

Attribution Modeling for Sponsorship Investment

BACKGROUND PROBLEM

The client needed to quantify the business impact of a long-standing B2B sponsorship that generated goodwill and engagement but lacked clear evidence of commercial ROI.

APPROACH PROCESS

- Applied attribution modeling using CRM data, leads, opportunities, conversion rates, and sponsorship touchpoints.
- Used Markov chain modeling to estimate the sponsorship's impact on sales outcomes.
- Combined direct commercial effects with indirect brand-health benefits and customer lifetime value.

KEY FINDINGS / OUTCOME

- The sponsorship generated positive ROI and outperformed most other evaluated marketing initiatives.
- Its strongest role was driving new customer acquisition rather than repeat business.
- The work supported renewal decisions and established clearer objectives and KPIs for the asset.

Attribution Modeling for Sponsorship Investment

1 OBJECTIVE



Quantify the business impact of a long-standing B2B sponsorship.

Understand how sponsorship contributes to commercial performance.

2 APPROACH



CRM-based attribution modeling



Markov chain modeling



Separated direct sales effects from indirect brand-health benefits

Benchmarked impact across regions and business outcomes.

3 KEY OUTCOMES



Positive ROI
The sponsorship generated positive business value.



New customer acquisition
The strongest contribution came from winning new business.



Full-value measurement
Combined direct commercial impact with indirect brand effects.

→ **The sponsorship over-indexed on winning new business versus repeat business.**