
Multi-Touch Attribution Analysis

Q1 FY26 Closed-Won Cohort · Revenue Operations

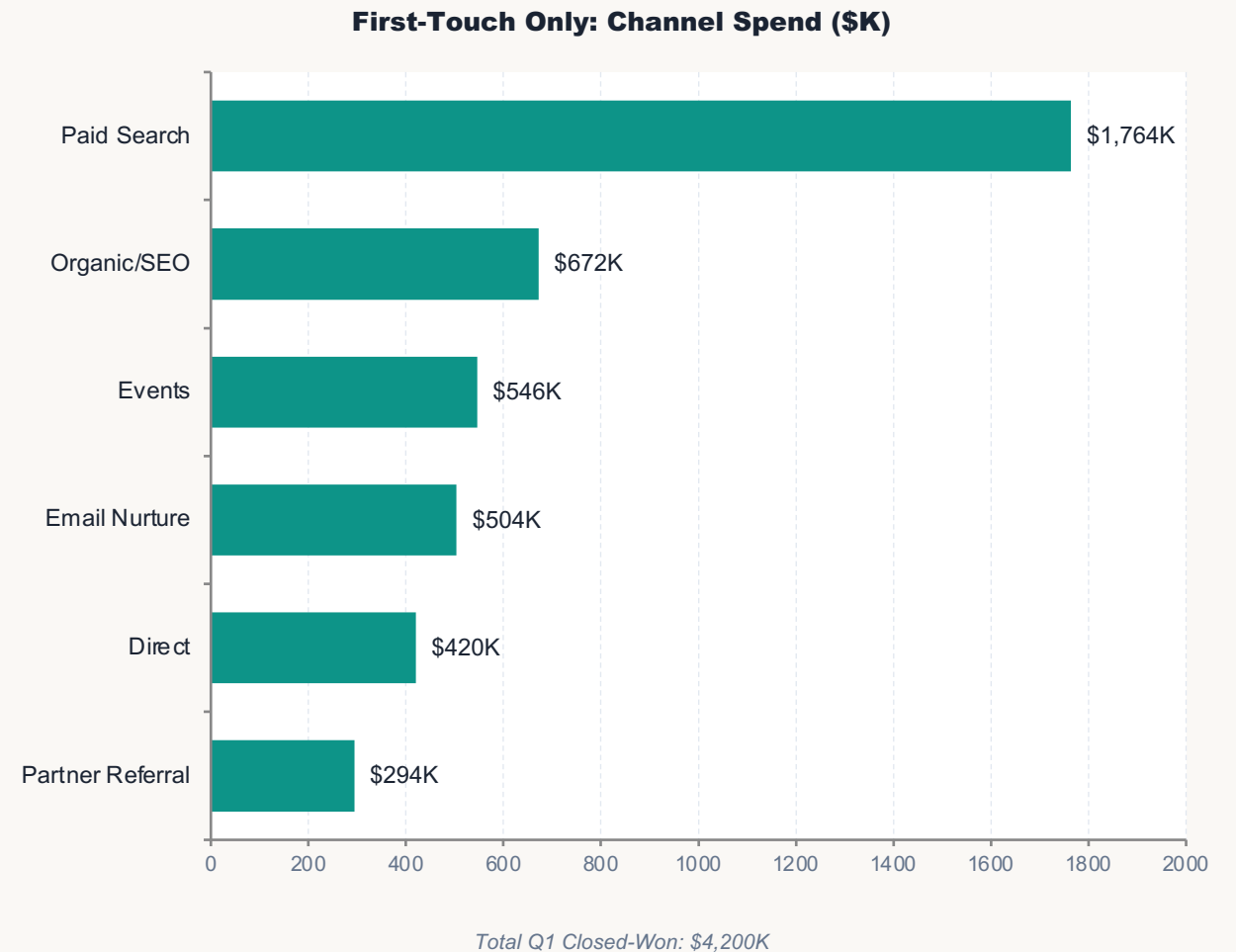
Current State: First-Touch Attribution Only

