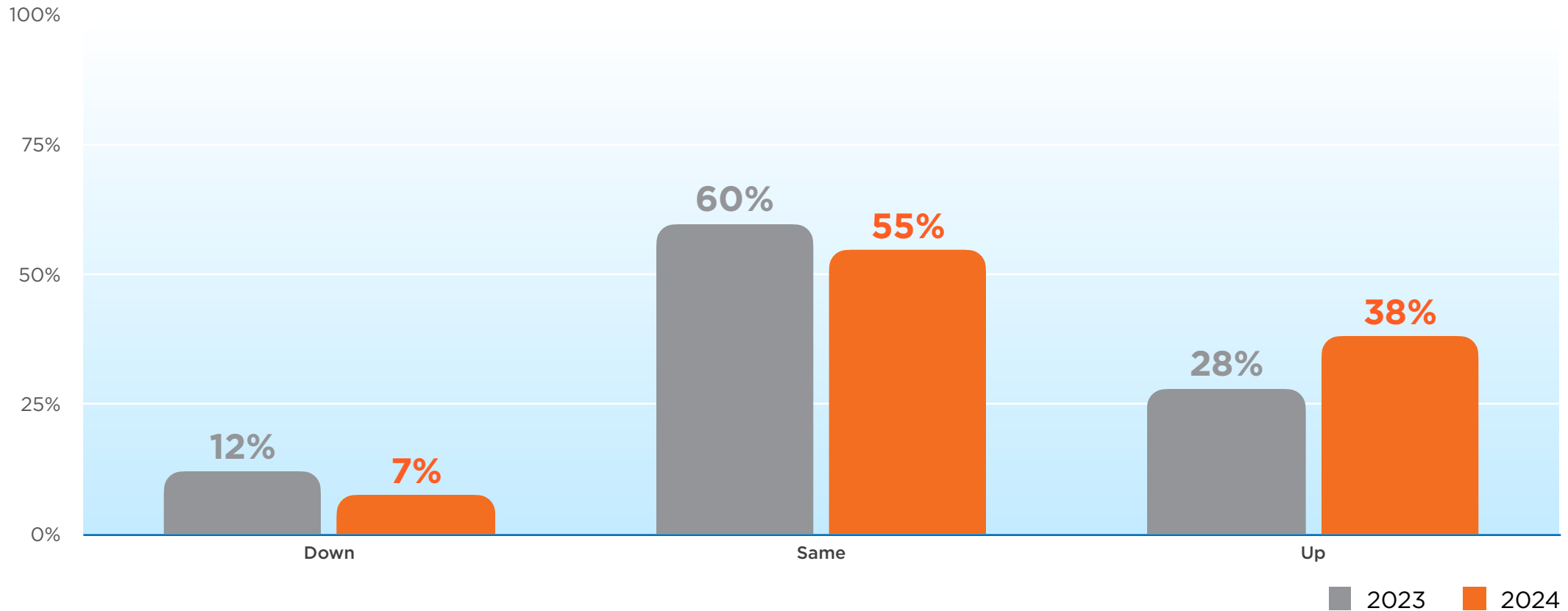


# Increased speed is the main benefit that marketers expect from AI application in M&A.



# Marketers are planning to invest more in measurement and attribution.

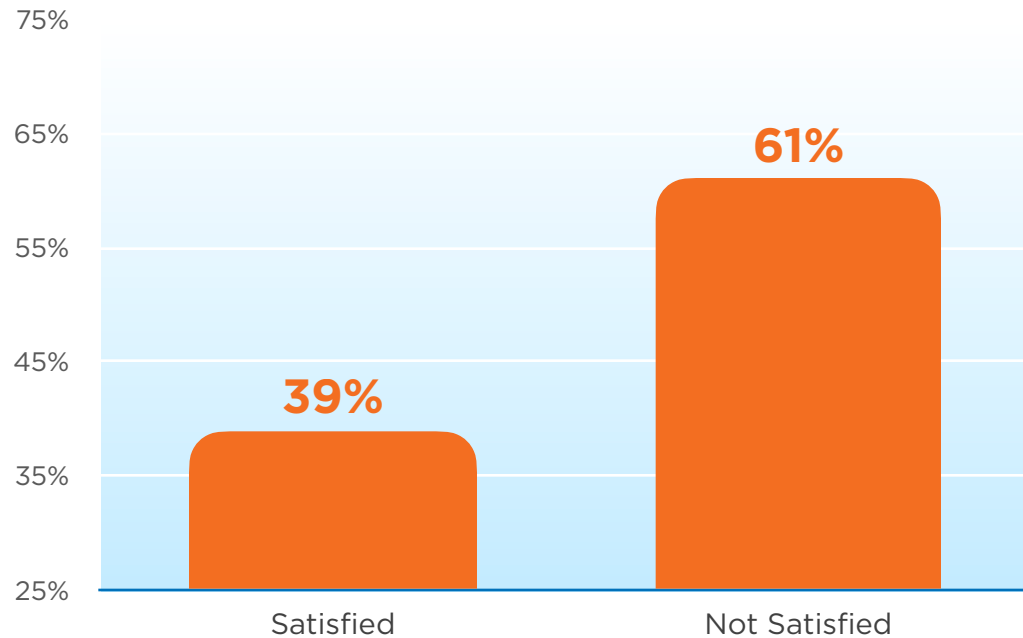
Expectations about Investment in Measurement and attribution in the coming year



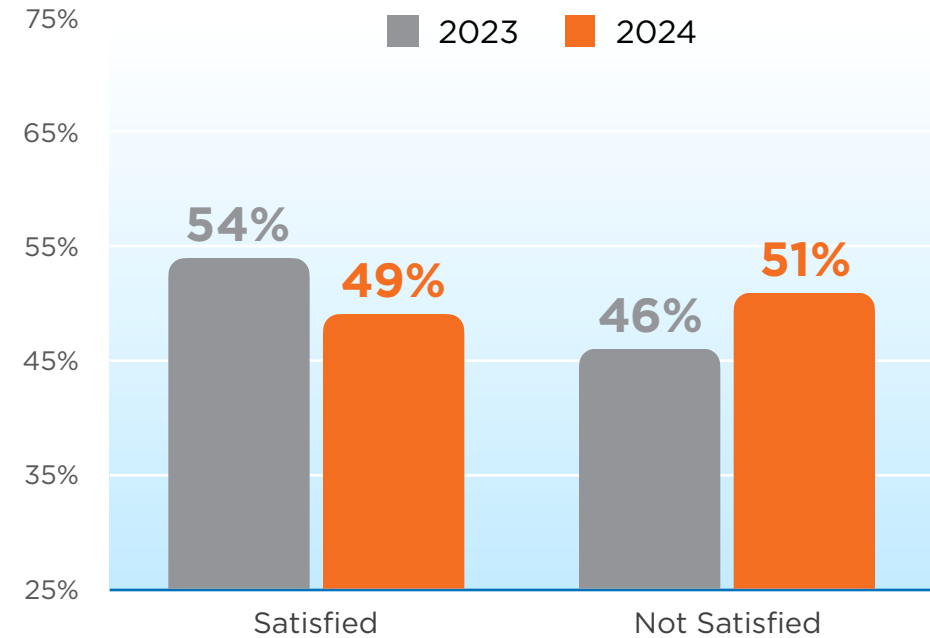
# Inability to quantify the total impact of marketing, diminishes the overall value of M&A in the organization.

