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.

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

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.