

2026 POST- ATTRIBUTION PLAYBOOK



**THE MISSING PIECE
BETWEEN YOUR DATA
AND THE ANSWERS
YOUR CEO NEEDS.**

EASY



More Dashboards = More Boardroom Questions?

Every platform tells you it worked. None of them agree on why.

Dashboards are your best proof in the boardroom, right?

WRONG.

They show the pieces...

But not the full story.

So your leadership fills in the blanks with doubt, questions and stalled decisions.

META

says one thing.

GA4

says another.

SALESFORCE

tells a different story.

Then someone asks:

"So what actually drove the sale?"

And suddenly you're stitching together dashboards trying to make the pieces fit.

The crazy part? The answer is already sitting in your data. You're just missing the piece none of your dashboards can show you.

The Missing Piece Your Dashboards Can't Show You

AD → LEAD → [?] → SALE

Your dashboards are really good at showing individual moments.

What happened to ROAS last week. Which channel got the conversion. How many leads came in. Which opportunities closed.

But they lose the most important part:

What happened in between.

Did YouTube create demand that Search later captured?

Did that CTV impression influence the eventual sale?

Were Marketing's leads actually bad? Or did something happen after the handoff?

Did Meta really create the customer? Or was it simply the last stop before they converted?

Your dashboards were built to show moments: the click, the lead, the close. Nobody built them to show the story in between.

And that's why the simplest question... *"What actually drove this?"* ...can turn into a 20-minute explanation.

You already have the pieces. You just haven't had a way to put the whole picture together.

The Black Holes Between Marketing And Everyone Else

Data goes in. Nothing clear comes back out.

Ambiguity and incomplete data are what fill the gap. And when that happens, bad decisions get made.

MARKETING ↔ CEO

The CEO starts questioning Marketing. Suddenly your judgment, budget, and resources are all back on trial.

MARKETING ↔ BOARD

The board cuts the budget to your best channel, the one you could never fully prove.

MARKETING ↔ FINANCE

Finance pulls up Salesforce, compares it to your numbers, and decides marketing's math is wrong.

MARKETING ↔ SALES

Marketing can scale for MQLs and cheap leads, but can't see through Sales to scale for closed revenue.

THE PATTERN

Different room. Different black hole. Same result: marketing loses the argument before it even starts.

Every one of those rooms costs the same thing: Credibility. Authority. The right to lead instead of defend.

And once marketing is defending in every room, it stops leading in any of them.

When The Missing Piece Finally Snaps Into Place

A CMO walks into the meeting. But this time, she doesn't bring five dashboards. She brings one picture.

On one screen, leadership can follow the journey from the first ad all the way through to the sale: what created demand, what generated the lead, what happened after the handoff, and what eventually became revenue.

Nobody has to ask why Meta says one thing and GA4 says another. Nobody needs another slide.

FIRST INFLUENCE → LEAD → **EVERY INTERACTION** → OPPORTUNITY → CUSTOMER → REVENUE

No defending. No going back for more proof. Everyone is finally looking at the same picture.

The room goes quiet.

Then the CEO asks the question she wanted to hear: *"Okay. Where should we put more money?"*

What finally made that conversation possible? StoryMap.

StoryMap connects the pieces between the first ad and the final business outcome, so instead of isolated snapshots, you can follow the story all the way through.

That's the missing piece your dashboards couldn't show you. And it's the idea behind Post Attribution.

ATTRIBUTION

"Tells you who got credit."

POST ATTRIBUTION

"Tells you what actually happened."

The CFO Who Became Marketing's Biggest Advocate

Same meeting. What changed was StoryMap.

LinkedIn says it drove the deal. Salesforce says it was Search. The dashboard shows one ROI. Finance has another. You open another tab. Then another, stitching together the story: "Well, Search got the last click, but LinkedIn may have influenced..." You can see the doubt on the CFO's face.

Because if you can't say which number is right, why should Finance trust any of them? And once Finance stops trusting the numbers, every dollar gets harder to defend.

A buyer sees an ad, ignores it, sees another two days later, visits the site, leaves, comes back through Google three weeks later, talks to Sales, then buys.

WHAT STORYMAP SHOWS

Google sees the search. Salesforce sees the deal. Finance sees the cash. StoryMap sees everything that helped create it: the missing piece none of them show alone.

Now you don't need Finance to trust a new marketing number. You start with the revenue number they already trust, then StoryMap traces the path backward through the sale, the opportunity, the lead, and every ad that helped create the demand.

The CFO pulls up Salesforce. Same revenue. Sales pulls up the opportunity. Same deal. Everyone is finally looking at the same sale.

Instead of asking "Why should we believe this?" Finance starts asking "Why aren't we spending more?" That's how one of marketing's biggest skeptics becomes one of its biggest advocates.

Ad Spend Quadrupled. CAC Still Went Down.

