Multi-Touch Attribution Audit for B2B

Identify Where Your Revenue Tracking Breaks — and Which Channels Actually Drive Pipeline

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Why Most B2B Companies Misread Marketing Performance

Many B2B companies scale the wrong channels because they rely on incomplete attribution models.

They often:

- Over-credit last-click channels
- Ignore demand generation influence
- Miss offline touchpoints
- Struggle to connect marketing to revenue
- Make budget decisions based on incomplete data

This audit helps you identify whether your attribution system actually reflects how buyers convert.

How to Use This Audit

- Rate each statement from **1 (Strongly Disagree)** → **5 (Strongly Agree)**
- Score each section
- Your lowest score = your biggest attribution blind spot

SECTION 1: Attribution Model Setup

- We understand our current attribution model
- We don’t rely only on last-click attribution
- Our attribution model matches our sales cycle
- We understand first-touch vs multi-touch impact
- We review attribution models regularly

Score: /25

SECTION 2: Buyer Journey Visibility

- We understand every major customer touchpoint
- We track awareness → decision interactions
- We understand non-linear journeys
- We map touchpoints clearly
- We know where buyers engage most

Score: /25

SECTION 3: Channel Attribution

- We track organic search contribution
- We track Google Ads contribution
- We track LinkedIn contribution
- We track referrals and direct traffic
- We understand channel influence

Score: /25

SECTION 4: Demand Generation Attribution

- We measure top-of-funnel content influence
- We track blog impact
- We track lead magnet contribution
- We measure awareness campaigns
- We value long-term demand creation

Score: /25

SECTION 5: Demand Capture Attribution

- We measure high-intent campaigns
- We track paid conversion channels
- We understand bottom-funnel ROI
- We track lead capture effectiveness
- We optimize conversion channels properly

Score: /25

SECTION 6: Revenue Attribution

- We track marketing-sourced revenue
- We track influenced revenue
- We understand pipeline contribution
- We measure deal value by channel
- We connect marketing to closed revenue

Score: /25

SECTION 7: CRM Integration

- Marketing systems integrate with HubSpot or Salesforce
- Lead sources are tracked properly
- Sales and marketing data are unified
- CRM workflows support attribution
- Data flows correctly between systems

Score: /25

SECTION 8: Tracking Infrastructure

- UTM tracking is consistent
- Campaign naming conventions exist
- Data hygiene is maintained
- We avoid duplicate tracking issues
- Tracking implementation is reliable

Score: /25

SECTION 9: Reporting & Dashboards

- We have attribution dashboards
- Leadership sees pipeline contribution
- Reports are easy to understand
- We measure ROI clearly
- Reporting supports decision-making

Score: /25

SECTION 10: Sales & Marketing Alignment

- Sales logs important touchpoints
- Marketing receives feedback from sales
- Teams agree on attribution definitions
- Pipeline reporting is shared
- Teams align around revenue visibility

Score: /25

SECTION 11: Future Readiness

- We are preparing for privacy changes
- We understand cookieless tracking risks
- We explore AI attribution tools
- We adapt to platform changes
- Our attribution model evolves with the market

Score: /25

Final Score

Total Score: /275

Your Attribution Maturity Level

🔴 0–110 → Attribution Blind Spots

You're making growth decisions with incomplete data.
Fix: Tracking infrastructure + CRM visibility

🟡 111–200 → Partial Attribution

You track some channels but miss full journey visibility.
Fix: Multi-touch modeling + reporting

🟢 201–275 → Revenue Visibility Engine

You can confidently scale based on real attribution data.
Focus: Optimization and forecasting

Identify Your Biggest Attribution Gap

Your lowest score reveals your biggest issue:

- Model → wrong attribution framework
- Journey → blind spots
- Channels → unclear contribution
- Demand Gen → undervalued awareness
- Demand Capture → weak optimization
- Revenue → disconnected from pipeline
- CRM → fragmented systems
- Tracking → messy data
- Reporting → weak decision-making
- Sales → poor alignment
- Future → vulnerable systems

What You Should Do Next

If your weakest area is:

Attribution model → redesign your framework
Channels → improve source tracking
Revenue → connect attribution to pipeline
CRM → unify data systems
Tracking → fix implementation gaps
Reporting → build executive dashboards

About 23HubLab

At 23HubLab, we help B2B companies build **full-funnel revenue visibility systems**.

We don't just track clicks.

We connect:

- Demand generation
- Demand capture
- CRM infrastructure
- Revenue attribution
- Pipeline forecasting

…to help companies scale confidently.