State of Attribution
Annual Marketer Survey

July 2022



MMA

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This report focuses on three important questions:

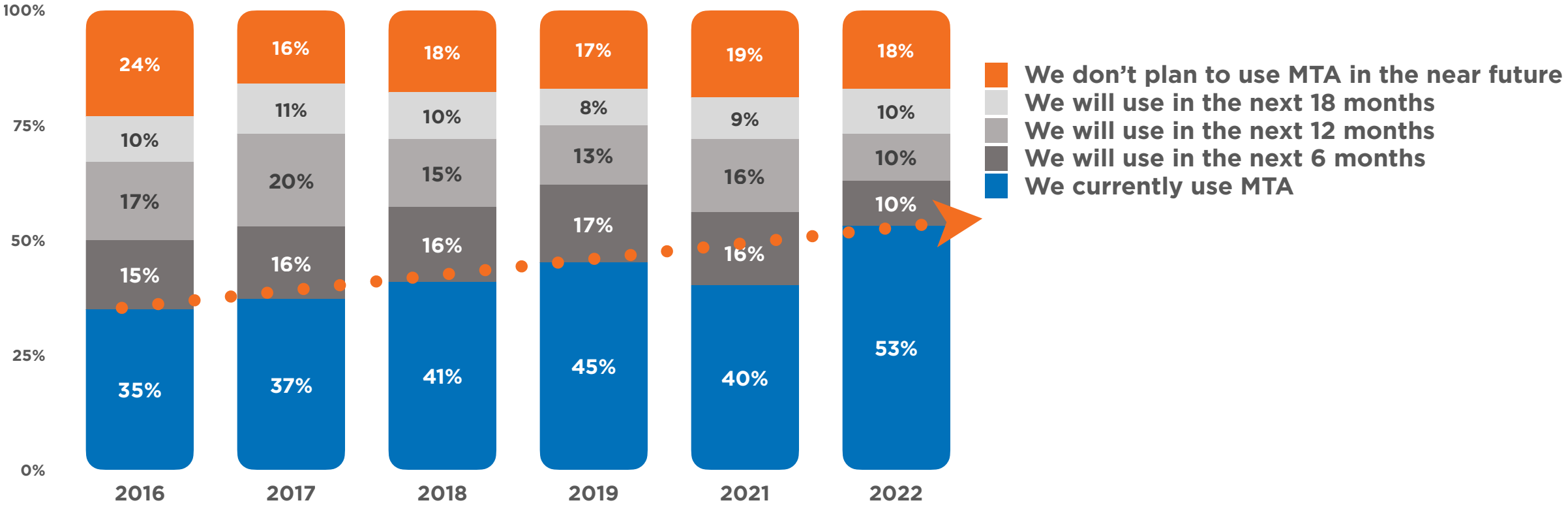
1. What is the state of Multi-Touch Attribution (MTA) adoption in 2022?
2. How do marketers see the role of MTA in the context of unified measurement?
3. How satisfied are marketers overall with their ability to measure the impact of their marketing efforts?

1

What is the State of MTA in 2022?

