



Attribution **Audit**

A complete review of your channels, campaigns and marketing technology platforms to highlight issues, recommend improvements and streamline your reporting.

Attribution Audit Overview

Optimising your Attribution Reporting

- **What is an Attribution Audit?**
- **Why do companies need it?**
- **Is it for me?**
- **What's included?**
- **How much does it cost?**
- **What are the benefits?**
- **How to get started**

Attribution Audit Objectives

Optimising your Attribution Reporting

A complete review of your **channels, campaigns** and **marketing technology platforms**

- **Review**

- Channels: paid advertising, email, social and organic
- Tools: Google tools, pixels, analytics, marketing platforms

- **Optimise**

- [1] Highlight issues
- [2] Identify opportunities
- [3] Determine ROI
- [4] Get the most out of your channels and campaigns

Attribution Definition

Optimising your Attribution Reporting

Attribution: the **process** of working out which **activities** (campaigns & channels) result in **traffic, leads, customers** and **revenue**

Channels

Understanding channels

■ Typical channel breakdown

- **Owned** (website, social channels, email list, previous customers)
- **Earned** (influencers, referrals, Word of Mouth, speaking gigs, co-marketing)
- **Paid** (advertising, sponsorship, partnerships, PR)

- **Direct** (unknown!)

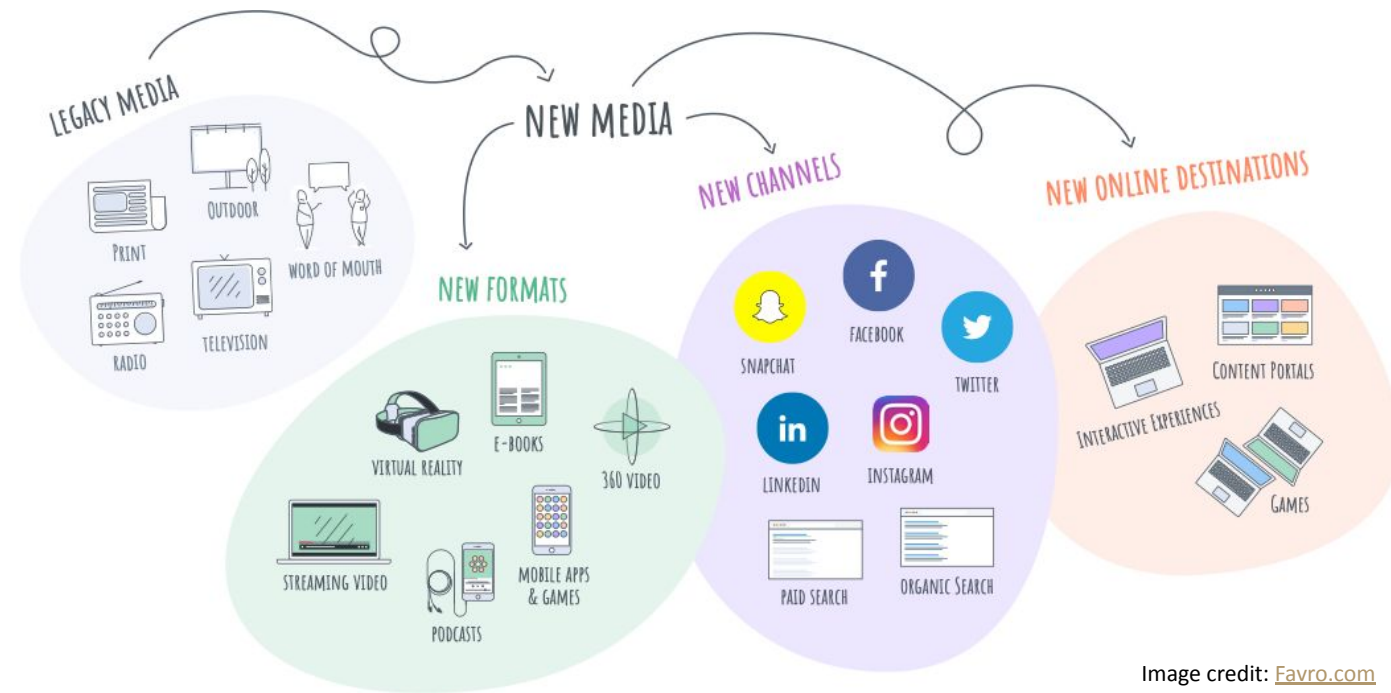


Image credit: [Favro.com](https://www.favro.com)