**\*Satisfaction from M&A (Measurement and Attribution)**

Ability to quantify the total impact of marketing (now and future multiplier)

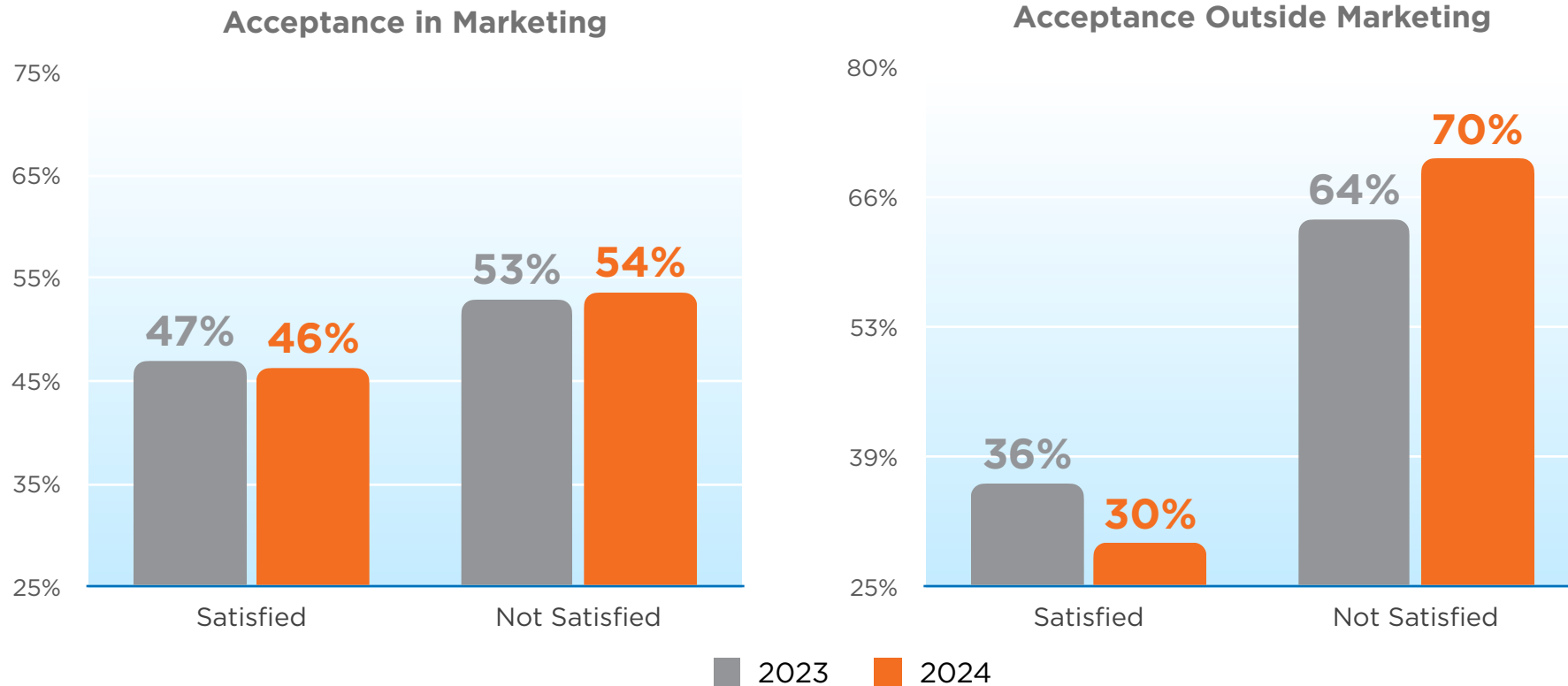


Overall Value to Organization



# Increased pressure for M&A to be accepted not just within Marketing but also, by the rest of the organization.

**\*Satisfaction from M&A (Measurement and Attribution)**



# Key Trends in marketing measurement and attribution

1

## **Economic Optimism:**

In Q1 of 2024 Marketers are notably more optimistic about the economy, although they don't expect this to significantly raise media budgets

2

## **Increased focus on Outcomes:**

Marketers' focus on outcomes continues to intensify, as only a small share of companies continue to prioritize reach (or to be concerned about how to measure it or equalize across media)

3

## **All hands on Measurement & Attribution (M&A):**

Within this environment of increased focus on measurable outcomes, most marketers feel increasingly frustrated with the quality of their M&A capabilities:

- As a result of media fragmentation, marketers focus on “patching” different solutions, that will give them at least some insight into how a bigger part of their spend is performing.
- On the flip side, 8 out of 10 marketers are dissatisfied with their ability to **reconcile** results from different tools. Integration of MMM & MTA is the top problem statement of 1 out of 2 marketers in 2024, up from last year (51% vs 32%)
- Two thirds of marketers are more concerned that they are not building solutions that **will not last**, given the ever-changing conditions of the marketing ecosystem, pending cookie deprecation etc.
- More marketers are concerned this year about their ability to measure **incrementality** (57%), or to act on those findings (52%), considering also, that KPI alignment continues to be a major challenge for more than a third of marketers.



# Key Trends in marketing measurement and attribution

1

**Integration of AI/ML** is now becoming a bigger area of concern for a third of marketers. Moreover, 1 out of 2 marketers expect AI to start having serious impact on their M&A efforts in the next 12 months. For the time being, this impact is mainly expected in the form of either increased speed (44%) or better activation / integration with bidding systems. Very few marketers expect AI to have a positive impact in terms of more advanced data processing from various sources, or the ability to overcome/work around privacy limitations.