MTA adoption picks up after a drop in 2021

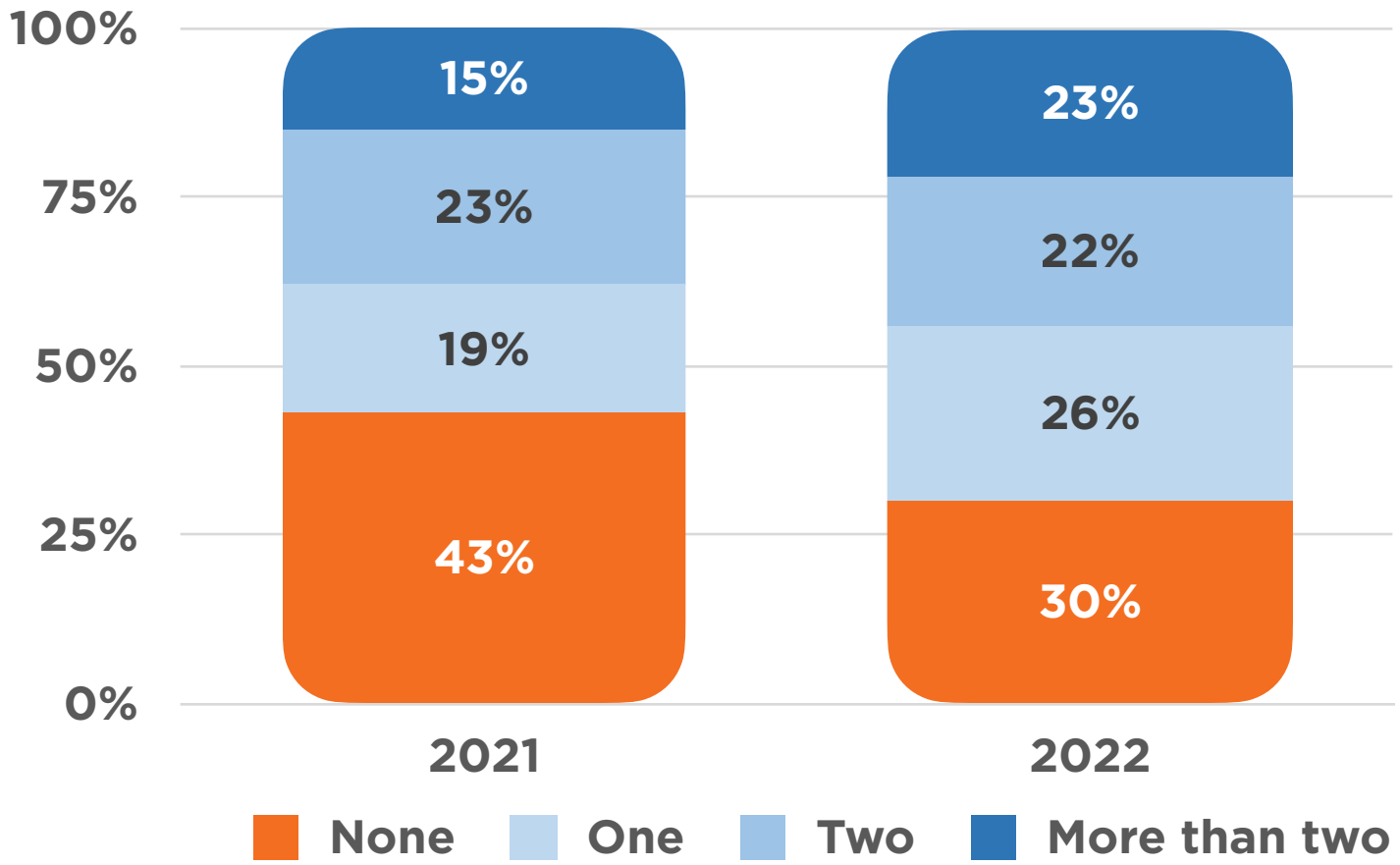
Percentage of companies currently using MTA or planning to do so in the future