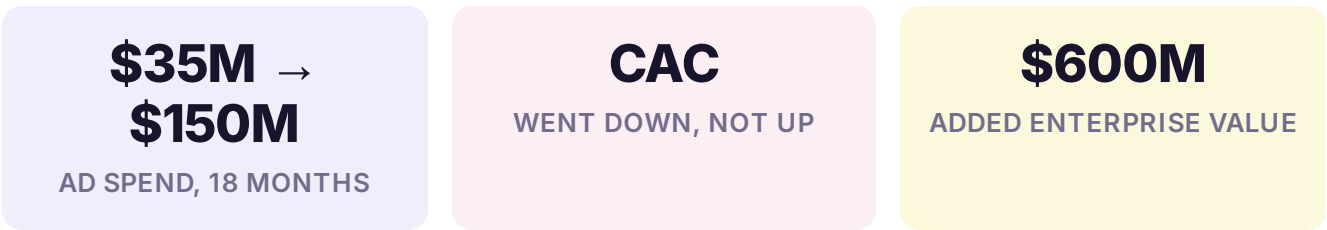
This \$100 million telehealth company used to run its ad spend through seven agencies at a combined cost of over \$6 million a year. After switching to StoryMap, they brought everything in-house: nine employees now manage it, running up to 5,000 active ad variations a day, fully visible on one picture.

Ad spend went from \$35 million to \$150 million in eighteen months. CAC went down, not up. The media didn't suddenly get easier. They finally had the measurement underneath it to know what could scale.

WHAT STORYMAP FOUND

StoryMap's cross-channel scoring showed which channels still had room to scale before efficiency degraded, and which had already hit their ceiling.

The real prize wasn't the efficiency gain. It was walking into every board meeting after with a clear story in the language management already trusted, from a source nobody in the room could challenge.



The CMO's instincts had been right the entire time. StoryMap just gave him a way to prove it.

She Asked For \$2 Million. She Walked Out With \$4 Million.

No deck. No persuasive slides. Just one chart from StoryMap.

The CTV spend that always looked expensive. The YouTube budget the data team kept trying to cut. The programmatic line item Finance pushed back on every quarter. This time, each one had a precise ROI attached, from a source nobody in the room could accuse of grading its own homework.

WHAT STORYMAP CONNECTED

When CTV spend went up, branded search went up two weeks later. When YouTube spend dipped, organic conversions softened. StoryMap traced the line between them. The correlation did all the talking.

The CEO leaned forward: “If this is what top-of-funnel is actually doing, why aren’t we spending more?” Four minutes in, the meeting was over.

She wasn’t asked to justify the existing budget. She was handed twice what she asked for.

Some growth leaders walk into this meeting every quarter. Most spend their careers walking into the other one: defending, explaining, hoping the numbers hold up one more time. The difference isn’t talent. It’s whether the data underneath can tell the story your instincts already know.

Allocate HERE For A 20% Increase In AOV

Most growth leaders have had some version of this conversation with their CEO: “We need to grow AOV. Find me 20% in the next two quarters.”

What they answer: “Let me look at the data and come back to you.” Because nothing in their stack breaks out AOV, LTV, or contribution margin by channel. So they guess.

You need to know which channel drove the kind of customer you want more of.

StoryMap scores every channel, and every campaign within it, against whatever metric matters most to your business: AOV, LTV, contribution margin, payback period, based on the data you already have.

Walk into the next meeting with a specific answer: here are the four channels driving above-average AOV, here's how to shift \$X to add \$Y in AOV without touching CAC.

The Answer Is Already Sitting In Your Data

- ✓ Your ad data is already there.
- ✓ Your customer data is already there.
- ✓ Your sales data is already there.
- ✓ Your revenue data is already there.

You already have the pieces. Blueprint connects them. StoryMap puts them together.

AD DATA + ANALYTICS + CRM + SALES + REVENUE



STORYMAP



ONE CLEAR PICTURE EVERYONE CAN SEE

- ✗ No new pixel.
- ✗ No ripping out the systems your team already uses.
- ✗ No adding another measurement silo that creates another version of the truth.

You connect the data you already have... and finally see the story it was trying to tell you all along.

The answer may already be sitting inside your business. You just haven't been able to see the complete picture yet.

Walk Into Every Meeting With The Answer

Imagine your CEO asks:

"What's actually driving growth?"

You have the answer.

"Where should we put more money?"

You have the answer.

"What happens if we double down here?"

You have the answer.

- ✗ No "let me get back to you."
- ✗ No five dashboards.
- ✗ No 20-minute explanation.

Just one clear story that everyone in the room can get behind.

And when the next opportunity appears, you're not walking in asking everyone to trust your gut. You're walking in with the evidence to back it up.

INSTEAD OF

"Can you prove it?"

THE CONVERSATION MOVES TO

"How much should we put behind it?"

→ **GET THE ANSWERS EVEN BEFORE THE CEO ASKS**