How marketers can get the right data from sales to attribute revenue to marketing actions

The Better Content Club™

Why this matters

Marketing is often measured by leads, clicks, or impressions, but budgets are approved based on revenue. To prove the value of campaigns and decide what to invest in next, marketers need a clear link between what they did (the campaign, event, ad, email, or post) and what it earned.
The challenge? Most of that revenue data sits with the sales team or in a CRM that marketing doesn't fully access. Without that bridge, marketers can't tell which actions actually moved the needle.

The rationale for better sales–marketing data sharing

Think of attribution like a relay race:

- **Marketing's job:** Get people to the starting blocks: interested, engaged, ready to talk.
- **Sales' job:** Take the baton and get them across the finish line: AKA the deal.

If you only measure who showed up at the track (leads), you miss who won the race (revenue). Sharing data helps everyone.

- **Marketing** proves ROI and stops wasting money on under-performing channels.
- **Sales** gets better-qualified leads because marketing learns which channels bring buyers who actually close.
- **The business** can budget confidently because the numbers are based on reality, not guesses.

Step by step: How to get started

1. Agree on what counts as "a lead"

- Before sharing spreadsheets, align on definitions.
- Is it when someone fills in a form? Book a demo? Visits a pricing page twice?
- The clearer the shared definition, the easier it is to match leads to revenue later.

Tip: Write down the definition in a simple one-pager everyone can refer to.

2. Ask sales to share a few key fields — not their whole CRM

You don't need the full sales database. Usually, these fields are enough:

- Lead/contact name or email
- Date they entered the pipeline
- Source or campaign (if captured - and it should be)
- Stage updates (qualified, won, lost)
- Value of the deal when it closes

Tip: Position the question as: "This will help us send you more leads that actually convert."

3. Map marketing actions to sales touchpoints

Sit with a member of your sales team or CRM manager to determine where campaign information is logged. The CRM should ideally be linked to the website.

- Make sure every form, landing page, event sign-up, or ad click is tagged with a campaign name or UTM parameter that makes sense to both teams.
- If tagging hasn't been done in the past, start small: pick the next campaign and make it the pilot.

4. Linking sales data with GA4 for better ROI reporting

GA4 already tracks website activity, campaigns, and traffic sources. If you add sales outcomes (like revenue, deal stage, or conversions won offline), you can see in one dashboard:

- Which channels and campaigns lead to actual sales — not just form fills.
- The cost per conversion and return on ad spend.
- Trends over time that help you justify or adjust future budgets.

5. Set up a simple monthly check-in

Make attribution a habit, not a one-off project.

- Have a 15-minute marketing and sales huddle once a month to review the shared metrics.
- Note patterns: "Our webinar leads close 30% faster than cold leads," or "Paid social drove volume but not revenue."

6. Keep the feedback loop open

When sales notice that a certain lead source is high-quality or a waste of time, capture it. That real-world insight is as valuable as the numbers.

Quick wins to make it work

- Use UTM tags on ads, emails, and social media posts so the CRM can automatically track the source.
- Create a "Campaigns" drop-down field in the CRM if it doesn't exist already.
- If you can't integrate tools yet, start with a shared spreadsheet. Consistency matters more than fancy tech.
- Share early results. Even if it's small. A £5K deal traced to one webinar is powerful proof.

The takeaway

Attribution isn't about complicated models or perfect data. It's about **agreeing on definitions, sharing just enough information, and establishing a clear link between action and revenue.**

The better the sales and marketing handshake, the easier it is to make the case for budget and to spend it where it really works.