2

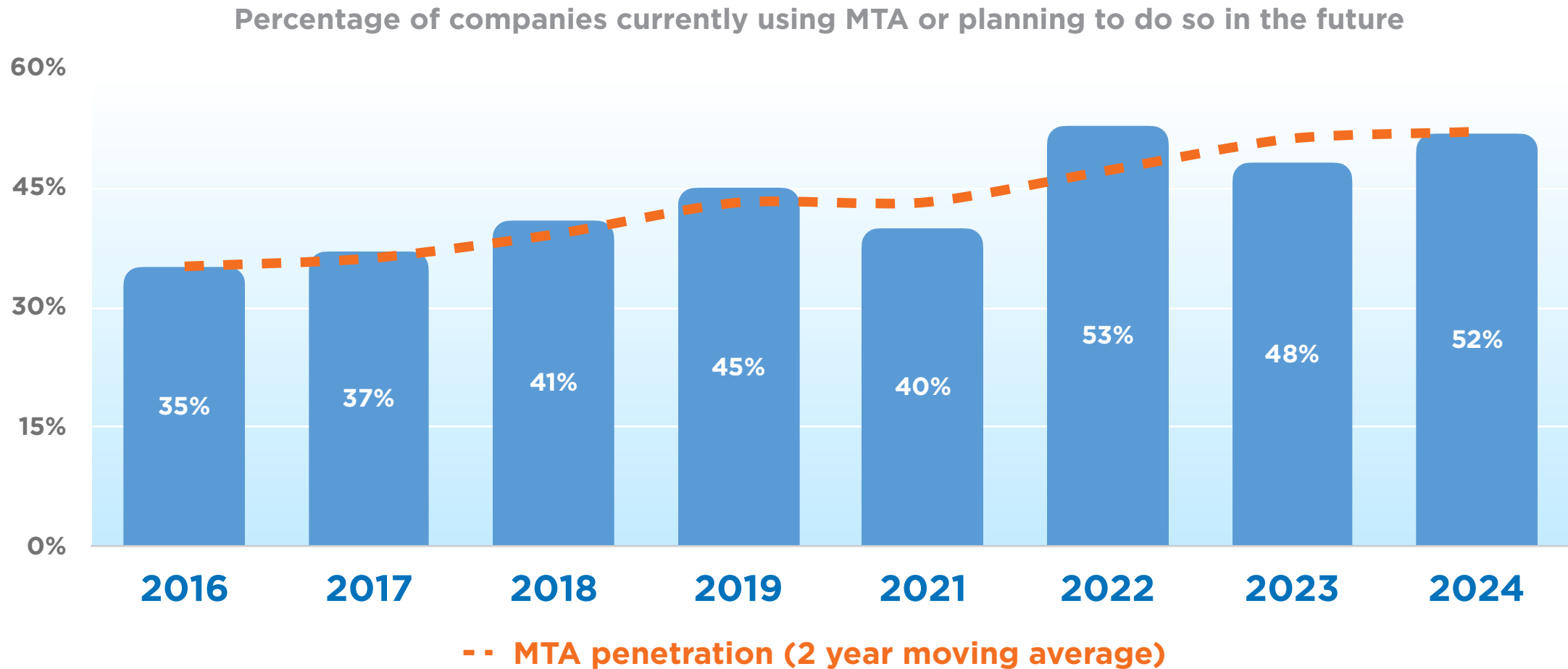
**Need to raise M&A value in the organization:** 1 out of 2 marketers are frustrated with the overall value of their M&A efforts and more than 60% dissatisfied by their inability to quantify the total impact of marketing (present and future multiplier). Marketers are planning to invest more in measurement and attribution, in order to resolve the above challenges, acknowledging that the stakes are now higher and the urgent need to build confidence in M&A, both within marketing and importantly, by the rest of the organization.



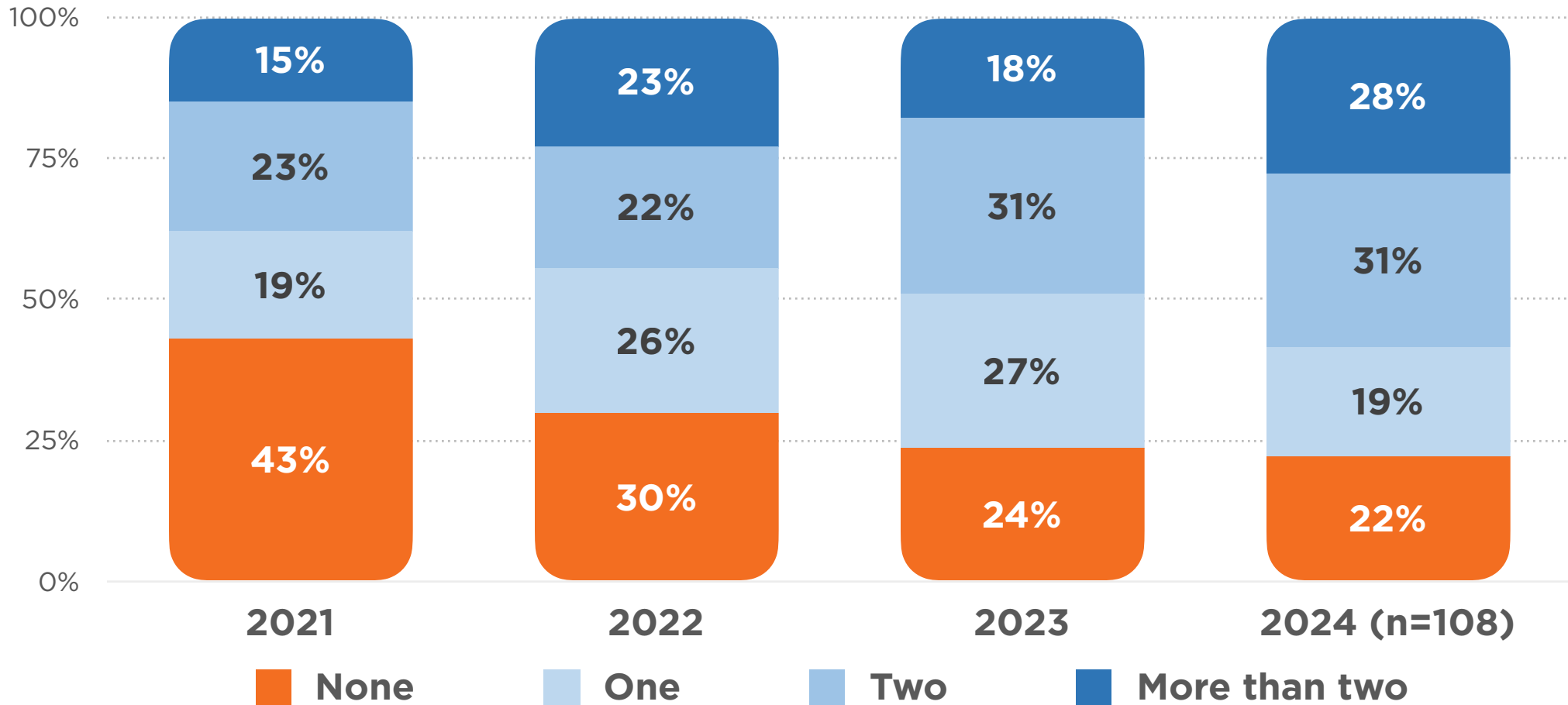
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## State of MTA in 2024