Northstar tracks first-touch only across 10–15 touchpoints per deal

Over-credits Paid Search (42% of attribution) despite 18% of influenced pipeline

Under-credits Content Marketing and Partner Referrals

CSO questions marketing ROI data in quarterly reviews



Revenue Attribution by Model - \$4.2M Q1 Closed-Won

Channel	First-Touch	Last-Touch	Linear	W-Shaped
Paid Search	\$1,764K	\$1,050K	\$882K	\$714K
Organic/SEO	\$672K	\$504K	\$756K	\$798K
Partner Referral	\$294K	\$378K	\$672K	\$924K
Email Nurture	\$504K	\$840K	\$714K	\$630K
Events	\$546K	\$756K	\$588K	\$546K
Direct	\$420K	\$672K	\$588K	\$588K

W-Shaped: 30% First Touch · 30% Lead Creation · 30% Opportunity Creation · 10% distributed

 Highest value per channel

 Lowest value per channel

Channel Performance: W-Shaped Attribution

Channel	Attributed Rev (W)	Mktg Spend	Blended CAC	Win Rate	Avg Cycle
▼ Worst Paid Search	\$714K	\$312K	\$18,720	14%	87 days
Organic/SEO	\$798K	\$145K	\$7,830	22%	72 days
Partner Referral	\$924K	\$89K	\$4,150	31%	48 days
Email Nurture	\$630K	\$178K	\$12,140	19%	68 days
Events	\$546K	\$285K	\$22,410	16%	94 days
Direct	\$588K	\$42K	\$3,860	26%	55 days

▲ Best

Partner Referral delivers 4.5x better CAC than Paid Search with 45% shorter sales cycles

Touchpoint Journey: Apex Industries - \$185K ACV

#	Date	Touchpoint	Channel	Stage	W-Shaped Credit
1	Sep 12, 2025	Downloaded "Enterprise Security Guide"	Organic/SEO	First Touch	\$55,500 (30%)
2	Sep 18, 2025	Attended webinar: "Zero Trust for SaaS"	Events	Awareness	\$1,850 (1%)
3	Oct 2, 2025	Partner intro from Deloitte	Partner Referral	Awareness	\$1,850 (1%)
4	Oct 15, 2025	Filled out demo request form	Direct	Lead Creation	\$55,500 (30%)
5	Oct 22, 2025	AE discovery call	Direct	Qualification	\$1,850 (1%)
6	Nov 1, 2025	Clicked email: case study link	Email Nurture	Nurture	\$1,850 (1%)
7	Nov 8, 2025	Attended product deep-dive webinar	Events	Nurture	\$1,850 (1%)
8	Nov 15, 2025	VP Eng visited pricing page (2x)	Organic/SEO	Evaluation	\$1,850 (1%)
9	Nov 22, 2025	Opened ROI calculator email	Email Nurture	Evaluation	\$1,850 (1%)
10	Dec 3, 2025	Technical POC kickoff	Direct	Opp Created	\$55,500 (30%)
11	Dec 18, 2025	CISO attended exec briefing	Events	Negotiation	\$1,850 (1%)
12	Jan 8, 2026	Contract signed	Direct	Closed Won	\$1,850 (1%)

Modeled after Salesforce Campaign Influence 2.0 reporting · Key attribution moments highlighted in gold

Recommendation: Shift Budget + Implement W-Shaped

01 Reallocate 15% of Paid Search budget (\$47K/qtr) to Partner Co-Marketing

02 Implement W-Shaped model via Salesforce Campaign Influence 2.0

03 Build Looker dashboard with attribution model toggle for stakeholder self-service

90-Day Roadmap

- Days 1-15** Salesforce Campaign Influence 2.0 configuration + historical backfill
- Days 16-30** Looker dashboard build + model toggle
- Days 31-45** Partner co-marketing program launch
- Days 46-60** First attribution review with Marketing + Sales leadership
- Days 61-90** Model calibration + executive readout

Projected Impact: 22% reduction in blended CAC · 15% increase in partner-sourced pipeline