

New Report: Using Attribution as 'Control Tower' Helps Companies Prioritize Cash Over Coverage in Uncertain Times

Brinker and Riemersma find top teams use attribution to coordinate revenue action, not assign credit, investing where value compounds - and not track credit.

BROOMFIELD, CO, UNITED STATES, April 3, 2026 /EINPresswire.com/ -- [CaliberMind](#), the premier GTM intelligence and multi-touch attribution platform for enterprise B2B marketers, today announced the release of The State of Marketing Attribution 2026, a landmark research report authored by Scott Brinker (chiefmartec) and Frans Riemersma (MartechTribe). The report introduces a new framework — [Attribution 2.0](#) — that redefines marketing attribution as a coordination system for revenue-driven organizations, not a scoreboard for channel credit.

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Scott Brinker

The report is available for free download at calibermind.com/2026-state-of-attribution-report.

The report features three central themes signaling the evolution of attribution methodology:

1. **GTM Alignment:** Attribution as a control tower for cross-functional synchronization.
2. **Prioritization:** Attribution as a discipline to focus on revenue impact over mere market presence at every touchpoint.
3. **Translation:** Attribution as a layer that connects tactical marketing investments to business-critical OKRs.



REPORT

The State of Marketing Attribution 2026

Building the Marketing Control Tower

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2026 State of Marketing Attribution Report

From Credit Fights to Revenue Alignment

The report highlights that companies treating attribution as an economic prioritization discipline are seeing massive efficiency gains.

Based on in-depth interviews with marketing and revenue operations leaders at companies successfully applying attribution in today's AI-driven landscape, the report surfaces a counterintuitive finding: the companies getting attribution right aren't using better models—they're using attribution as a shared language to align teams around the customer journeys that actually drive revenue.

"In the early days, attribution was supposed to tell us which channels deserve credit. It mostly told us which teams should fight about it," said Scott Brinker, analyst and editor of chiefmartec, in announcing the report on LinkedIn. "The companies getting attribution right in 2026 aren't using it as a scoreboard. They're using it as a coordination system."

Brinker noted that across the companies studied, teams had fundamentally reframed the question—moving from "who gets credit?" to "where are our highest-impact opportunities, and how do we align around them?" He described this single shift as the catalyst that transformed attribution from a source of internal friction into what he called the shared language connecting marketing, sales, and leadership around common revenue signals.

Cash Over [Market] Coverage

A central theme of the report is the distinction between operational logic and economic logic. While many organizations optimize for coverage—tracking every channel and instrumenting every touchpoint—high-performing teams optimize for cash, recognizing that roughly 80% of revenue flows from 20% of journeys, data, and tools.

"The value of modern attribution lies not in precision, but in coordinated action under uncertainty," the report states. "It is better to be approximately right than precisely wrong."

Attribution 2.0: A New Operating Model

The report outlines a comprehensive framework contrasting Attribution 1.0 (single-touch, campaign-centric, dashboard-focused) with Attribution 2.0 (multi-touch, customer journey-centric, decision-support oriented).

Key shifts include:

- Outcomes: From activity reporting to revenue decision-making
- Organization: From marketing-only usage to cross-functional alignment owned by MOps/RevOps
- Architecture: From centralized reporting layers to intelligent translation layers that connect

marketing investments and activity to revenue outcomes

- Data: From assumed completeness to structured signal discipline

- Human Role: From model users to model interpreters and informed challengers

The report uses the metaphor of a "control tower" where individual teams maintain their own cockpit dashboards but navigate GTM dynamics through shared signals, aligning on a common direction without requiring a single source of truth.

"We've entered the era of the 'Savvy Translator,'" added Frans Riemersma. "The winners in B2B marketing are those who can weave together machine intelligence and human empathy to tell a defensible story of how marketing moves the revenue needle."

Special Broadcast: Hitchhiker's Guide to Marketing Analytics

To dive deeper into these findings, CaliberMind will host a special live commentary session. Scott Brinker and Frans Riemersma will join the Hitchhiker's Guide to Marketing Analytics on April 8th at 1:00 PM to discuss the report findings alongside CaliberMind leadership:

<https://calibermind.com/hitchhikers-guide-to-marketing-analytics/>

About the Authors

Scott Brinker, dubbed the "godfather of martech" by Ad Age, has analyzed marketing technology and its impact on marketing organizations for more than 17 years as editor of the chiefmartec blog. He co-produces the MartechMap marketing technology landscape with Frans Riemersma.

Frans Riemersma is a marketing technologist, researcher, and advisor with over 30 years of consulting experience. He is the founder of MartechTribe, which specializes in martech research and benchmarking, and co-produces the MartechMap with Scott Brinker.

About CaliberMind

CaliberMind is the premier GTM intelligence and multi-touch attribution platform built for enterprise marketers who need to turn fragmented data into a unified, revenue-driven strategy. By harmonizing disconnected marketing and sales signals into a single, reliable view of the buyer's journey, CaliberMind helps teams transition from reporting activity to guiding action. Powered by the deterministic precision of agentic analytics (Agent Cal), CaliberMind provides the audit-ready translation layer needed to deliver value-rich GTM insights that drive lucrative sales opportunities.

Learn more at calibermind.com.

Download the full report: calibermind.com/2026-state-of-attribution-report

Watch the full commentary: Hitchhiker's Guide to Marketing Analytics — April 8, 2026 at 1:00 PM

ET: <https://calibermind.com/hitchhikers-guide-to-marketing-analytics/>

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