The Ultimate Guide to Calculating Marketing Campaign ROI

Marketing attribution is key to determining how various channels, messages, and offers impact customers' decisions. Successful ROI measurement can result in optimized marketing spend, higher conversion rates, improved personalization, optimized creative assets, and improved product development.

The more customer data you have, the more powerful and precise your attribution models can be—and the more ROI you can drive from them. **In this ebook, you will learn how to calculate the ROI of your marketing campaigns by harnessing attribution models and mastering three phases of a successful attribution implementation:**

- Eliminating data silos and unifying customer data
- Activating data science to maximize ROI
- Fostering cross-functional collaboration