Attribution Quick Check

Optimising your Attribution Reporting

<input checked="" type="checkbox"/>	SOURCE	SESSIONS	SESSION TO CONTACT RATE	NEW CONTACTS	CONTACT TO CUSTOMER RATE	CUSTOMERS	BOUNCE RATE	SESSION LENGTH
<input checked="" type="checkbox"/>	Direct traffic	254,507	0.23%	583	28.3%	165	74.99%	108 seconds
<input checked="" type="checkbox"/>	Paid search	101,387	0.19%	192	25.52%	49	65.97%	101 seconds
<input checked="" type="checkbox"/>	Organic search	58,311	0.34%	198	25.25%	50	60.84%	133 seconds
<input checked="" type="checkbox"/>	Paid social	35,819	0.03%	10	10%	1	84.4%	26 seconds
<input checked="" type="checkbox"/>	Email marketing	19,910	0.1%	20	5%	1	67.85%	101 seconds
<input checked="" type="checkbox"/>	Organic social	16,424	0.12%	20	5%	1	65.84%	67 seconds
<input checked="" type="checkbox"/>	Referrals	5,165	0.12%	6	0%	-	63.68%	140 seconds
<input checked="" type="checkbox"/>	Other campaigns	1,588	0.13%	2	0%	-	67.44%	93 seconds
	Total	493,111	0.21%	1,031	25.9%	267	71.41%	102 seconds

Attribution Quick Check

Optimising your Attribution Reporting

<input checked="" type="checkbox"/>	SOURCE	SESSIONS ↕	SESSION TO CONTACT RATE ↕	NEW CONTACTS ↕	CONTACT TO CUSTOMER RATE ↕	CUSTOMERS ↕	BOUNCE RATE ↕	SESSION LENGTH ↕
<input checked="" type="checkbox"/>	Organic search	63,566	0.54%	345	39.71%	137	58.01%	126 seconds
<input checked="" type="checkbox"/>	Referrals	44,527	0.92%	410	93.66%	384	81.87%	71 seconds
<input checked="" type="checkbox"/>	Direct traffic	20,704	0.97%	201	39.8%	80	58.93%	118 seconds
<input checked="" type="checkbox"/>	Paid search	9,510	0.56%	53	45.28%	24	69.44%	52 seconds
<input checked="" type="checkbox"/>	Paid social	9,117	1.38%	126	0%	-	82.91%	23 seconds
<input checked="" type="checkbox"/>	Organic social	698	0.86%	6	0%	-	75.5%	48 seconds
<input checked="" type="checkbox"/>	Email marketing	695	1.01%	7	14.29%	1	70.22%	51 seconds
<input checked="" type="checkbox"/>	Other campaigns	107	0%	-	0%	-	73.83%	72 seconds
	Total	148,924	0.77%	1,148	54.53%	626	67.67%	97 seconds

Attribution Audit Ideal Fit

Is this a fit for your company?

- **Ideal for**

- Mid-large companies
- Using paid advertising for **at least 6 months** (ideally 12 months)
- Using a range of channels
- Feel they are not understanding the ROI of campaigns and channels...

Attribution Audit Inclusions

Optimising your Attribution Reporting

- **Includes:**

- Analysis and review of all key areas
- Recommendations
- Consultation with internal teams and external partners
- Actionable checklist of items to prioritise
- View example

Attribution Audit 6-Step Process

Optimising your Attribution Reporting

- **Step 1: Tools**
- **Step 2: Review Reports**
- **Step 3: Highlight Issues**
- **Step 4: Fix Issues**
- **Step 5: Review Reports Again**
- **Step 6: Dashboards**

XEN | Attribution Audit

Score: A = Green (Complete), B = Orange (Not finished), C = Red (Not started)
Priority: 1 = Priority this quarter, 2 = Priority next quarter, 3 = Not a priority

