Tracking Touchpoints:

Reporting with BTs and BATs

bizible
by Marketo, an Adobe Company

Housekeeping

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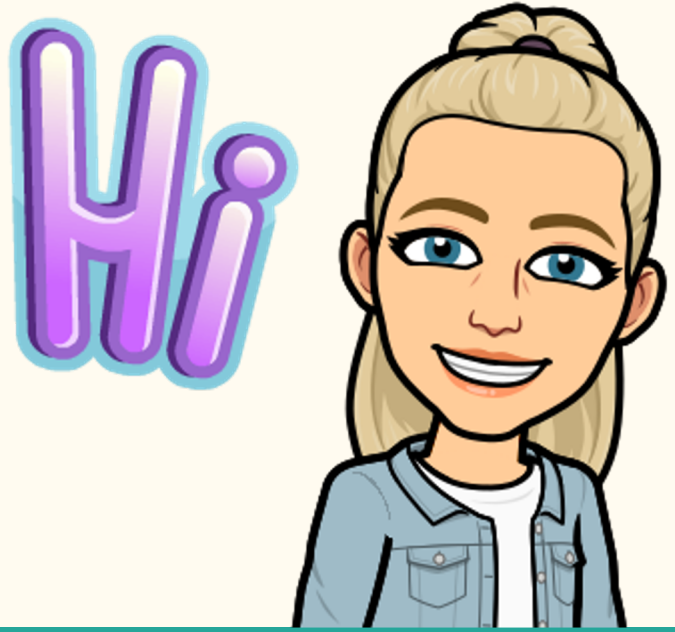
Introduction

Hi, I’m Kimberly



Agenda

- BTs vs BATs
- Best reports to use for BTs and BATs
- When to use BTs or BATs and why
- Time for Q&A

BTs vs BATs

- Bizible Touchpoints or, BTs, relate to **Lead**, **Contact**, and **Case** Objects
- Bizible Attribution Touchpoints, or, BATs, relate to **Contact**, **Case**, and **Opportunity** Objects
- TL;DR: BTs will never relate to Revenue. BATs is where you will see revenue associated with marketing interactions!

Touchpoint Type	Lead Object	Contact Object	Case Object	Opportunity Object
BT	x	x	x	
BAT		x	x	x

BTs vs BATs

BTs

BTs

OPPORTUNITY

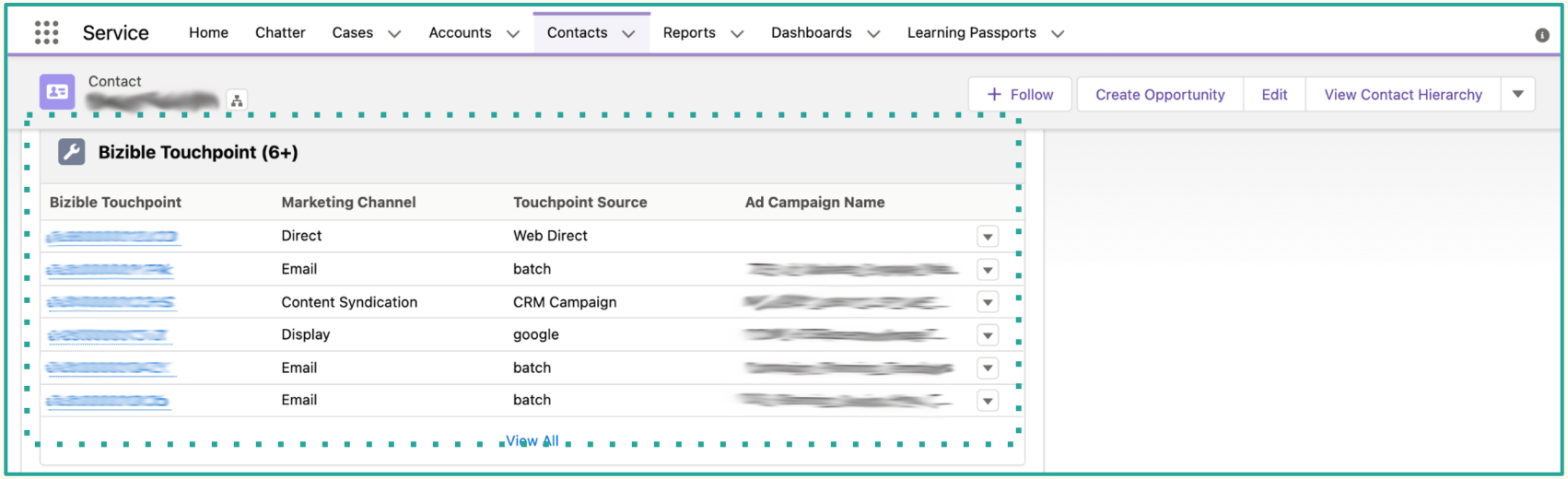
BATs

Remember...