# MTA adoption has been increasing steadily, but slowly.



# Industry maturity continues to increase as more marketing professional gain experience with more MTA providers.





# MTA users are more satisfied with their efforts in M&A.

## Dissatisfaction with measurement tools: Bottom 3 Box

### Integration:

Ability to reconcile results from different tools

### Durability:

Trust that our attribution will not become obsolete

### Incrementality:

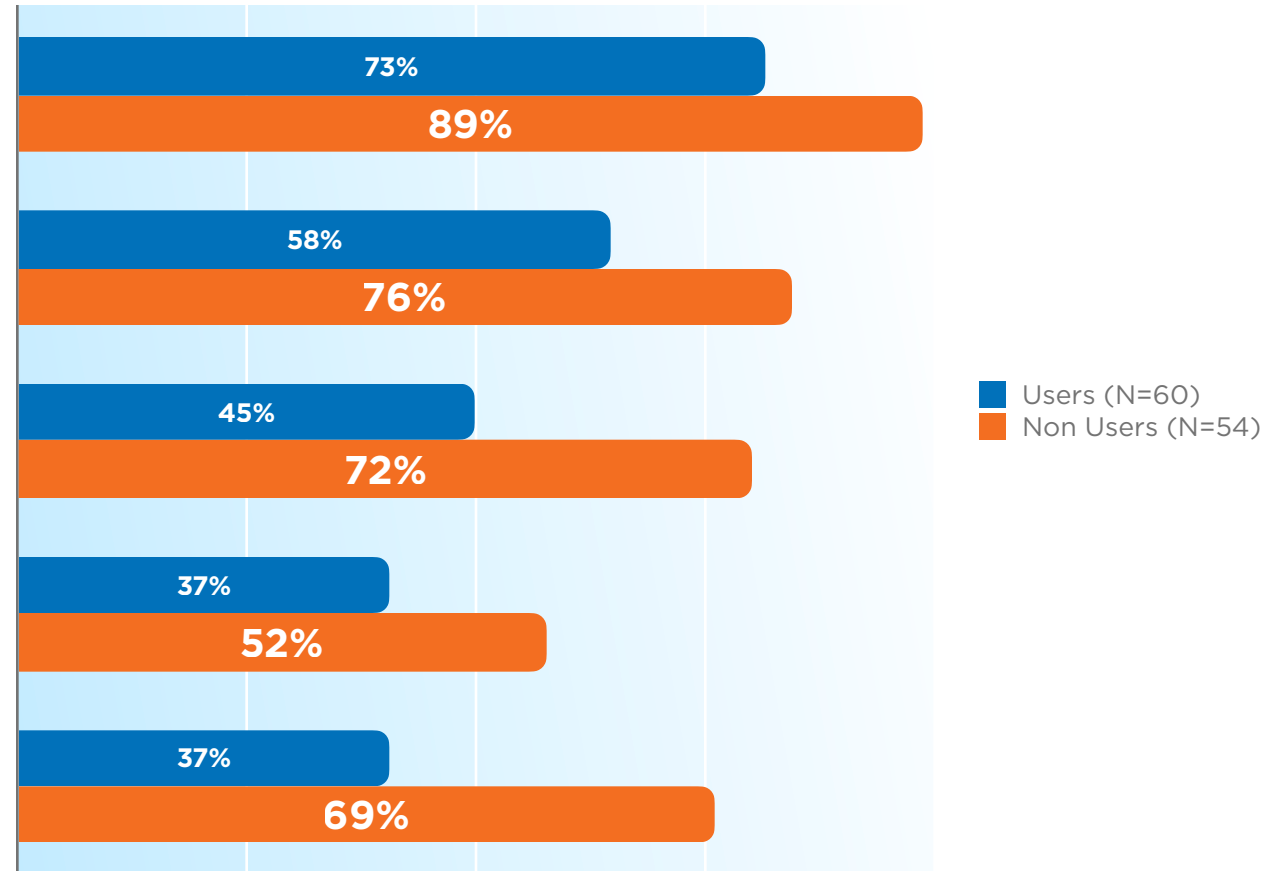
Ability to quantify the true causal effect of a marketing activity

### Scale:

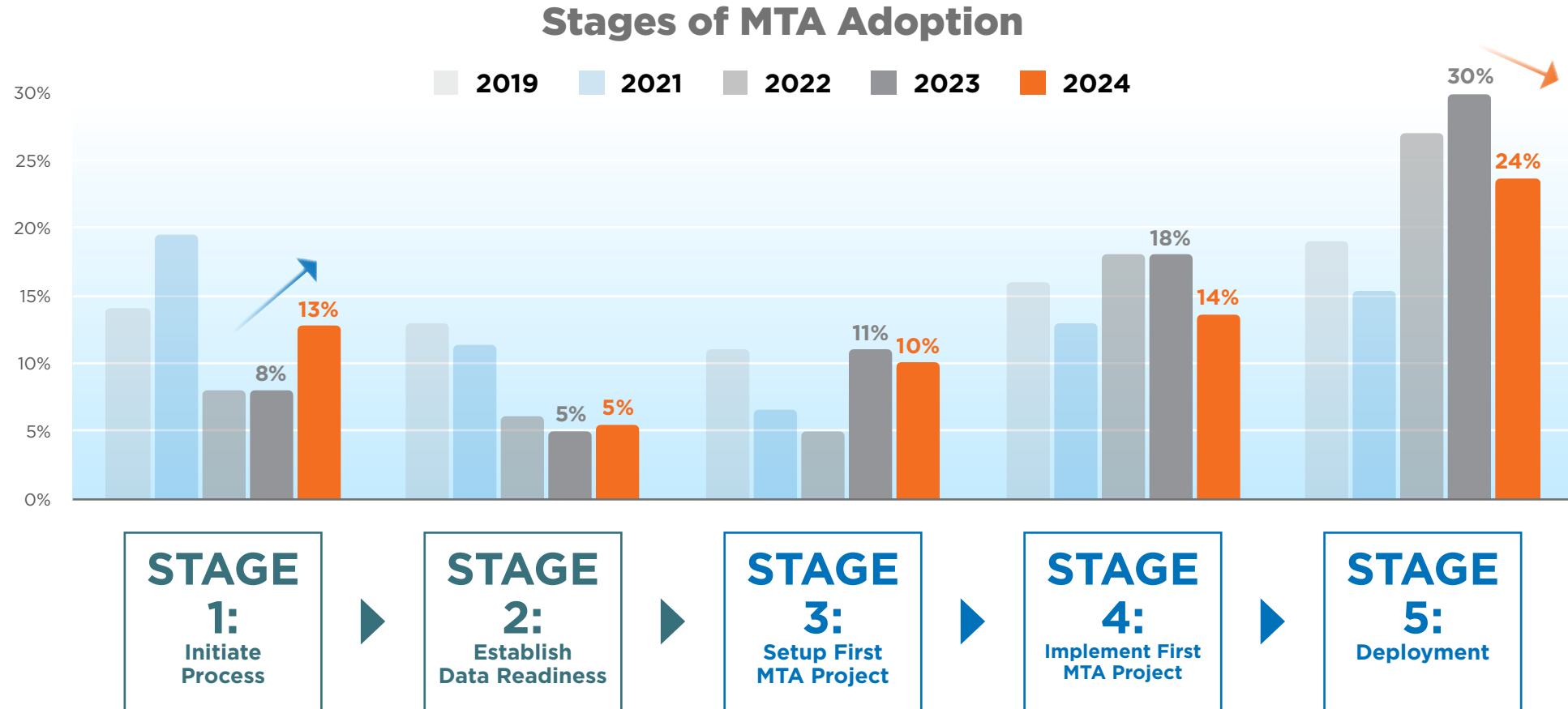
Measuring the effectiveness of a large part of spend