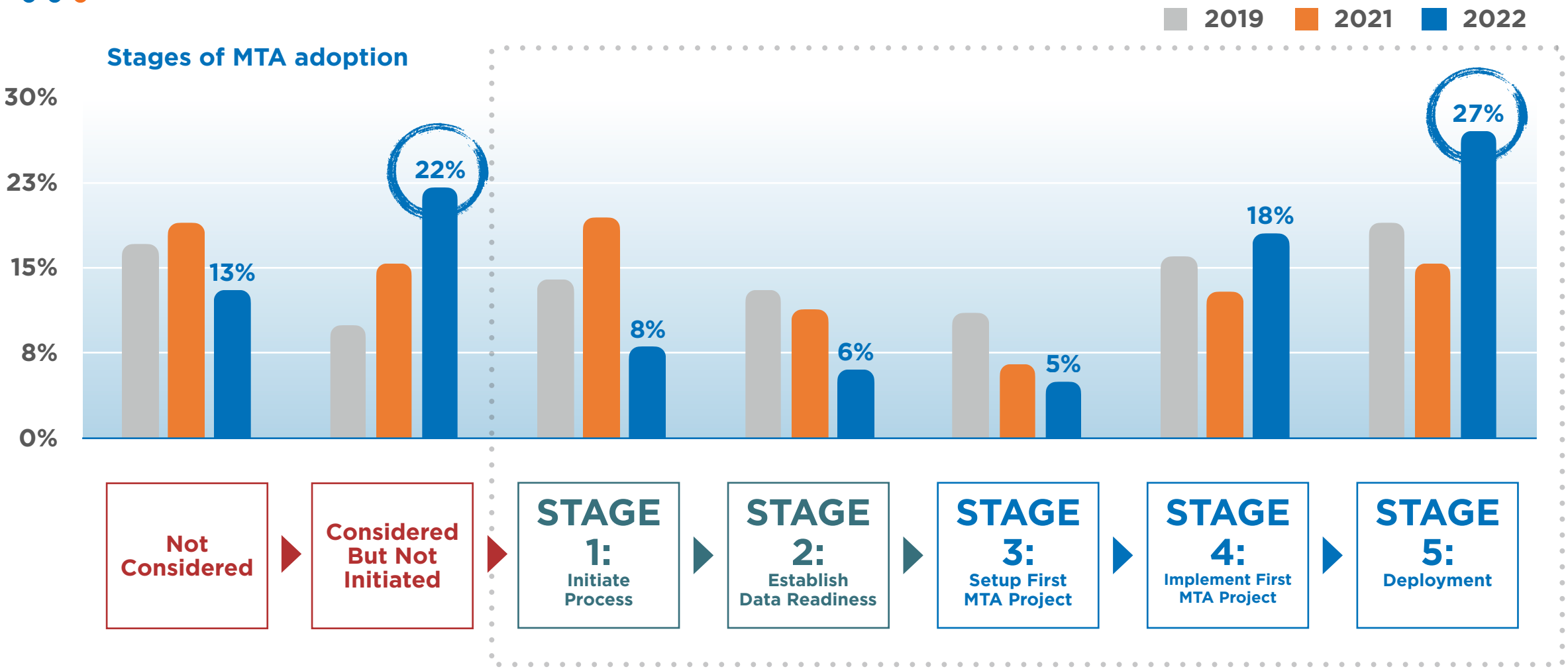
Does your company currently use a multi touch attribution (MTA) solution or do you plan to use one in the future?
Sample size in NA=158

Marketers continue to experiment with MTA and gain more experience working with solutions providers

How many MTA vendors have you *personally* worked with in the past?
(in your current organization or in a previous role)