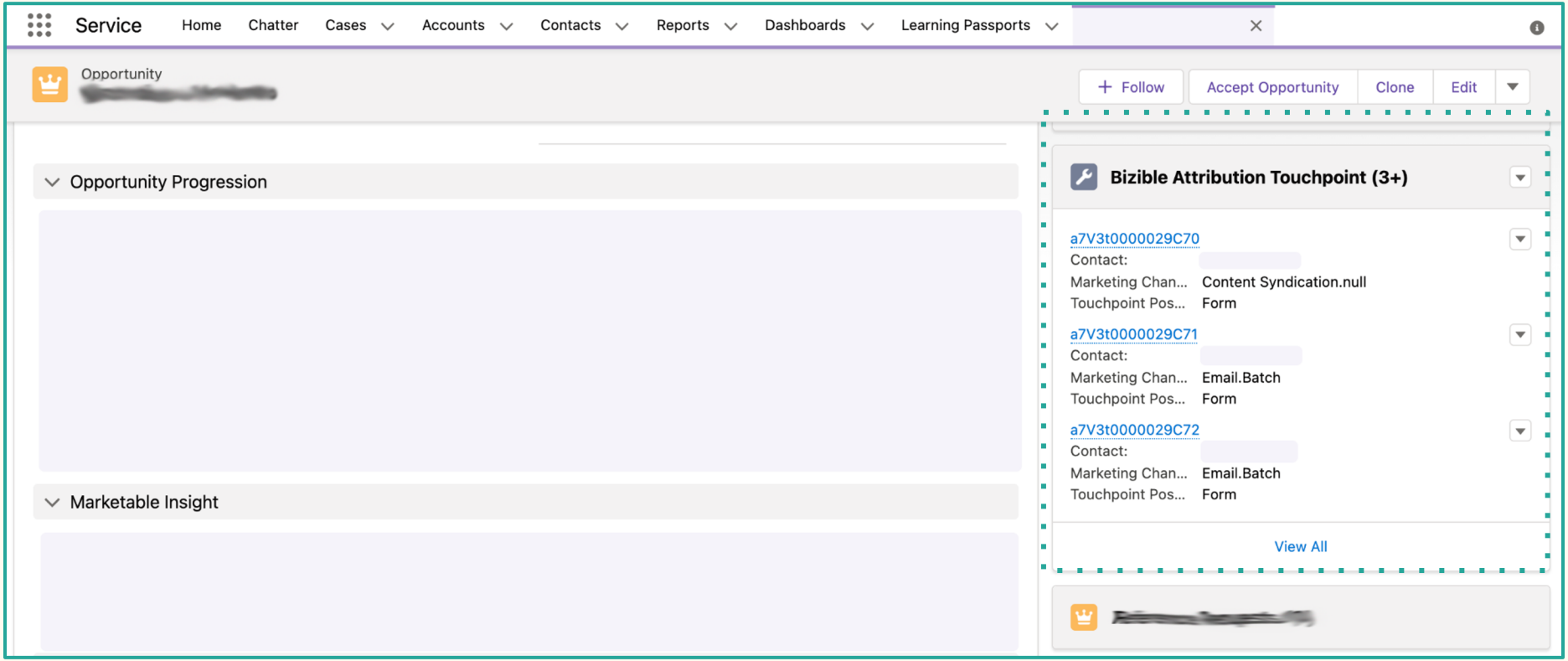
- Not every BT will become a BAT
- (depending on how you have Bizible set up), not every person may have BATs associated with them (contact role)
- BATs are associated with the Contact, Case and Opportunity