### Actionability:

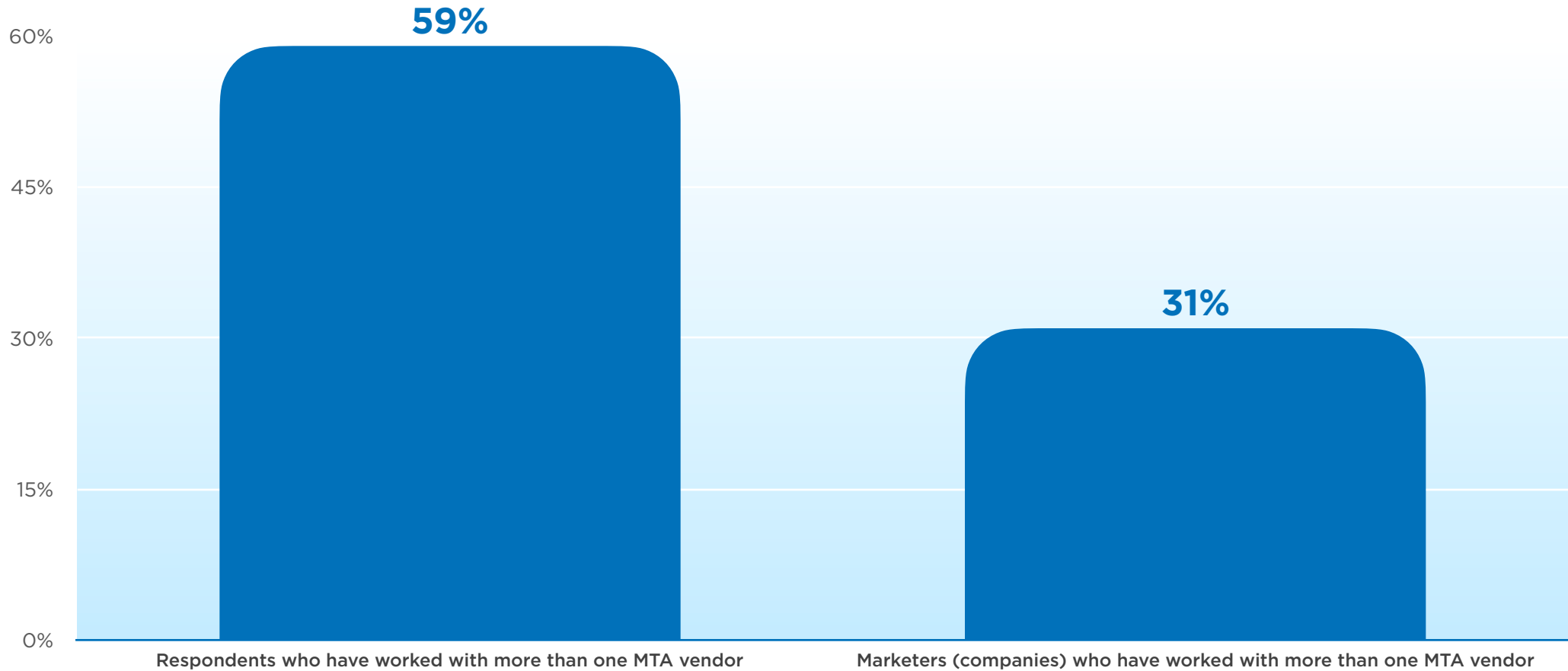
Applying findings to optimize spend allocation



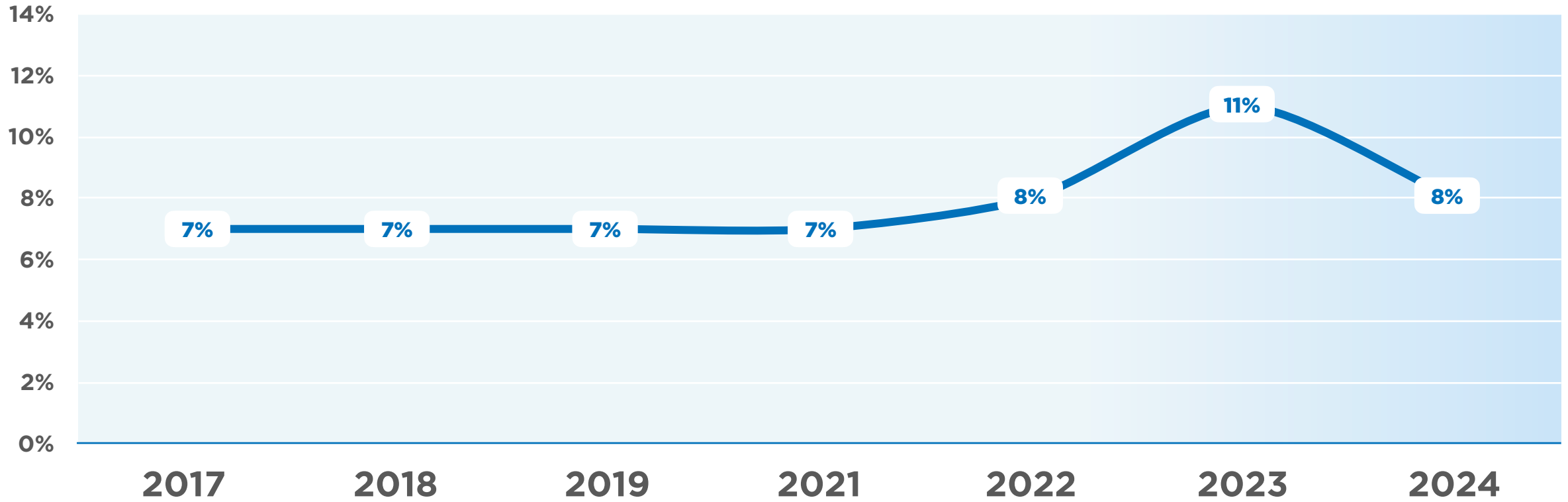
# Yet, some recycling is observed in 2024, with new marketers adopting MTA and some more experienced marketers divesting.