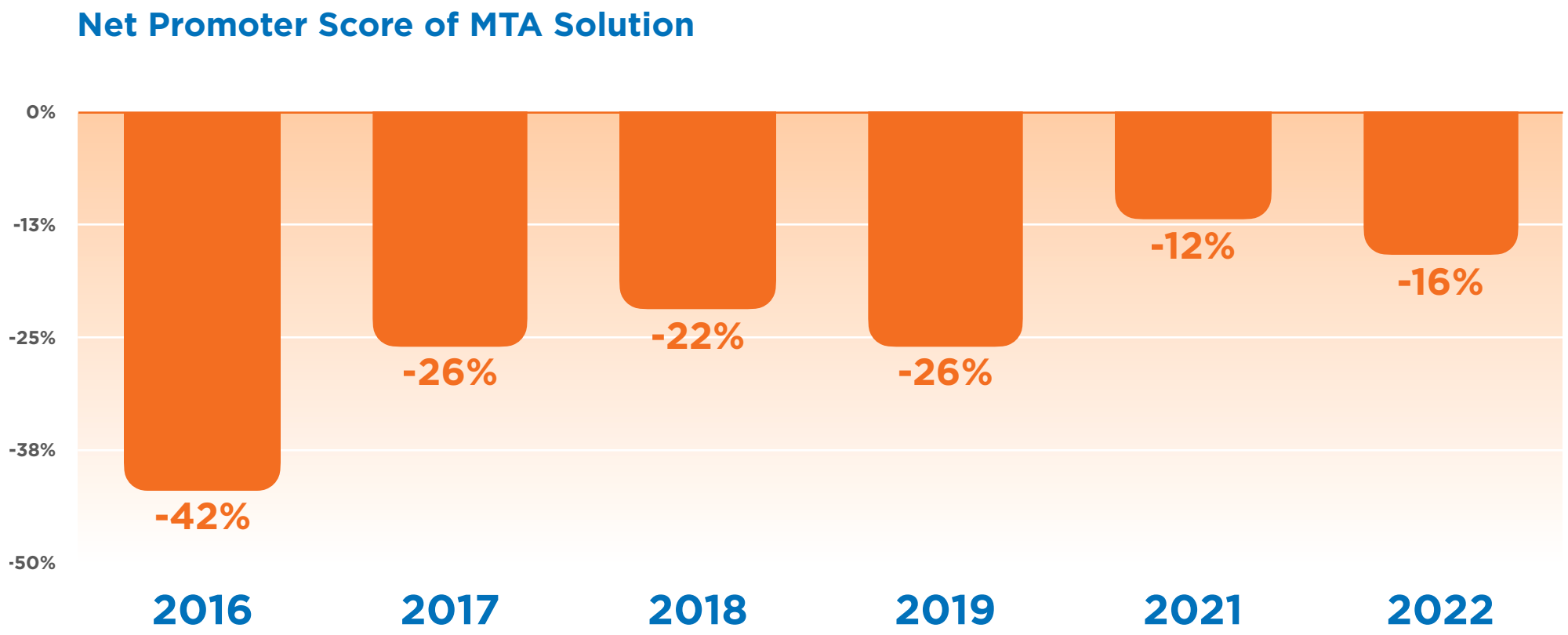


MTA maturity increases as more marketers reach full deployment



Q: The following are five stages in which a company can be in when implementing a Multi-Touch-Attribution (MTA) method. Which of these stages best describes where your company is at? N=112 (2021); N=177 (2019)

Despite the progress, the Net Promoter Score (NPS) of MTA providers remains negative and fairly unchanged since last year



Q. Overall how likely is it you would recommend your main multi touch attribution (MTA) provider? Sample size: N=77

Recap: What is the State of MTA in 2022?

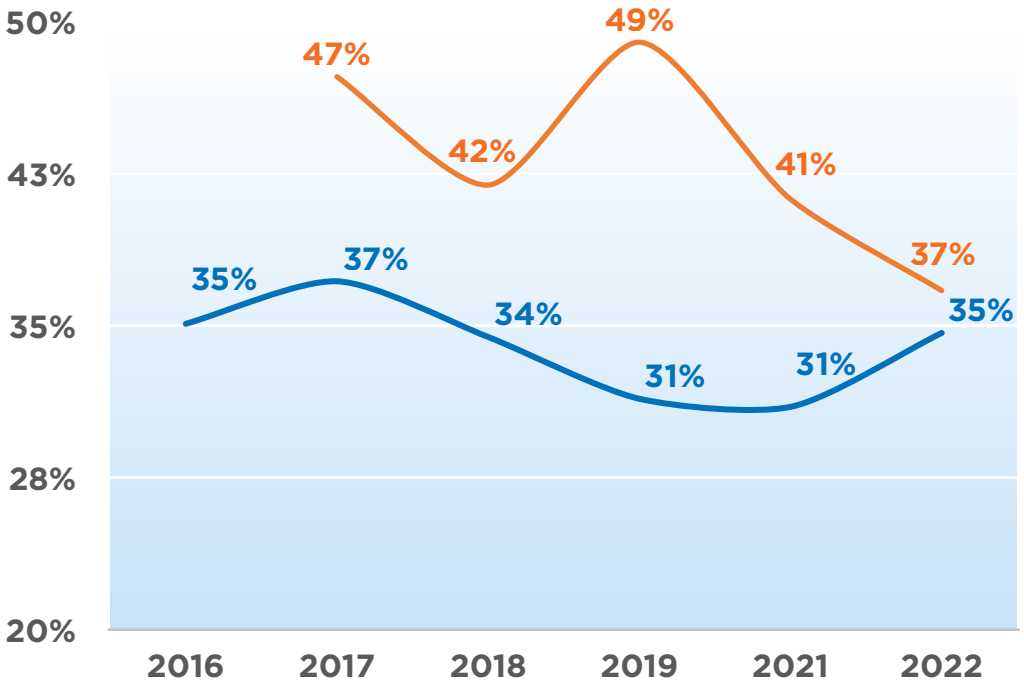
1. Higher adoption
2. More experience
3. Remains challenging

2

How do marketers see the role of MTA in the context of unified measurement?