[Client]	Score (A, B, C)	Priority (1, 2, 3)
Date:		
Overview		
<input type="checkbox"/> Overall digital strategy document updated for the year (AMR)		
<input type="checkbox"/> XEN Discovery Framework prepared		
<input type="checkbox"/> Business goals documented (AMR)		
<input type="checkbox"/> Digital marketing goals documented		
Step 1 (Setup Tools)		
Google Search Console (GSC)		
<input type="checkbox"/> Setup Profile (and verify)		
<input type="checkbox"/> Add XML Sitemap		
Google Analytics (GA)		
<input type="checkbox"/> Setup Account		
<input type="checkbox"/> GA4 property added as well		
<input type="checkbox"/> Setup Goals		
<input type="checkbox"/> Connect GA with GSC		
Pixels		
<input type="checkbox"/> Setup Facebook pixel		
<input type="checkbox"/> Setup LinkedIn insights tag		
<input type="checkbox"/> Setup Twitter pixel		
<input type="checkbox"/> Setup Pinterest tag		
<input type="checkbox"/> Privacy Policy updated for cookie consent (check Privacy Policy for opt out links, if not add from this template)		
Google Ads (GAds)		
<input type="checkbox"/> Link with Google Analytics (GA)		
<input type="checkbox"/> Check Google Ads auto tracking utm into GA		

Attribution Audit 6-Step Process

Optimising your Attribution Reporting

■ Step 1: Tools

- Google Search Console
- Google Analytics
- Google Ads
- Google My Business
- Google Tag Manager
- Advertising platforms
 - Facebook & Instagram
 - LinkedIn
 - Google Ads
 - Pinterest
 - Twitter
- HubSpot

Attribution Audit Cost

Optimising your Attribution Reporting

- **Investment:**

- **From \$3,000 to \$30,000 AUD + GST**
- Depends on complexity of your business
 - number of channels
 - integration with other systems
 - consultation with
 - internal teams
 - external suppliers
 - change management procedures
 - coding & development
 - staging sites