Let’s take a look at these in SFDC

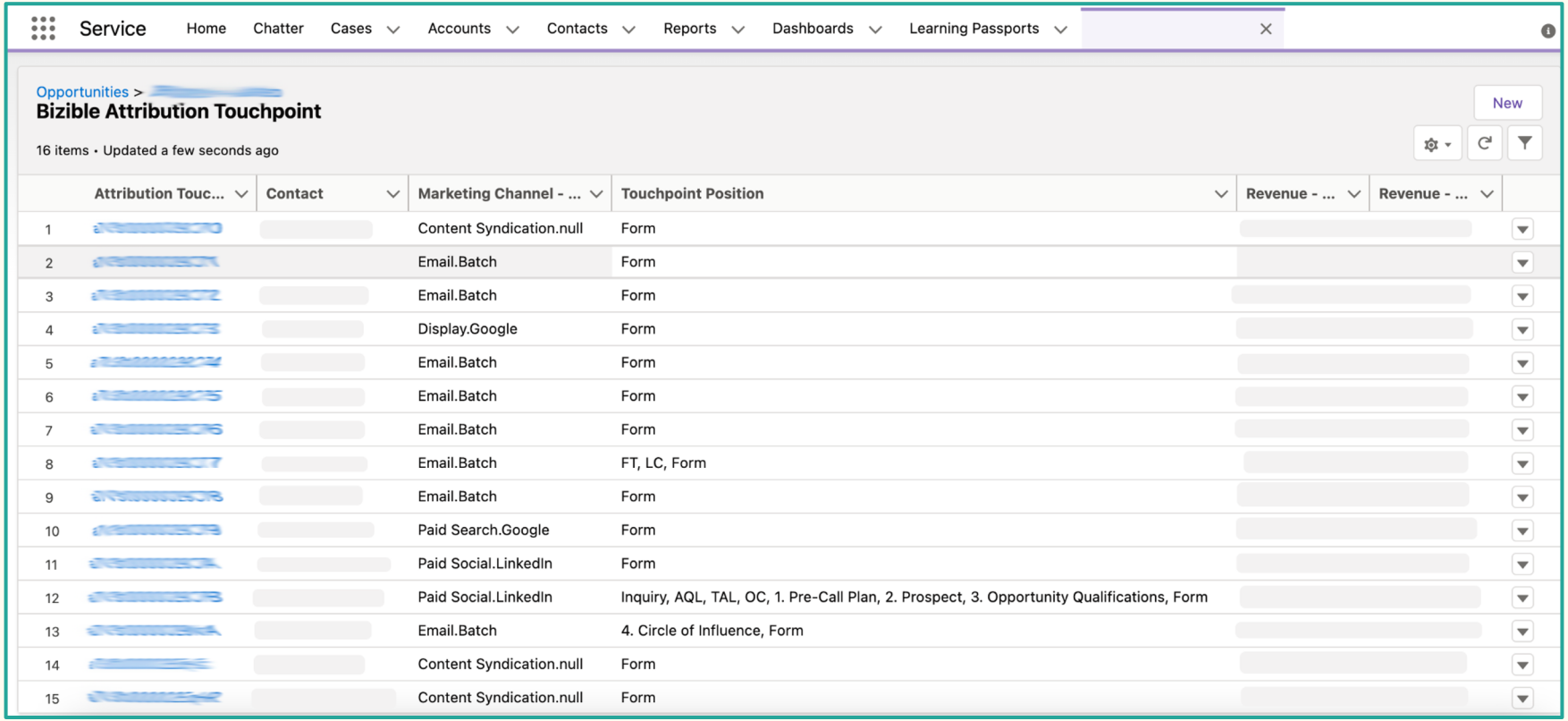
BTs - Contact Record



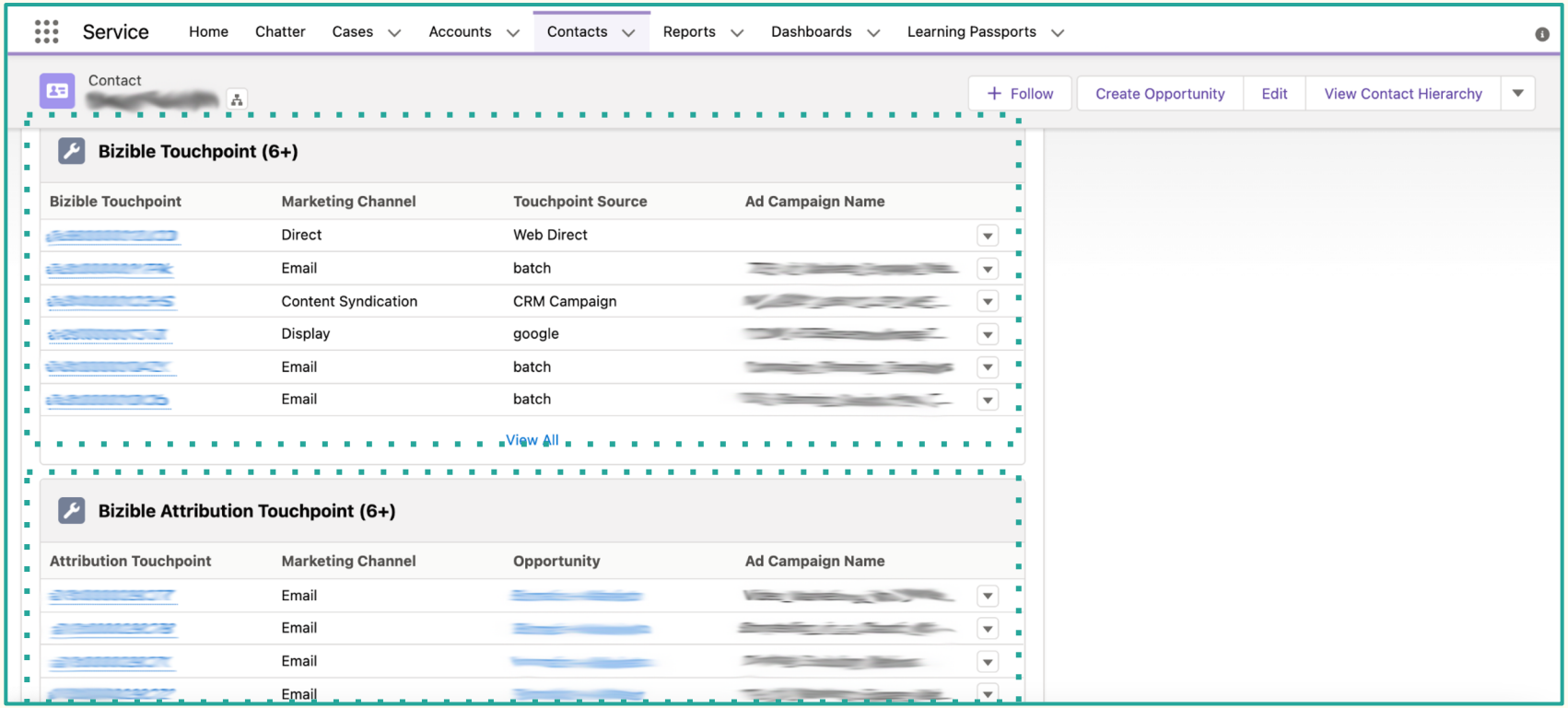
BATs - Opportunity Record



BATs - Opportunity Record



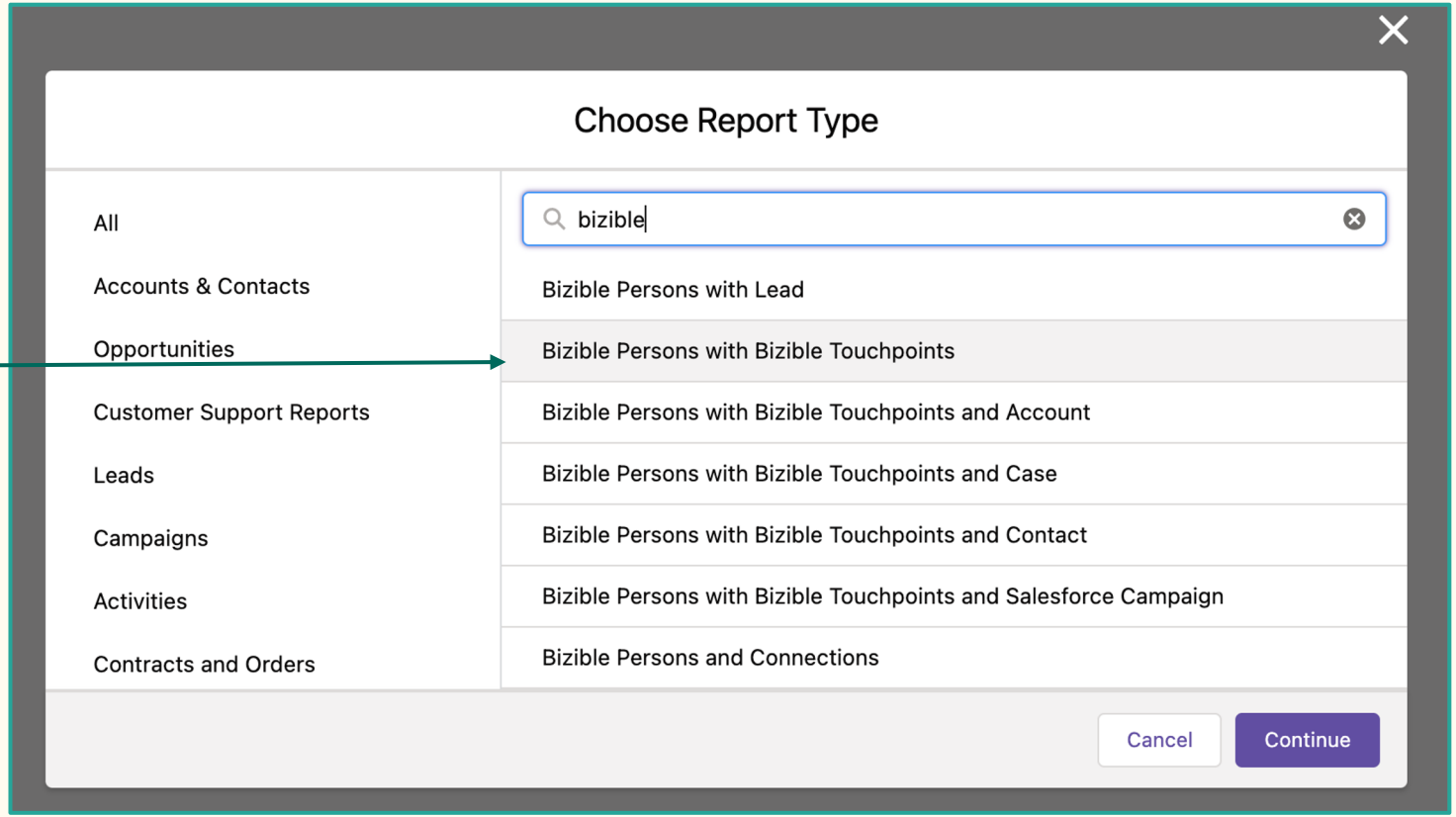