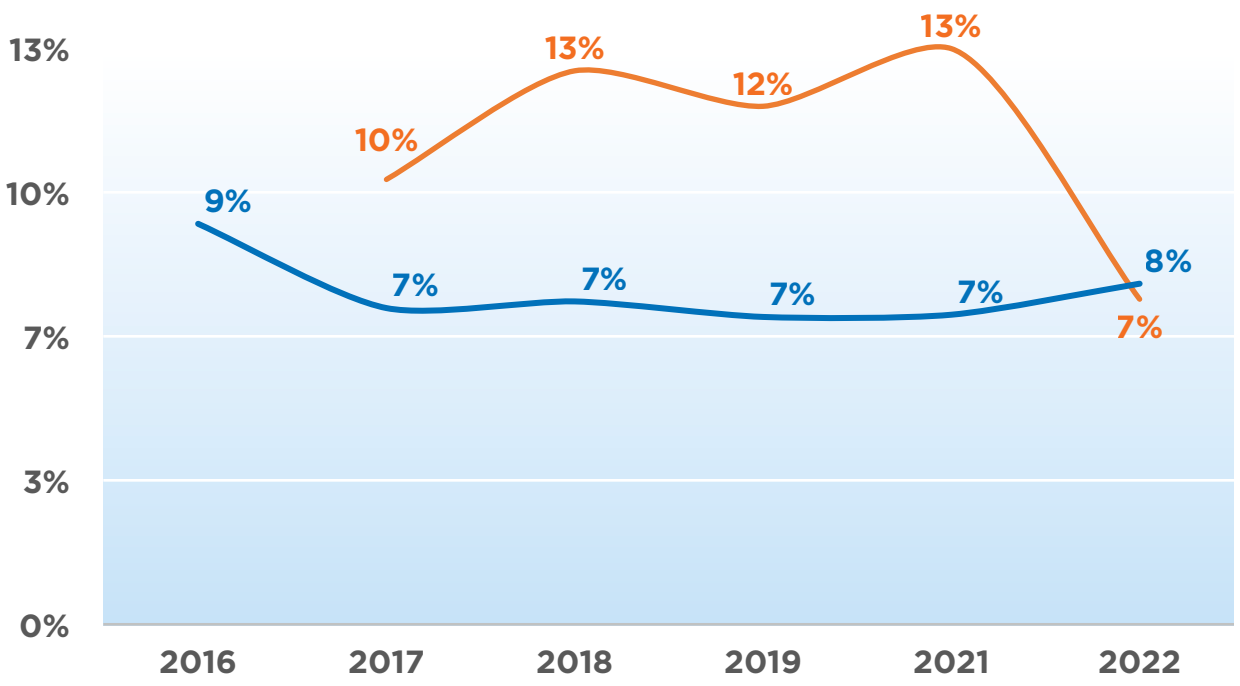
As MTA matures, expectations and reality come closer together in terms of its role and contribution among both users and non-users

Share of media analyzed by MTA (%)



Q: On average, what percent of your total marketing spending would you want to be able to evaluate using MTA after a year of onboarding an MTA solution? Sample size in NA; Users: N=64, Non users N=39* small sample