# Churn in analytics professionals may be linked to this recycling across marketers (and hindering economies of learning within companies).



**In line with this, perception of ROI from MTA application is down to 2022 levels.**

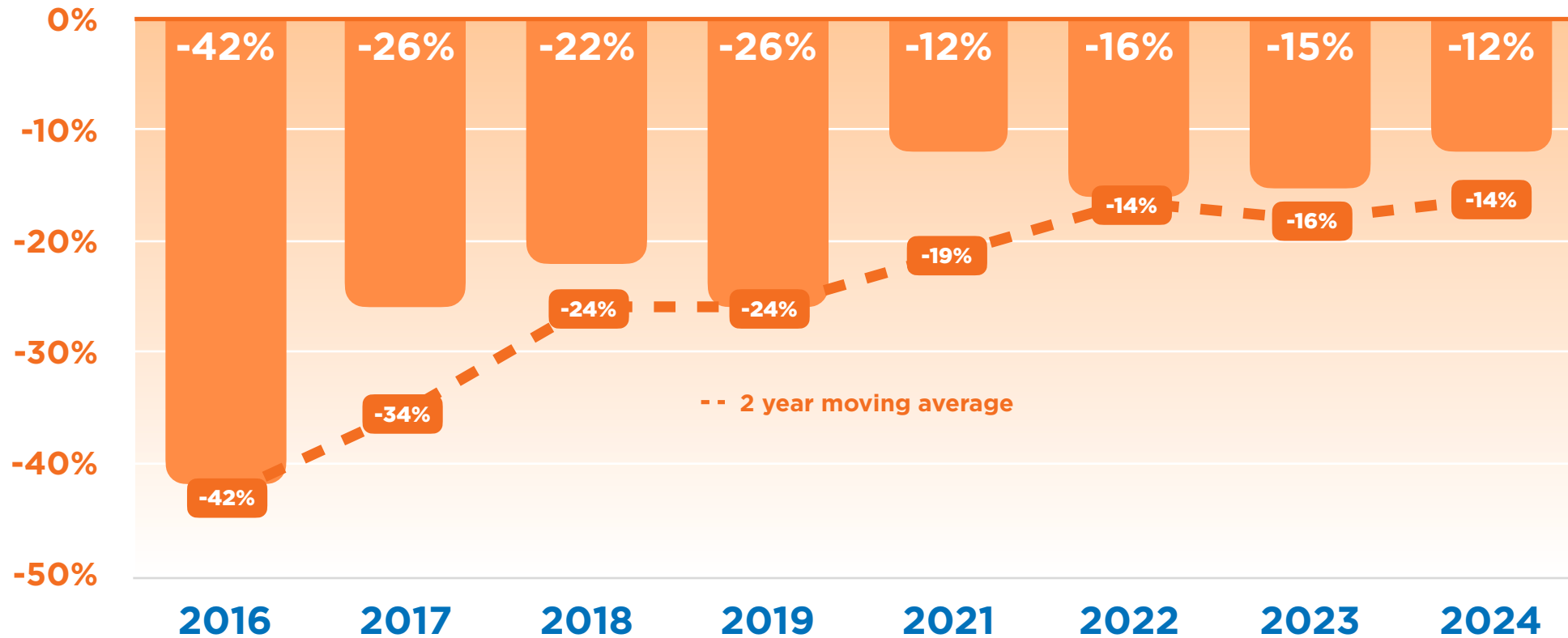


**— Observed incremental ROI from using MTA**

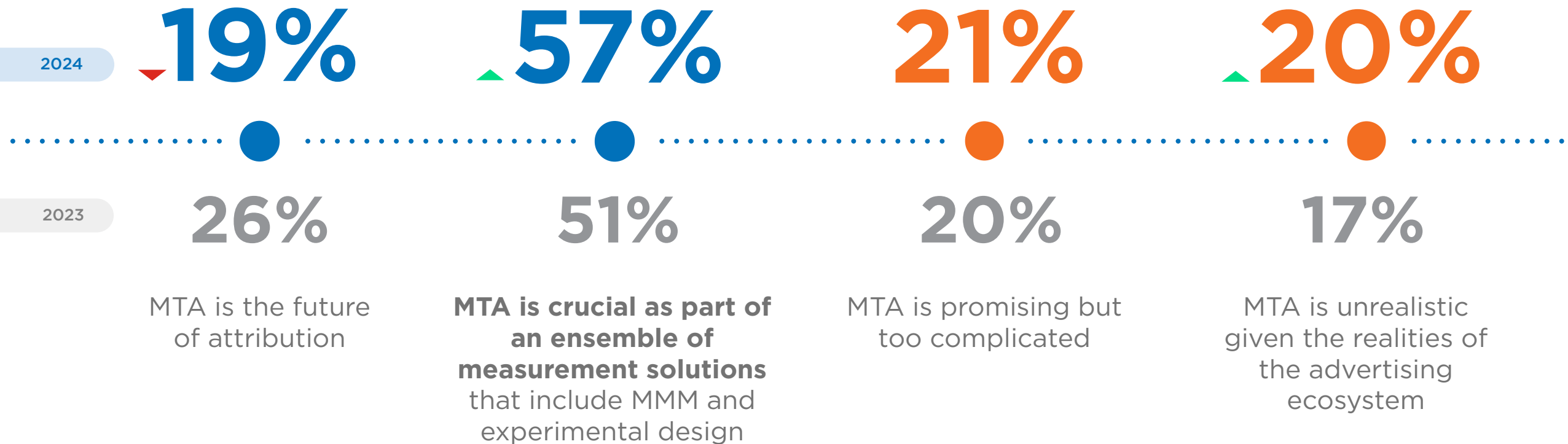


# The NPS of MTA providers remains negative and fairly unchanged in recent years.

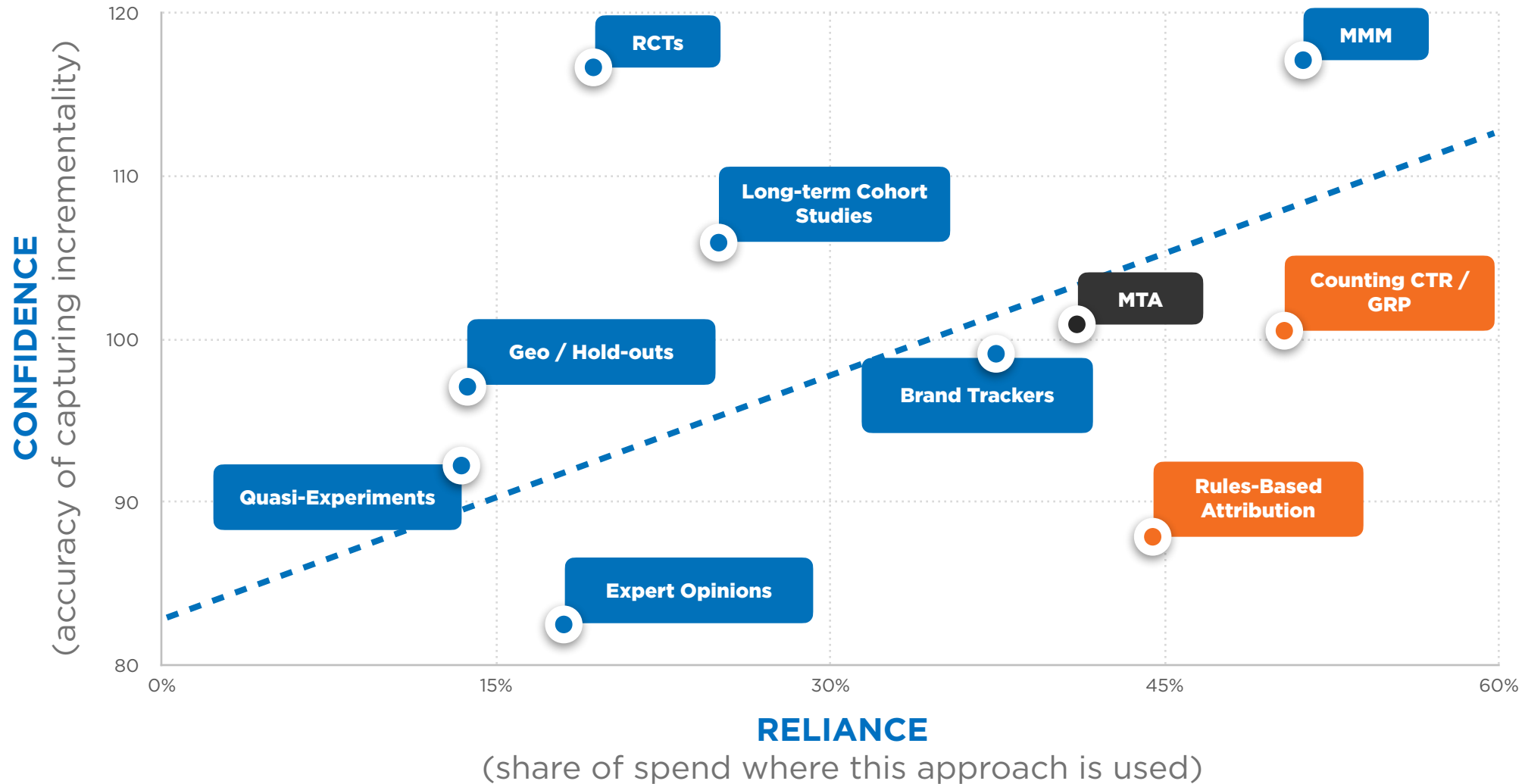
Net Promoter Score of MTA solution



**|| Within this context, MTA continues to be a key tool in the arsenal, but less likely to be seen as the future/stand-alone.**



# Unfortunately, in their arsenal, marketers continue to over-rely on in CTR and rules-based attribution.



# Conclusions about the State of MTA

1

## Small steps forward:

### MTA adoption has been increasing steadily, but slowly, reaching 52% in 2024.

- Along with this, industry maturity continues to increase as more marketing professionals gain experience with more MTA providers
- Companies who have adopted MTA in their repertoire are more satisfied with their overall efforts in M&A

2

## Barriers continue to hinder value extraction:

The NPS of MTA providers remains negative and fairly unchanged in recent years.

- Despite the overall increase in MTA penetration, some recycling is observed in 2024, with new marketers adopting MTA and some more experienced marketers divesting, suggesting that the average company maturity decreased.
- In line with this, perception of ROI from MTA application is down to 2022 levels, suggesting that lower maturity temporarily diminishes the value from MTA adoption
- **Churn in marketing and analytics professionals may be linked to this recycling across companies, hindering economies of learning within those organizations.**

3

## MTA and the M&A repertoire:

MTA continues to be a key tool in the arsenal, but less likely to be seen as the future/stand-alone. Unfortunately, in their arsenal, marketers continue to over rely on in CTR and rules-based attribution.