- **Timeframe:**

- **From 2 weeks to 6+ months**

Attribution Audit Benefits

Optimising your Attribution Reporting

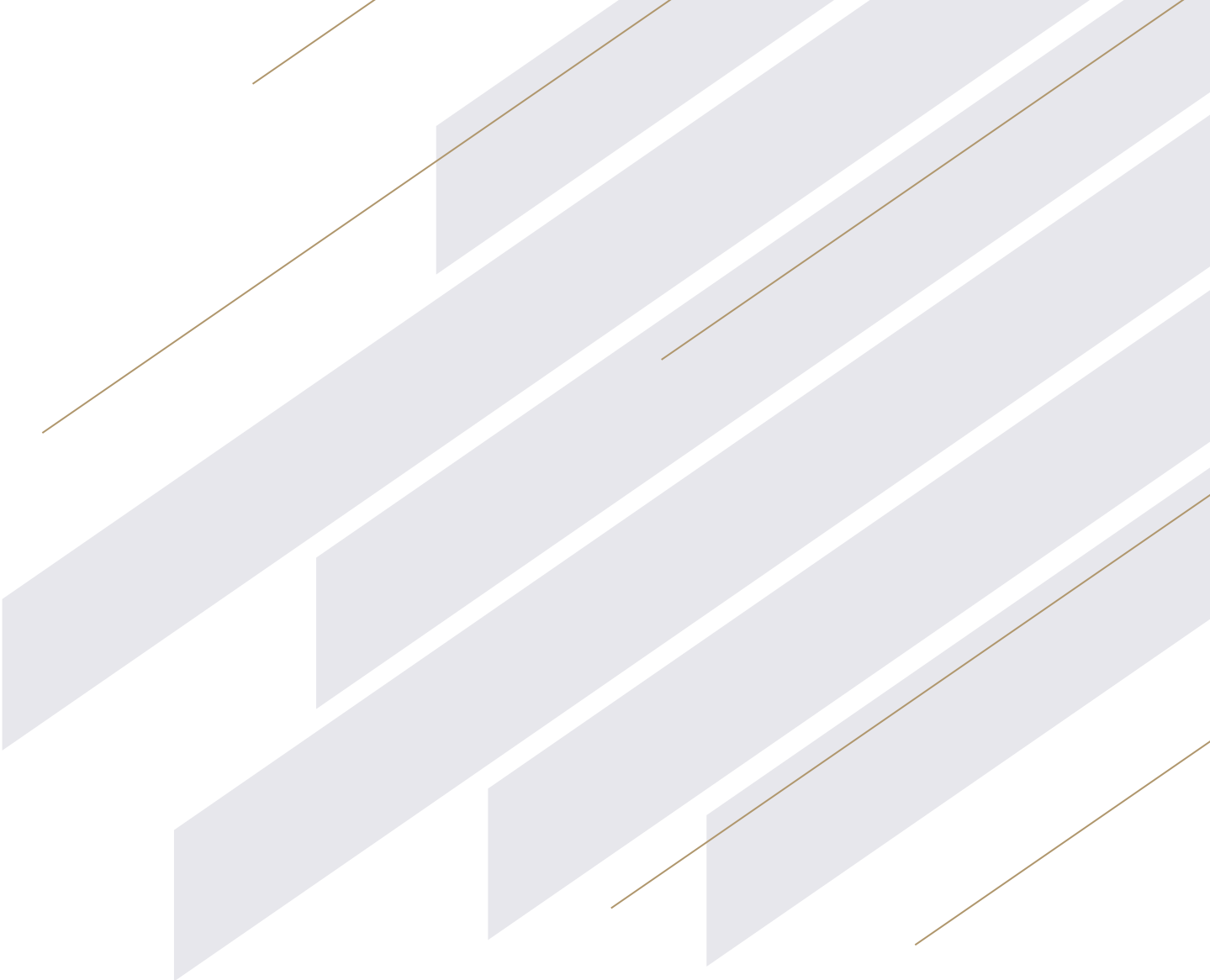
- **Outcomes:**

- Actionable list of recommendations
- Utilise your channels more effectively
- Fixed issues
- Reduced errors
- ROI visibility (informed budgeting decisions)
- Better engagement with customers

Attribution Audit Kickoff

Optimising your Attribution Reporting

- **How to get started:**
 - Fill in the form
 - We'll be in contact to
 - Learn more about your business
 - Answer any questions
 - Check it is a good fit



About XEN

Your digital marketing partners

Our Clients

Trusted by Leading Australian Companies



Client Results: LG Energy

Global Technology Leader

Markus Lambert

National Manager, Solar Sales

LG

<https://lgenergy.com.au/>



Strategy + Lead Generation

"We initially engaged XEN to assist LG Solar & Energy to improve our lgenergy website SEO, however the project quickly grew to include strategy across paid and social channels as well, with a focus on driving leads."

*With the site now providing more than 1200 new leads per month, the project has been a great success. **It has been a vital part of our 35% sales growth, compared to last year.***

We've been impressed with XEN's combination of strategic, technical and implementation skills, and have now introduced them into other divisions across LG."



Client Results: Maestrano

Global B2B Technology Leader

Malcolm Macnaughtan

Global VP Sales

Maestrano

<https://maestrano.com/>



Strategy + HubSpot

*“We selected XEN from a collection of agencies when we were redesigning the Maestrano.com site and scaling up our digital marketing efforts. **XEN provided great advice on strategy and also managed the site redesign plus HubSpot rollout.**”*

“The project was a big success and we continue to rely on XEN for expert advice and assistance. Aside from strength at strategy, we've been impressed with XEN's comprehensive knowledge of the HubSpot product, even to the most detailed technical points.”



Premium Offerings

Trusted Advisory



Digital Advisor

Consider us your digital marketing advisor. We're on call when you have questions about strategy, implementation and reporting.



Training

XEN provides training across all areas of the digital marketing journey including Strategy, SEO, Analytics, HubSpot, Google Ads and Facebook advertising.



Consulting

XEN provides tailored consulting services to larger corporates. Typical examples include in-depth analysis projects and management board reports.