Expected ROI increase due to MTA usage

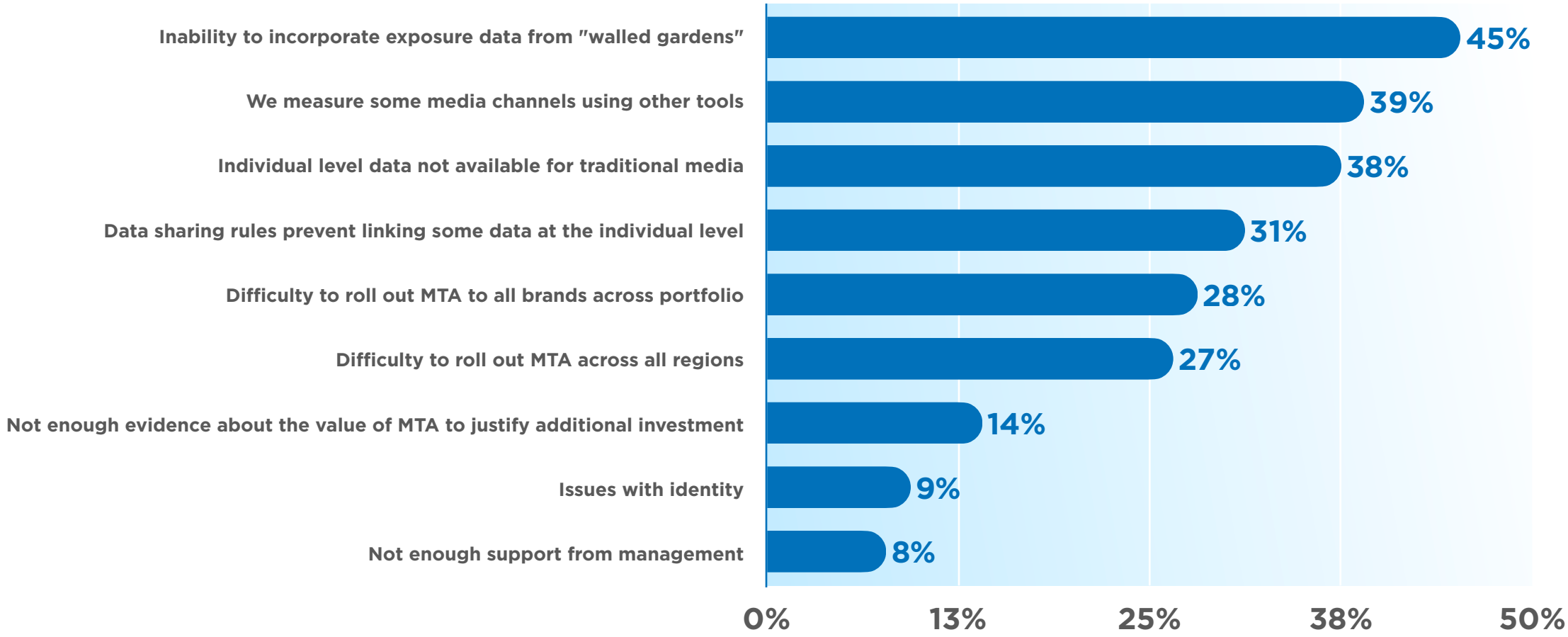


Q: Based on your experience, what do you think is the average impact/lift of using your MTA solution on the total ROI of your marketing activities? Sample size in NA; Users: N=64, Non users N=39* small sample

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MTA is typically not seen as a holistic attribution solution

Main reasons/barriers that prevent marketers from using their MTA solution more broadly (%)



What are the main reasons that you don't use MTA to assess your total media spend? (Users)

MTA is increasingly seen as a crucial part of unified measurement, among both users and non-users

71%
MTA Users

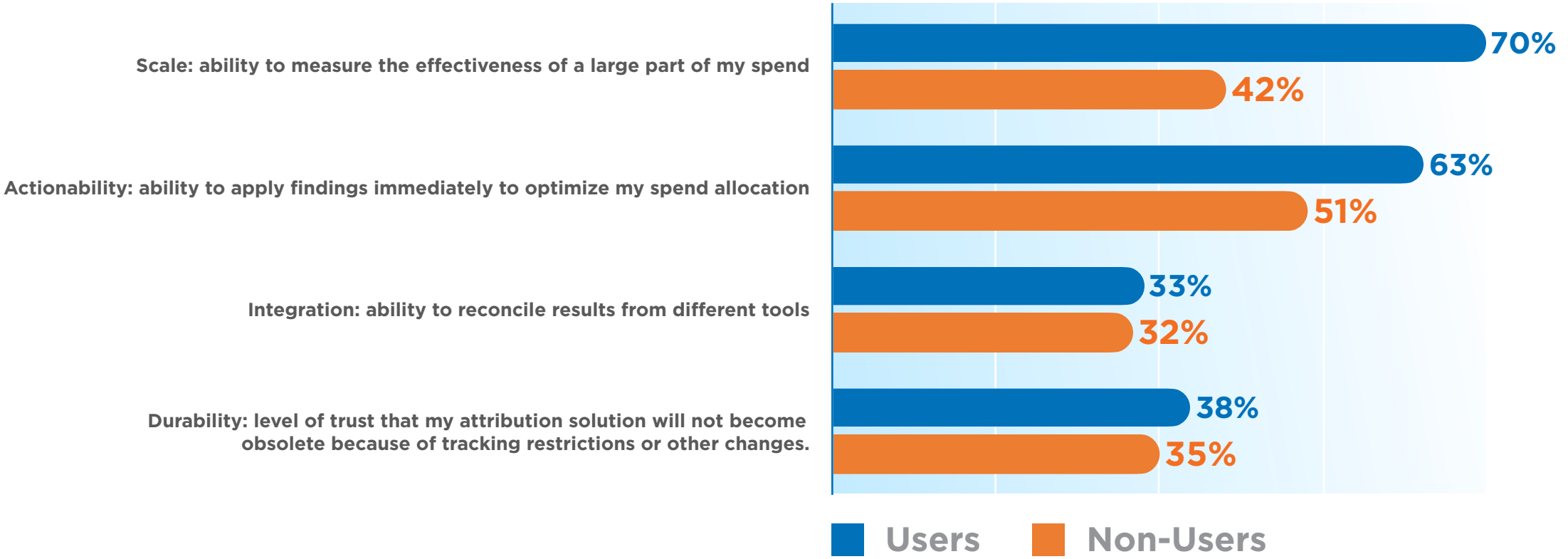
59%
MTA is crucial as part of an ensemble of measurement solutions that include MMM and experimental design