3

## Study methodology

# MMA's Annual State of Attribution Study

## TIMING



**Fieldwork began**  
Q4, December 6, 2023

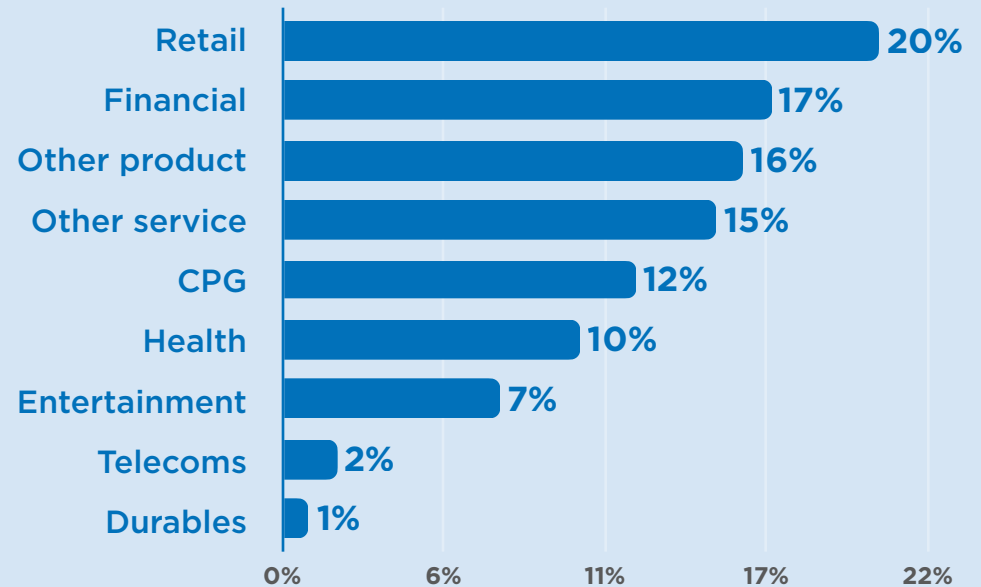


**Fieldwork completed**  
Q1, February 14, 2024

## SAMPLE

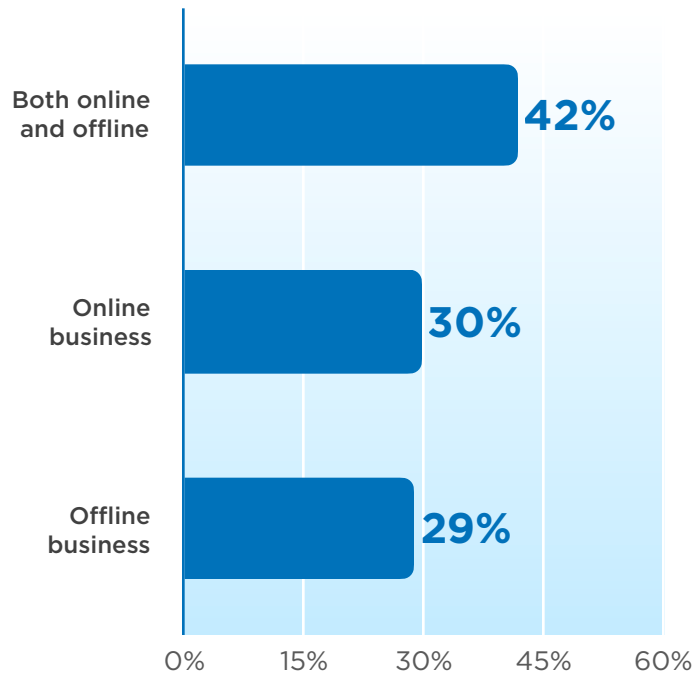
All involved in some capacity with the various methods of assessing productive for marketing initiatives:

1. MMA Global Marketing Members, Board Members, and MATT Members
2. 3rd party verified sample of marketers at companies with \$1 Billion+ companies

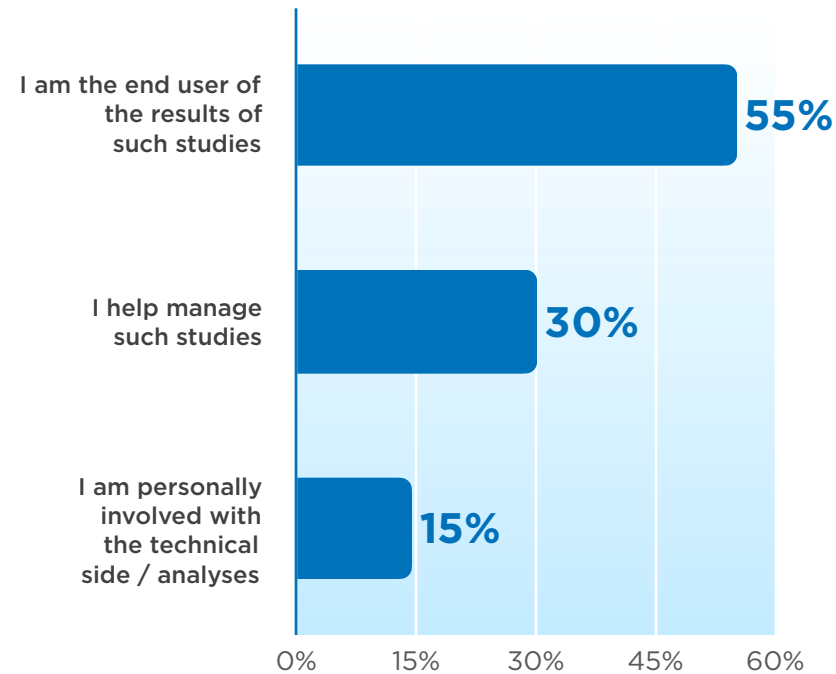


# Sample Profile

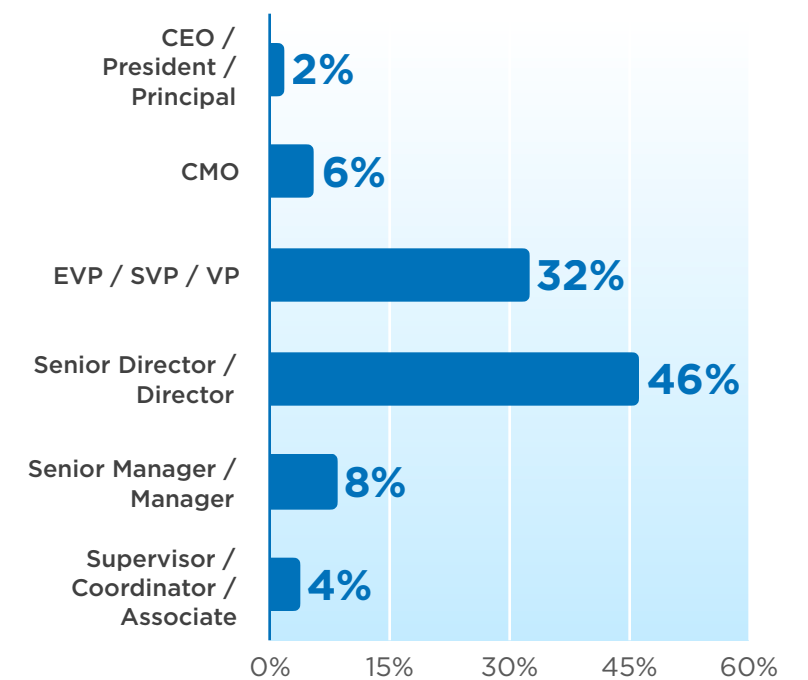
## Nature of Business



## Role - Involvement in Attribution



## Title/Position



Q. Which of the following statements best describes your role and involvement when it comes to using various methods (e.g. Marketing/Media Mix Modeling, Attribution, or other methods) to assess the productivity of your marketing initiatives? (2024 Sample size: N=165)

Q. Which of the following best describes your job title? Choose one only. (2024 Sample size: N=108)

Q. For classification purposes, which of the following best describe the nature of your business? (2024 Sample size: N=108)

# About MMA Global

MMA Global is a non-profit industry association dedicated to dramatically improving Marketing's ability to deliver on a company's growth agenda. With 800+ member companies and offices in 15 countries around the world, the MMA is organized and run by Marketers and the only trade body to include all aspects of the marketing ecosystem (adtech/martech, platforms, media, agencies), which is crucial in addressing the industry's most pressing challenges.

MMA invests in scientific research leveraging research consortiums and in-market experiments to discover new approaches to improve the return on investments in marketing. These initiative are executed through three Think Tanks each with a mission to drive step-function improvement in marketing-led growth and profitability.



**Marketing Attribution Think Tank (MATT):**  
Empower marketers with a true impact of Marketing through advancing scientific approaches to measurement that will ultimately increase the value of their company.



**Marketing Organizational Strategy Think Tank (MOSTT):** Empower marketers to build & execute winning data & customer strategies that will ultimately increase the value of their company.



**Marketing Data and Customer Experience Think Tank (DATT):**  
Empower marketing executives to understand and implement evidence-based Organizational Structures that will ultimately increase the value of their company.

## MMA Member Organizations Include:







[www.mmaglobal.com](http://www.mmaglobal.com)

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