Core Services

XEN is Your Digital Marketing Partner



Strategy

Set your digital strategic direction



Personas

Audience research and targeting



Lead Generation

Business growth campaigns



Lead Nurturing

Segmenting, scoring & expanding



Reporting & Insights

Dashboards & Management ROI



Websites

Design and development



Implementation

HubSpot Strategy and Execution



SEO

Content Strategy and Optimisation



Paid advertising

Google AdWords & Paid Social

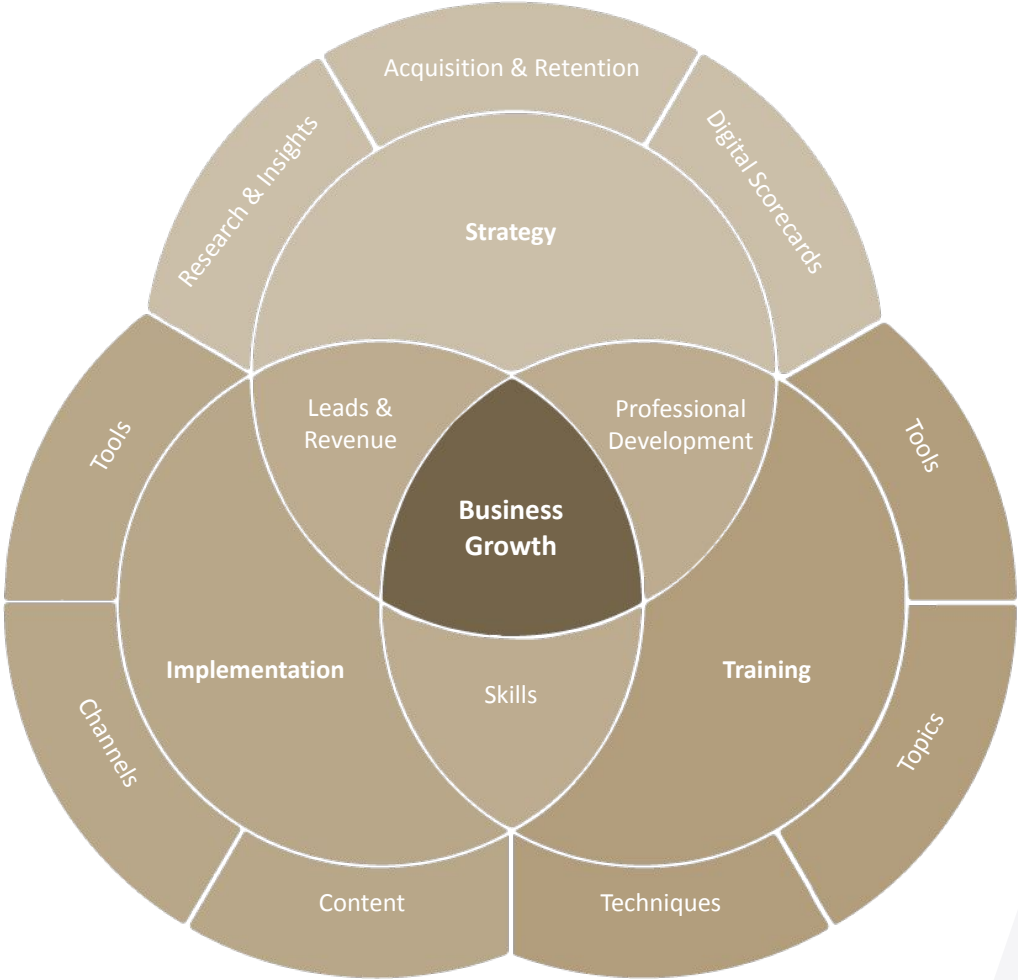


Social

Social media management

Growth Model

The XEN Business Growth System



Technical Specialists

Platform + Process

- **Since 2009**
- **Founder is a Software Engineer and former CTO**
- **Australia's Most Certified HubSpot Agency**
- **End-to-end Marketing Technology Experience**
- **Asia-Pacific's Leading HubSpot Podcast**
- **2000+ leads generated for our clients every month**

29

HubSpot Certifications

12

Years

Certified Expertise

Demonstrated Technical Experience



HubSpot Gold Partner

XEN has been a HubSpot Partner since 2012 and a Gold Partner since 2016. XEN is one of the most HubSpot exam certified agencies in Asia Pacific.



Google Partner

XEN has been a Google Partner since 2010, working with the full suite of Google tools including certification in Google Ads.



Databox Premier Partner

XEN has attained the highest level of the Databox partner program, demonstrating expertise in all aspects of their reporting and dashboarding platform.

Contact XEN

Your Digital Marketing Partners

- 02 8006 4428 | 0413 489 388
- craig@xen.com.au
- <https://www.xen.com.au>
- Suite 404, 56 Hercules Street,
Chatswood NSW 2067
- [@xensystems](#)
- [LinkedIn](#)



12
Years of
Digital Marketing