BTs and BATs - Contact Record



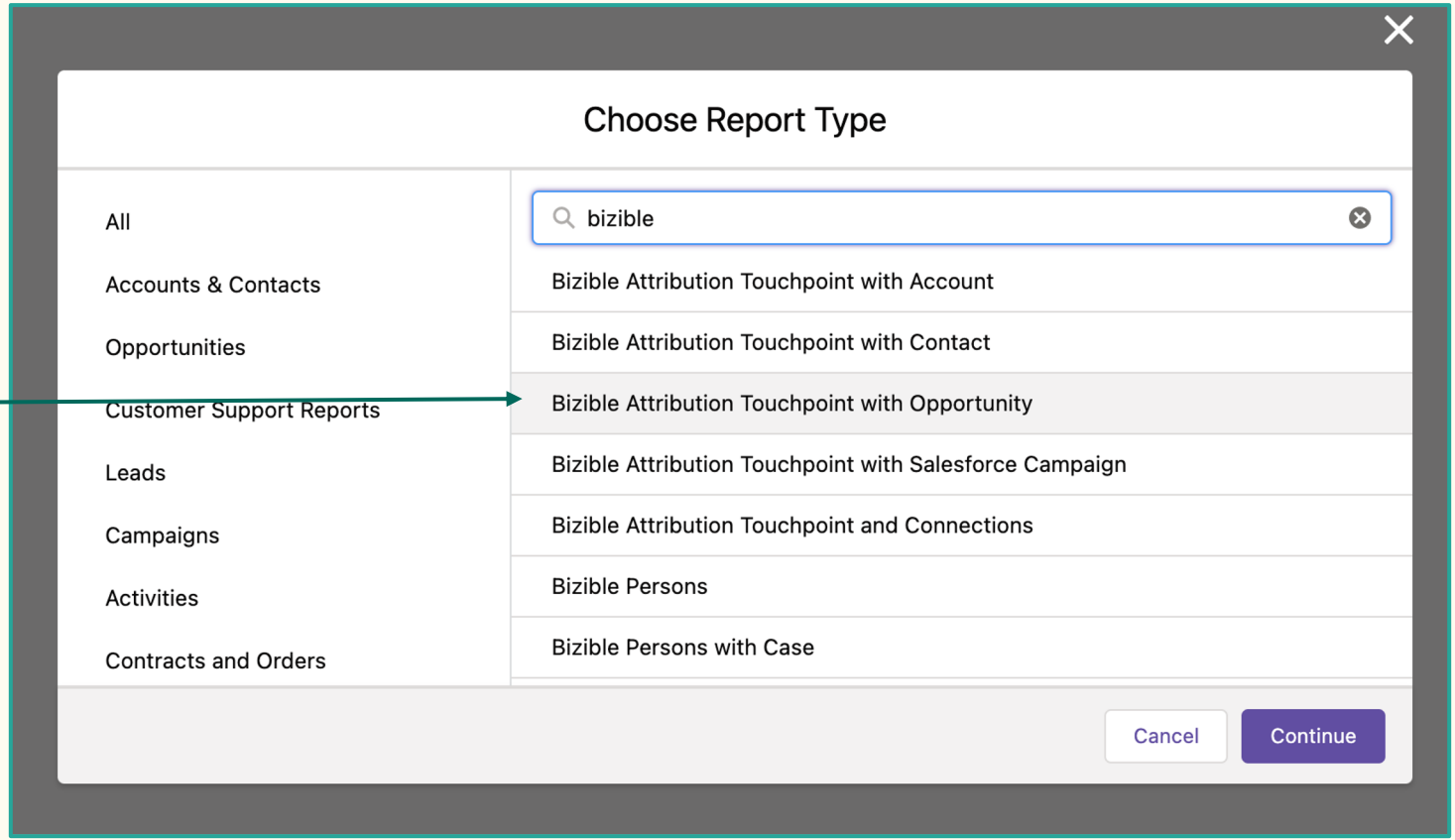
Let’s move on to reporting!

BTs and BATs - Report Types

BTs



BTs and BATs - Report Types



When to use BTs or BATs and WHY?

