Multi-Touch Attribution Dashboards.

What is a multi-touch attribution dashboard?

A ready-to-build dashboard that gives your team insight into which campaigns and channels actually drive revenue, and how each touchpoint contributes to pipeline generation.

Why It Matters

B2B Tech journeys are long, complex, and multi-stakeholder. A contact might download a whitepaper, attend a webinar, connect at an event and only 6 months later get involved in a deal. If you only track last-touch, you miss where value was created—and where to double down.

With HubSpot's multi-touch attribution tools, this dashboard tells you:

- Which channels and assets contribute to closed-won deals
- How early-stage touchpoints (e.g. blogs, events) influence pipeline
- Which campaigns deserve more budget—and which don't

Tips:

- Tag every campaign with **UTM and Campaign Name properties** (Remember: uniform naming matters)
- Use HubSpot's **Campaign Tool** to group assets by initiative
- Map every key conversion asset (form, email, blog) to your attribution model
- Share this dashboard monthly with Sales + Executive team
- Run **QBRs** using attribution data to drive future campaign budget planning

Recommended Dashboard Layout:

Report Name	Metric Tracked	Filter Logic
First-Touch vs Last-Touch Attribution by Deal	Pipeline contribution by campaign	Deal stage = "Closed-Won"
Campaign Influence on Revenue	Weighted attribution ($) per campaign	Lifecycle Stage = SQL or Customer
Asset Influence by Persona	Which eBooks/webinars impacted whom	Persona = "Compliance Lead" or "CTO"
Channel Contribution Report	Organic vs Paid vs Email vs Referral	UTM source / medium
Time-to-Close per Attribution Path	Average sales cycle by journey path	Segmented by buyer group
% of Deals Touched by Marketing	Attribution reach	Deal creation date this quarter

Build this as a saved **HubSpot Dashboard** with filtered widgets based on lifecycle stages, deal type, and persona segments.

Report 1: First-Touch vs Last-Touch Attribution by Deal

Purpose: Compare the first interaction and final interaction that led to revenue for closed deals

How to Build:

1. Go to **Reports** → **Custom Report Builder**
2. Choose **Contacts** + **Deals**
3. Add properties:
   - Deal Stage
   - Amount
   - Create Date
   - First Touch Converting Interaction Source
   - Last Touch Converting Interaction Source
4. Use a **bar or pie chart** to visualize Source categories (e.g., Organic, Email, Paid Social)
5. Filter for:
   - Deal Stage = Closed-Won
   - Create Date = Last 90 Days

Required HubSpot properties:

- First touch converting campaign
- Last touch converting interaction source
- Deal Stage
- Amount
- Create Date
- (Optional) Campaign Name, Persona, Industry

Report 2: Campaign Influence on Revenue

Purpose: Show how specific campaigns contributed to closed-won revenue using multi-touch weighted attribution

How to Build:

1. .Navigate to **Marketing** → **Campaigns**
2. Open the **Attribution tab** within any campaign
3. Set the Attribution Model to:
   - **Full Path** (recommended for B2B)
   - **Or Linear** (even weighting)
4. View reports like:
   - Revenue influenced
   - Average deal size
   - Number of influenced contacts

To compare campaigns go to **Reports** → **Analytics Tools** → **Campaign Analytics.** You can filter by campaign type, date range, asset count

Required HubSpot properties:

- Campaign Name
- Attribution Revenue
- Contact's associated campaign interactions
- Deal amount

Report 3: Time-to-Close by Journey Type

Purpose: Reveal average sales cycle duration based on how users convert (e.g. webinar vs paid ad vs outbound)

How to Build:

1. Use **Custom Report Builder**
2. Select **Contacts** + **Deals**
3. Create calculated field:
   - Time to Close = Close Date – Create Date
4. Group by:
   - First Conversion Source
   - Content Offer Type

5. Display as bar or line chart over time

Required HubSpot properties:

- Create Date
- Close Date
- First Conversion Event
- (Custom property) Content Offer Type

Report 4: Asset Influence by Persona

Purpose: Determine which content types or formats drive engagement from different buyer personas

How to Build:

1. Go to **Reports** → **Custom Report Builder**
2. Select **Contacts** as the primary object
3. Add:
   - **Persona** (custom property)
   - **Content Viewed** (e.g. Form Submissions, Email Opens, Page Views)
4. Group by:
   - **Persona**
   - **Asset type** (e.g. Webinar, Whitepaper, Case Study)
5. Optional: Add First Conversion Date for time-based insights

Required HubSpot properties:

- Persona (custom property)
- Form Submission (event)
- Conversion Page Title
- First Conversion Date

Report 5: Channel Contribution Report

Purpose: Show pipeline and revenue by acquisition channel (Organic Search, Paid Social, Referral, Direct)

How to Build:

1. Go to **Reports** → **Traffic Analytics** for broad trends
2. For deal-specific revenue impact:
   - Use **Custom Report Builder**: Contacts + Deals
   - Group by **Original Source** or **Latest Source**
   - Add **Deal Stage** and **Amount**
   - Filter: Lifecycle Stage = Customer

Required HubSpot properties:

- Original Source
- Latest Source
- Deal Stage
- Amount
- Lifecycle Stage

Report 6: % of Deals Touched by Marketing

Purpose: Quantify how many deals were influenced by at least one marketing touchpoint.

How to Build:

1. Use **Attribution Report** in Campaigns
2. Create a **Contact-based** report
3. Group by:
   - Marketing Interactions (Views, Submissions, Emails)
   - Deal Association
4. Filter by:
   - Lifecycle Stage = Customer or Deal Stage = Closed-Won

Required HubSpot properties:

- **Campaign Influence Count**
- **Deal Association**
- **Lifecycle Stage**

Our tips for your success:

- Enforce campaign naming consistency: YYYYMM_Channel_Type_Theme (e.g., 202404_LI_Webinar_Sales)
- Create mandatory campaign linking SOPs for all assets (emails, CTAs, forms)
- Train SDRs to associate contacts to deals immediately to ensure accurate attribution
- Tag deals by product line or segment for better drill-down forecasting