# Adobe Marketo Measure (f.k.a. Bizible)

Every-touch B2B Marketing Attribution

While return on marketing investment and pipeline/revenue growth couldn't be higher priorities for marketers right now, many still struggle to get the performance insights they need from incomplete and painfully manual campaign-based attribution processes. In fact, recent research found that 95% of B2B marketing leaders plan to implement or improve marketing attribution in the coming year. Adobe Marketo Measure is the industry-leading application for B2B marketing attribution. It provides a complete and automated solution. Marketers can finally measure the pipeline, revenue and ROI impact of their campaigns, channels and content so they can drive more growth with every dollar and prove and improve impact.
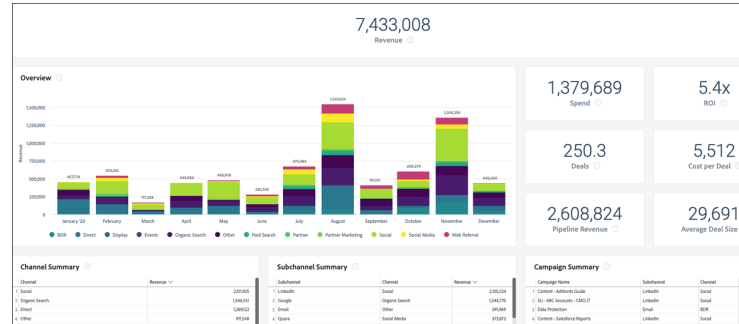
"B2B companies are seeing an average 15-18% lift in revenue as a result of implementing a closed-loop attribution system and optimizing marketing programs..."
ŽTina Moffett, Forrester

PREVIOUS CHALLENGES

Key touchpoints, channels, campaigns, and content are not credited

The complexity of B2B buying make attribution reporting a nightmare

It's hard to make time for measurement, but flying blind isn't great either

NEW ADVANTAGES

Every-touch attribution captures all trackable touchpoints (full funnel)

End-to-end automation and AI make it possible and way more accurate

Measuring what matters may be the biggest growth lever you can pull

We Automated Engagement. Now let's Automate Measurement.

Touchpoint Tracking

· Automatically captures B2B buyer interactions across all your online and offline channels including your website, ads, email, events, sales activities, and more

· Visibility to 7x more touchpoints and 4x more touchpoint metadata than legacy campaign-based multi-touch methods
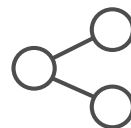
Data Transformation and Modeling

· Automatically maps B2B buyer touchpoint data to demand funnel stages, opportunities, and accounts

· Customizable AI-based and rules-based attribution modeling for every campaign, channel and content/URL. - ready to go "out of the box"

Reporting and Analytics

· Automatically provides access to insights via included in-app dashboards, CRM reporting or your favorite BI tool

· Reports reflect your stage names, channel names, business segments, etc. making it easy to turn insight into action.

Examples of What You Can Do

1 Know the pipeline and revenue impact of each channel (by stage, segment, etc.) so you can reallocate budget to drive more growth

2 Optimize campaigns and content by revealing financial performance by keyword, blog, gated asset, social post source, ad & e-mail versions, etc.

3 Understand full-funnel lead-based and account-based stage progression and velocity so you can identify and address any areas slowing things down.
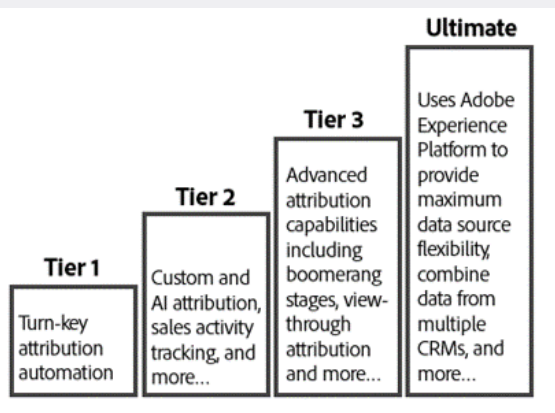
4 View marketing spend and ROI through a variety of lenses including by channel, by campaign, over time, cost per opp, cost per win, etc.

5 Understand which prospects, personas, and marketing and sales engagement tactics are yielding big and/or fast deals. Do more of that!

Marketo Measure Packages

Tier 1
Turn-key attribution automation

Tier 2
Custom and AI attribution, sales activity tracking, and more...

Tier 3
Advanced attribution capabilities including boomerang stages, view-through attribution and more...

Ultimate
Uses Adobe Experience Platform to provide maximum data source flexibility, combine data from multiple CRMs, and more...

Common Questions & Answers

Is Adobe Marketo Measure related to Adobe Marketo Engage (the industry-leading Marketing Automation Platform)?

Yes. Both Adobe applications automate B2B marketing processes. They share a native integration and are packaged together as *Marketo Engage Ultimate*. Marketo Measure works with any MAP, though - it's an open system.

Does Adobe Marketo Measure Ultimate work with Adobe Real-time CDP?
Yes - both apps share the same underlying Adobe Experience Platform data lake for B2B customer data. Marketo Measure Ultimate can also be used with any other B2B-capable CDP (though there aren't that many out there).

How does this relate to Adobe Customer Journey Analytics (CJA)?
CJA gives BI and data science teams (B2B or B2C) the tools they need to deeply analyze cross-channel data and precisely optimize people's experiences. Its people-based data model is also ideal for B2C marketing attribution. Adobe Marketo Measure's unique B2B data model, integrations, data transformation, and sophisticated automation are purpose-built to tackle the specific complexities of B2B attribution and reporting (accounts, buying groups, demand stages, long cycles, exponentially more touchpoints per purchase, B2B-specific tech stacks, etc.).

Proven Value

298% ROI
A Forrester Total Economic Impact Study of Adobe Marketo Measure found a 298% 3-year ROI among interviewed customers with a payback period of less than one year.

#1 B2B Marketing Attribution Application
Adobe Marketo Measure is trusted by thousands of marketing leaders around the world. By the way, It's multi-currency and multi-language capable.

More Growth. Higher ROI. Less Suffering.
Our customers report wide-ranging benefits from moving to attribution automation and marketing planning based on the metrics that matter to the business.
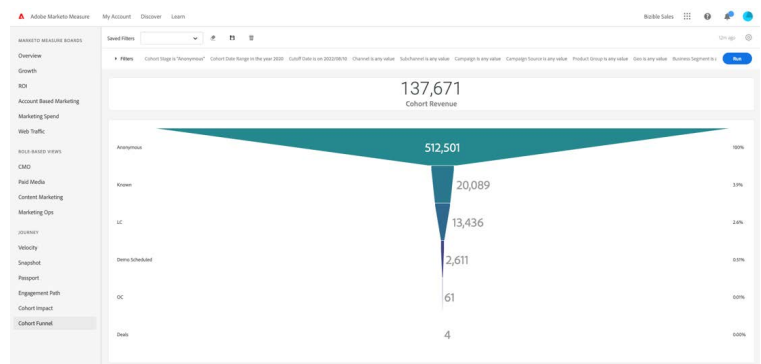
"We don't have enough money to waste money. We don't have enough time to waste money. Marketo Measure provides a fully automated process and outcome data. You become more (effective and) credible. I was able to show an 851% marketing ROI across the enterprise."

Marija Zivanovic-Smith
Chief Marketing and Communications Officer
NCR