Advantages to using BTs:

- Understanding a **person's** individual journey (isolated analysis)
- Understanding **all** interactions as a whole
- TOFU
- Troubleshooting

Advantages to using BATs:

- Understanding marketing's impact on revenue, ROI
- Understanding important interactions at a higher level (multiple people/account)
- Full Funnel analysis

Advantages to using BOTH:

- Side by Side Analysis (dashboard reporting)

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Advantages to using BTs:

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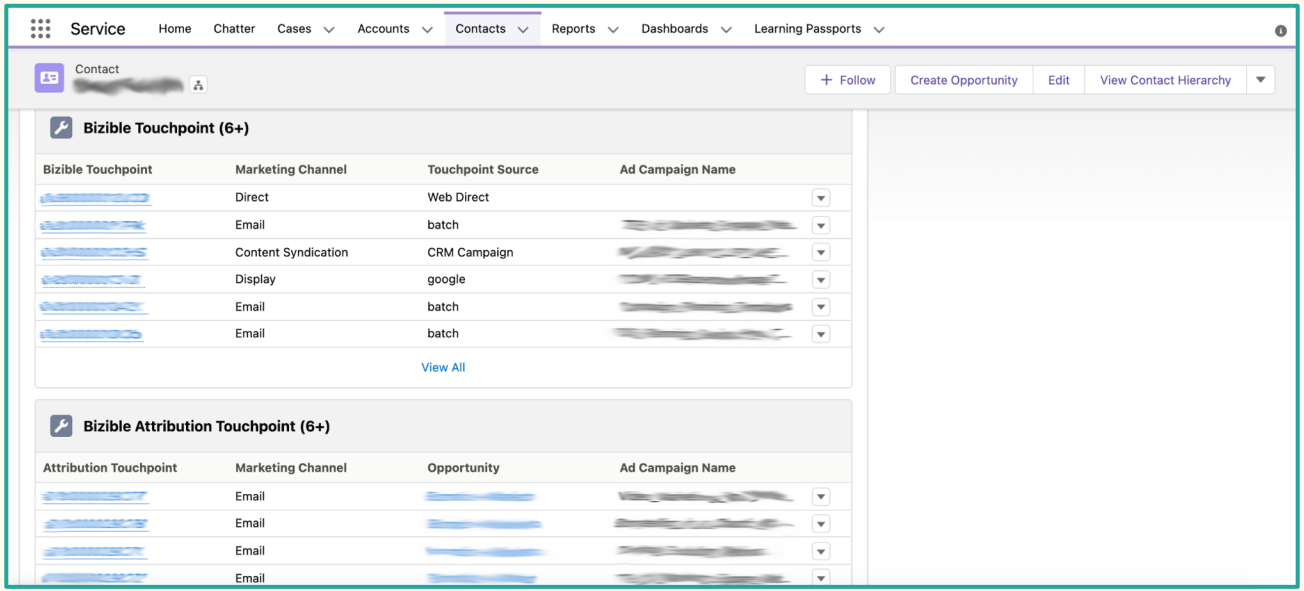
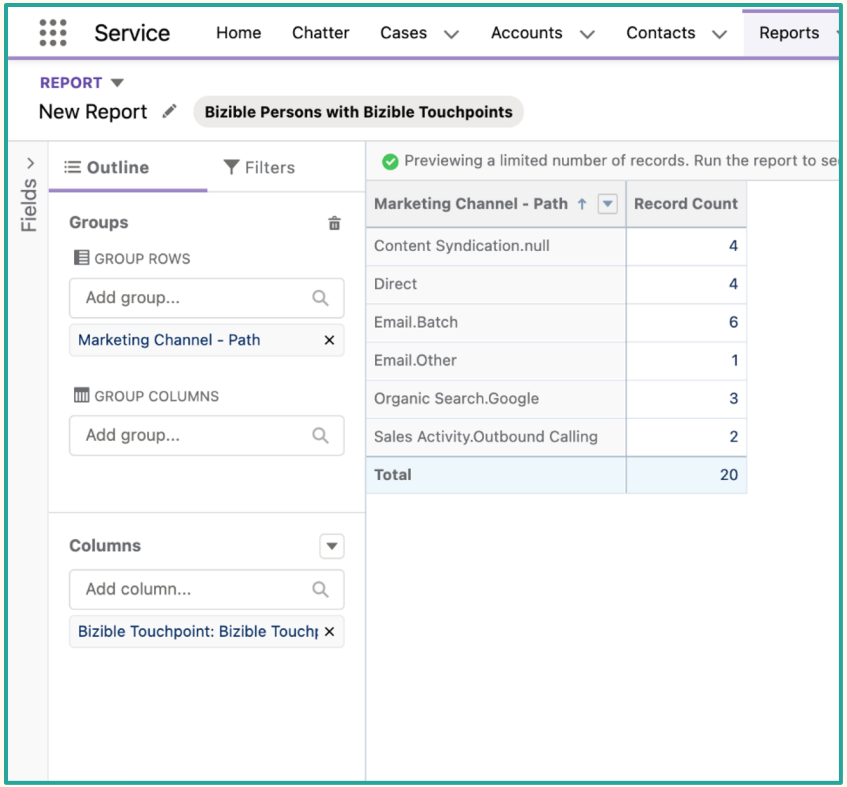


When to use BTs or BATs and WHY?

Advantages to using BTs:

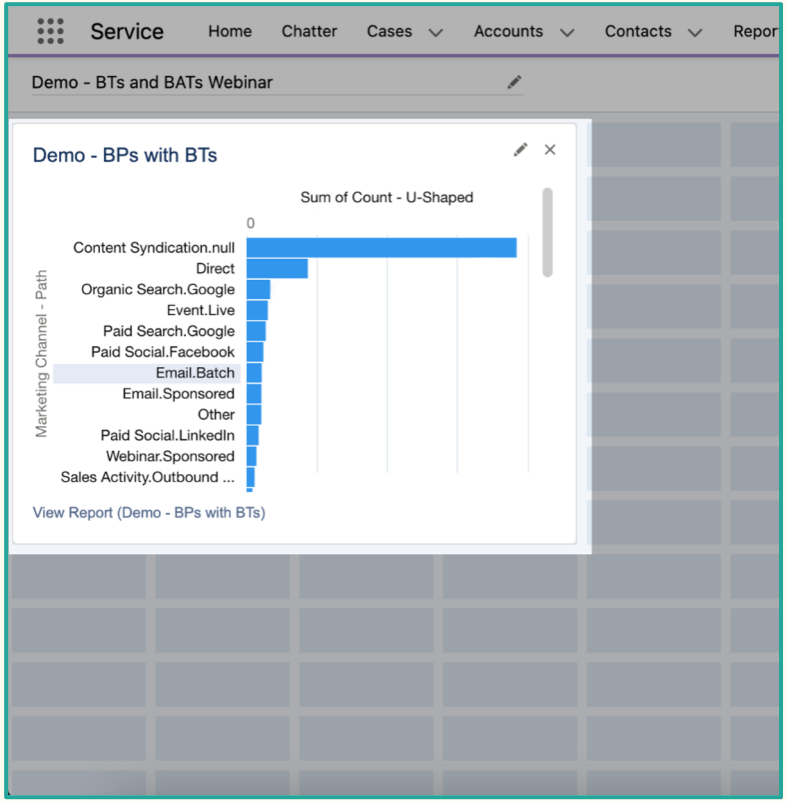
- Understanding interactions as a whole (not just isolated attribution TPs)