46%
MTA Non-Users

Finally, which of the following statements do you agree with when it comes to MTA? N=105, users and non-users

MTA enhances scale and actionability in marketing productivity measurement

Satisfaction in each of the following areas (MTA users vs non-users)



Thinking about all the tools that you use to perform attribution in a unified way, what is your level of satisfaction in each of the following areas? Total sample MTA users N=60, Non-users N=57

How do marketers see the role of MTA in the context of unified measurement?

1. Expectations and reality come closer together
2. MTA is seen as a crucial part of unified measurement
3. Scale and actionability benefits associated with MTA

3

How satisfied are marketers overall with their ability to measure the impact of their marketing efforts?

There is still a long way to go in terms of reconciling results from different tools, especially when it comes to measuring brand

Ability to reconcile MTA with other tools

	Fully/to a good extent
MMM – Marketing Mix Modeling and using aggregate data and regression modeling	48.72%
Click-through reports	39.13%
Experimental design, A/B testing and other test marketing	38.10%
Brand trackers	21.95%

To what extent have you managed to reconcile your MTA results with those from each of the following methods? N=60

Many marketers still feel unable to conclusively determine which tactics perform best

Top problem statements in marketing productivity and attribution

46%

How to determine which channels, creative assets, and publishers are producing highest return on marketing investment

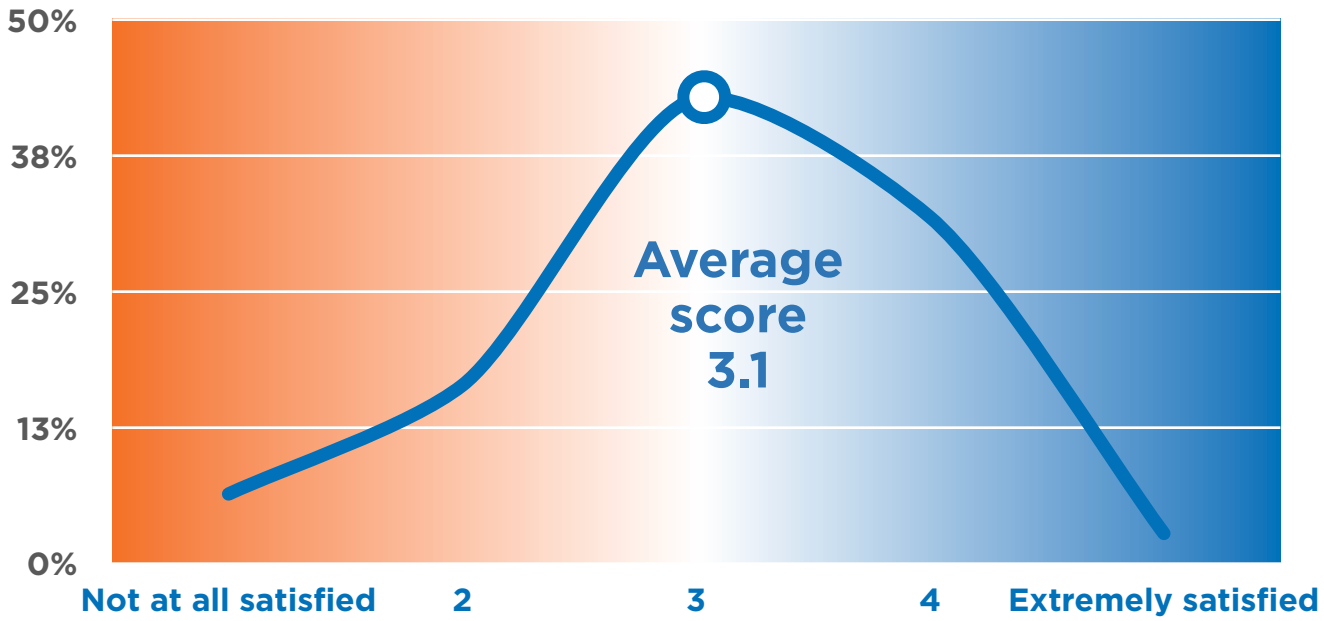
38%

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

Which of the following potential MMA initiatives would most benefit you and your organization in 2022? Please pick your top 3. N=105