When to use BTs or BATs and WHY?

Advantages to using BTs:

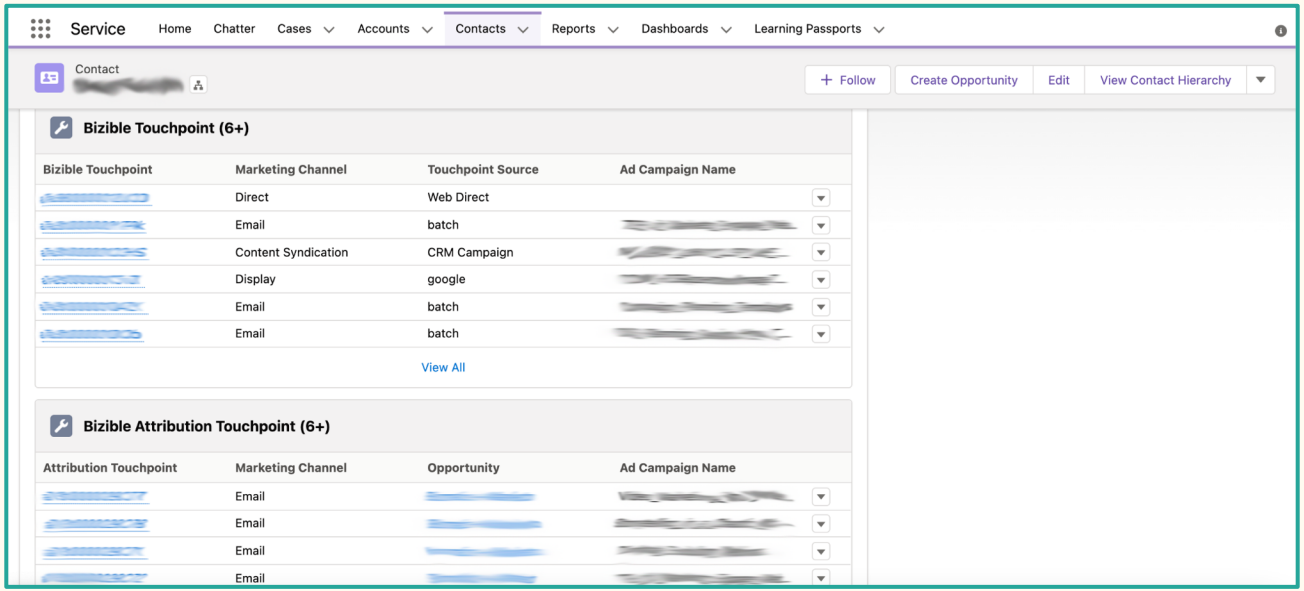
- TOFU Analysis



When to use BTs or BATs and WHY?

Advantages to using BTs:

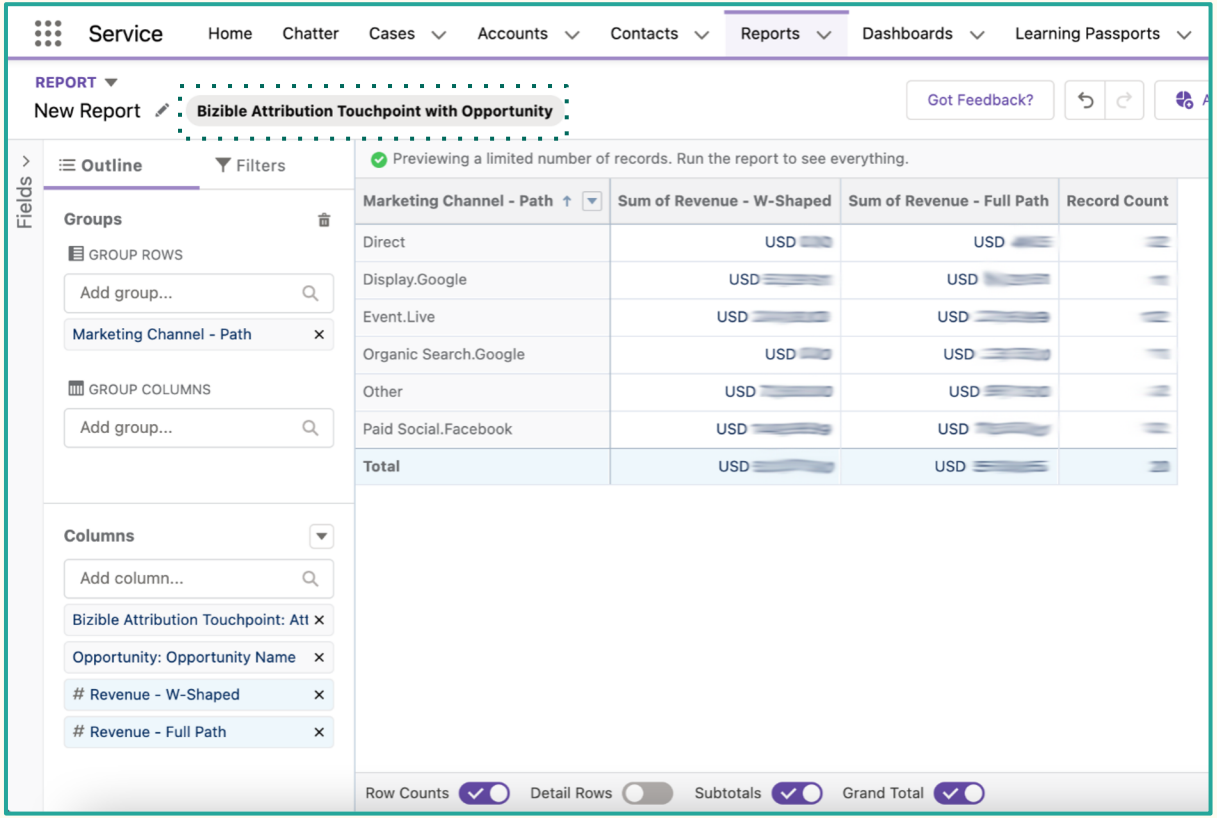
- Troubleshooting



When to use BTs or BATs and WHY?

Advantages to using BATs:

- Understanding marketing's impact on revenue, ROI



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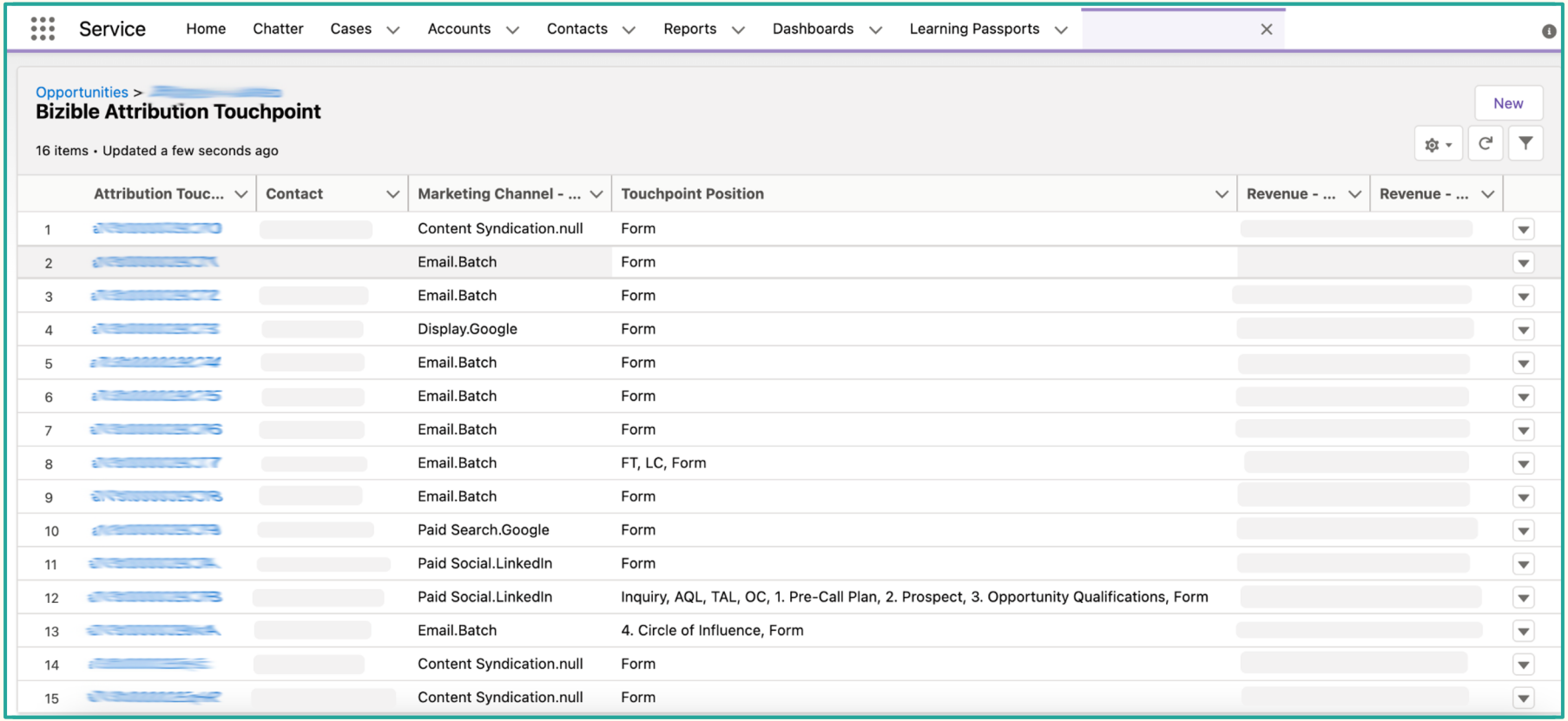


	Attribution Touc...	Contact	Marketing Channel - ...	Touchpoint Position	Revenue - ...	Revenue - ...
1			Content Syndication.null	Form		
2			Email.Batch	Form		
3			Email.Batch	Form		
4			Display.Google	Form		
5			Email.Batch	Form		
6			Email.Batch	Form		
7			Email.Batch	Form		
8			Email.Batch	FT, LC, Form		
9			Email.Batch	Form		
10			Paid Search.Google	Form		
11			Paid Social.LinkedIn	Form		
12			Paid Social.LinkedIn	Inquiry, AQL, TAL, OC, 1. Pre-Call Plan, 2. Prospect, 3. Opportunity Qualifications, Form		
13			Email.Batch	4. Circle of Influence, Form		
14			Content Syndication.null	Form		
15			Content Syndication.null	Form		

When to use BTs or BATs and WHY?