More effort is needed to consolidate results into clear and actionable scorecards for management

Satisfaction from scorecard for senior leaders



What is your level of satisfaction with the score card that senior leaders use from the standpoint of campaign effectiveness and attribution metrics? Sample size N=110

Summarizing: State of MTA in 2022

State of MTA:
Higher adoption, more experience, still challenging

Role in unified measurement:
More clarity that an ensemble is needed, with MTA at the core

Confidence in measurement & attribution:
More work is needed to clarify metrics, reconcile and distill results for management

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Conclusions

1. **State of MTA:**
   Adoption of MTA increases in 2022 (53% vs 40%) as marketers continue to experiment and gain more experience working with solutions providers. Maturity of adoption also increases as more marketers reach full deployment (27%). Despite the overall progress, the NPS of MTA providers remains negative (-16) and fairly unchanged since last year.

2. **Role of MTA in unified measurement:**
   Because of challenges with walled gardens and linking data, marketers continue using other measurement tools outside MTA to track performance of media. At the same time, as MTA matures, expectations and reality come closer together in terms of its scope (about a third of media can be tracked by MTA) and ROI contribution. With that in mind, MTA is increasingly seen as a crucial part of unified measurement (among 59% of marketers, both users and non-users) and it's seen as adding scale and actionability in marketing productivity measurement.

3. **Satisfaction from marketing productivity measurement:**
   There is still a long way to go in terms of reconciling results from different tools and consolidating into scorecards for management. As a result, many marketers (46%) still feel unable to conclusively determine which tactics perform best, with issues of integration and metrics adding complexity in unified measurement.

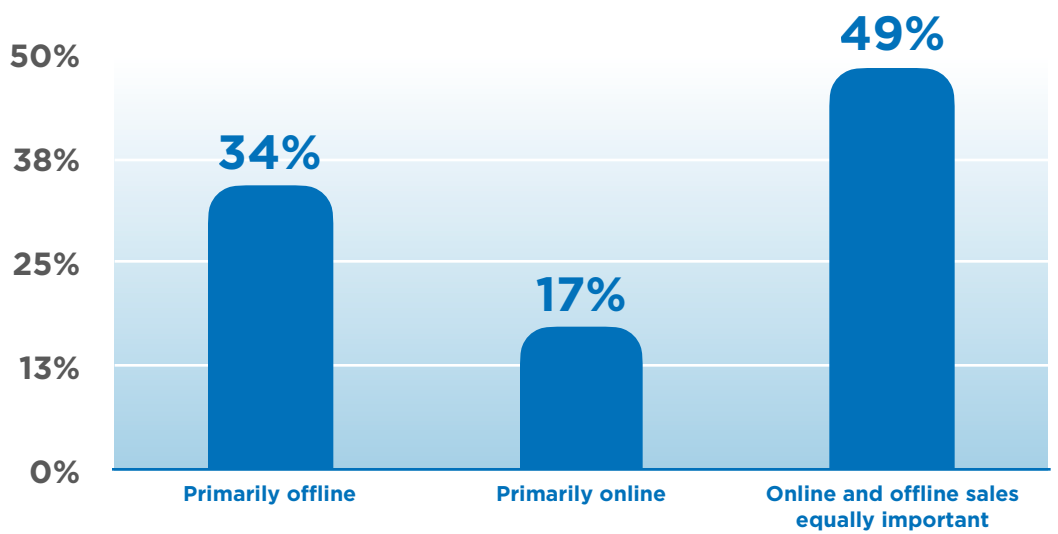
Appendix

Background

Since 2016, MMA Global – the association devoted to architecting the future of marketing – has released the State of Attribution report on a yearly basis to help marketers understand the ever-changing landscape of attribution and MTA.

This year a total of N=158 surveys were conducted in North America among marketers who engage with the MMA and had the following characteristics:

Business Type



Media Spend $MM