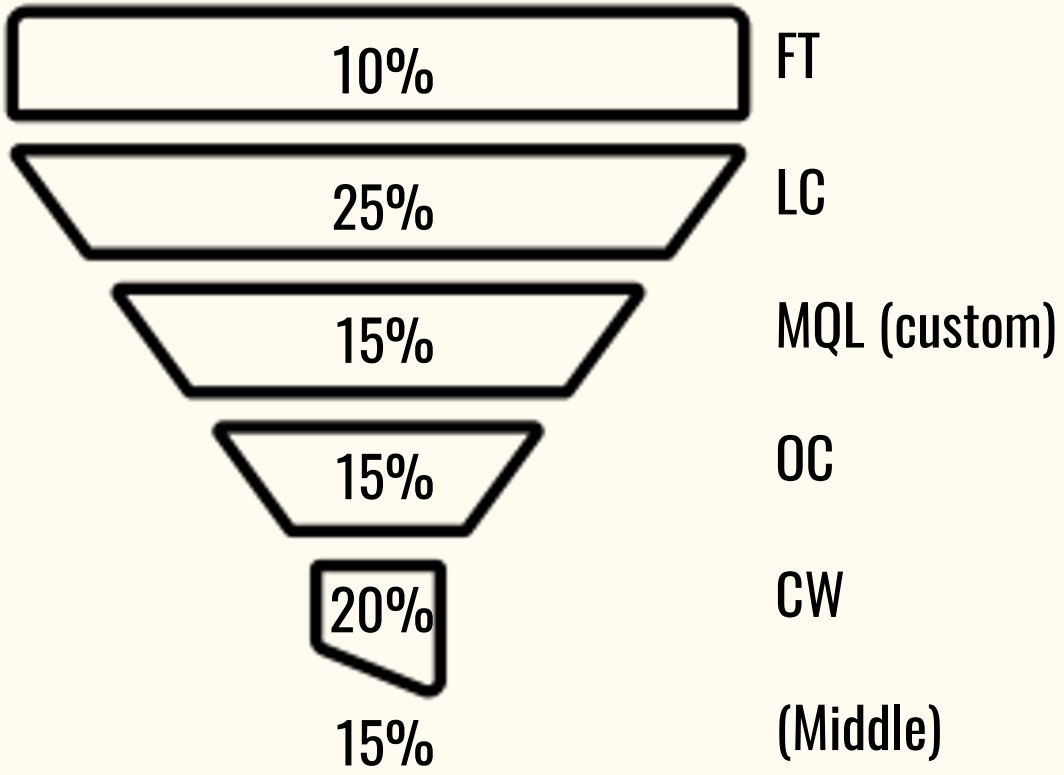
Advantages to using BATs:

- Marketing ROI!
- Ability to show channel performance, subchannel performance, etc.

When to use BTs or BATs and WHY?

Advantages to using BATs:

- Full Funnel analysis



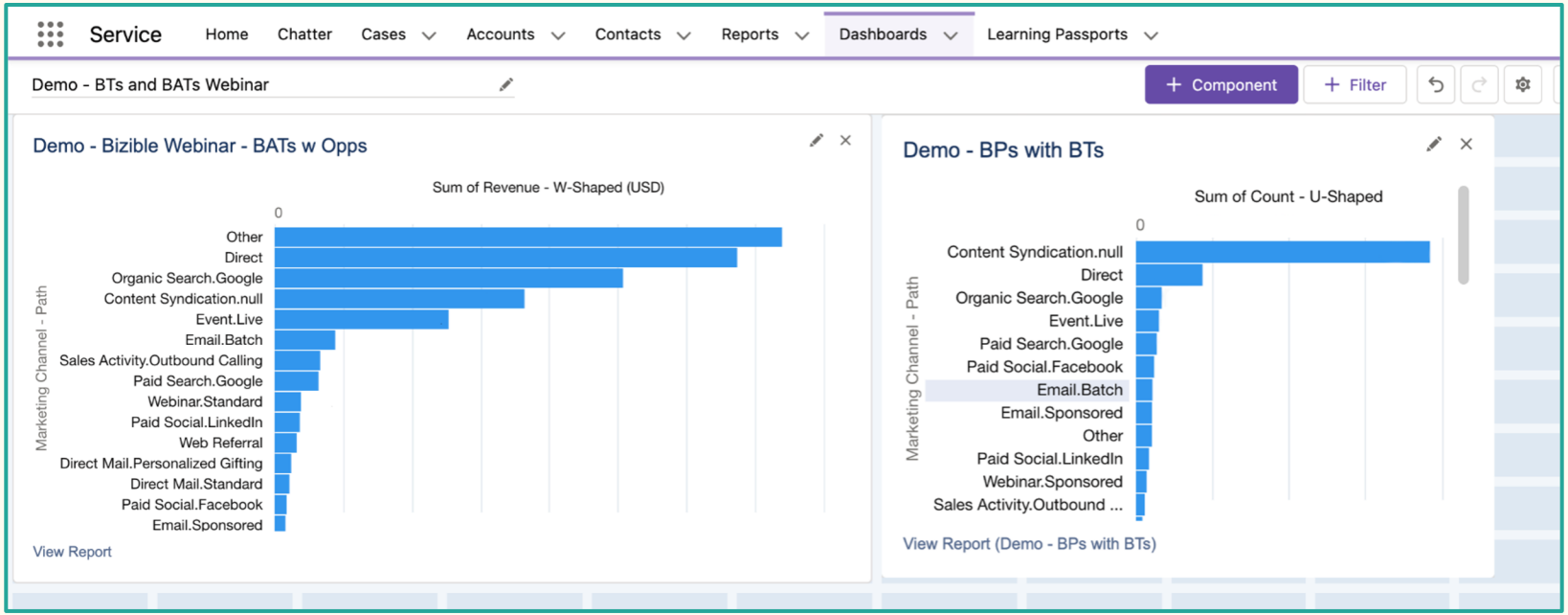
When to use BTs or BATs and WHY?

Advantages to using BOTH:

In addition to the full-funnel analysis from just BATs you can get an even BETTER picture of everything if you use both the BTs and BATs

When to use BTs or BATs and WHY?

Advantages to using BOTH:



Recap

- BTs: Bizible Touchpoints, a person's individual touchpoints
- BATs: Bizible Attribution Touchpoints, the touchpoints associated with an opportunity on an account (Think $)
- Both are great for showing different things, BTs for all engagements/interactions people are having, BATs for how those interactions relate to the opportunities and when (full funnel) but the best picture of all is when you use a mix of all the views!

Hope this was helpful!

Questions?

Thank you!

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