



WELCOME

Marketing Attribution in 2025

Tracking the Untrackable

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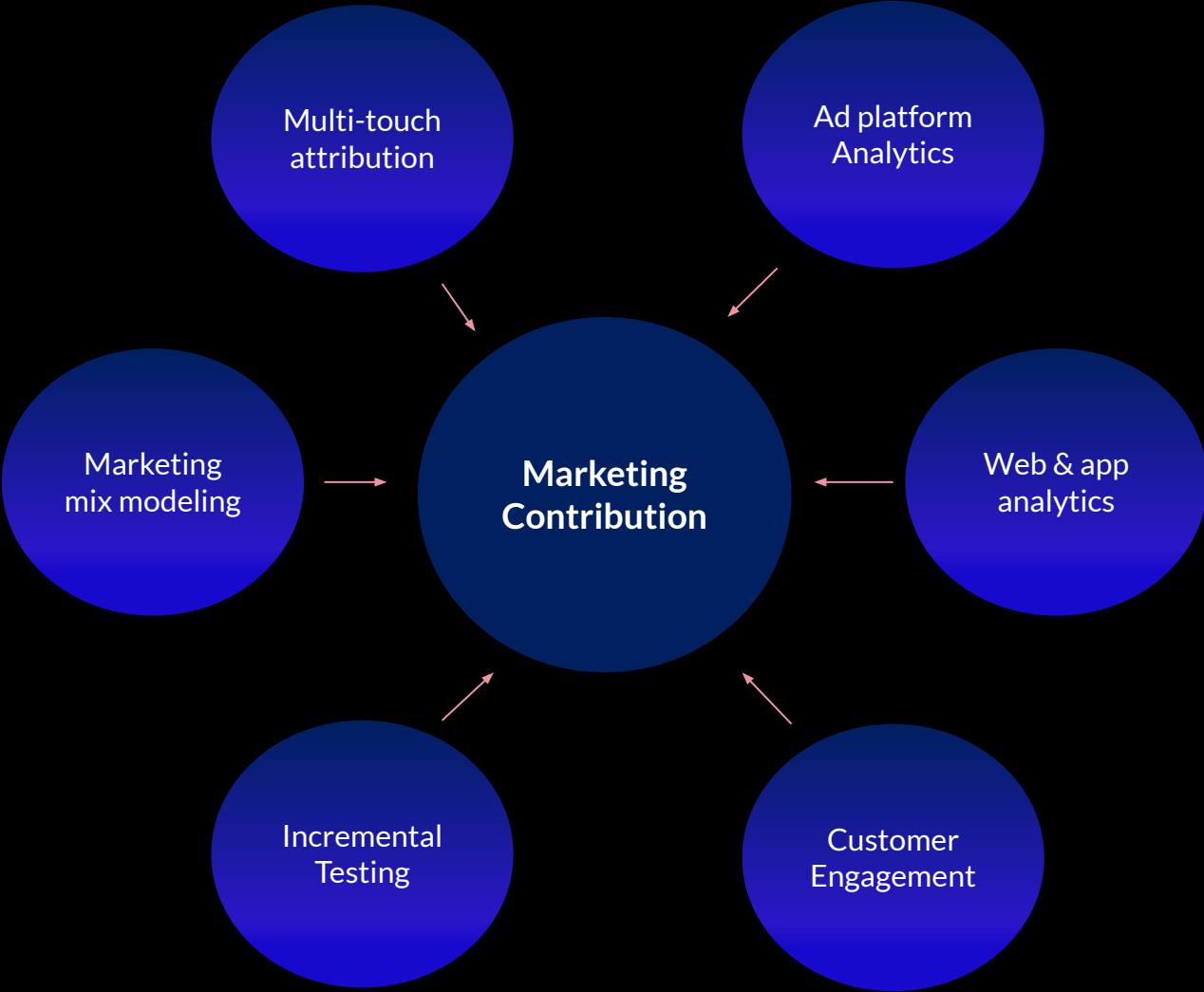
FMM

**50% of Your
Marketing is
Working**



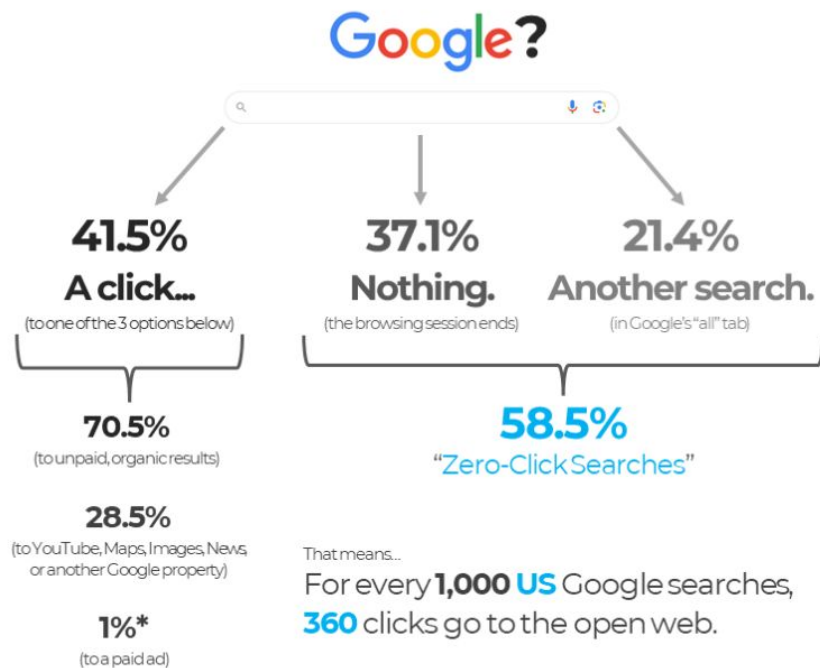
**You Just Can't
Track It**

Marketing Attribution is Broken 2025



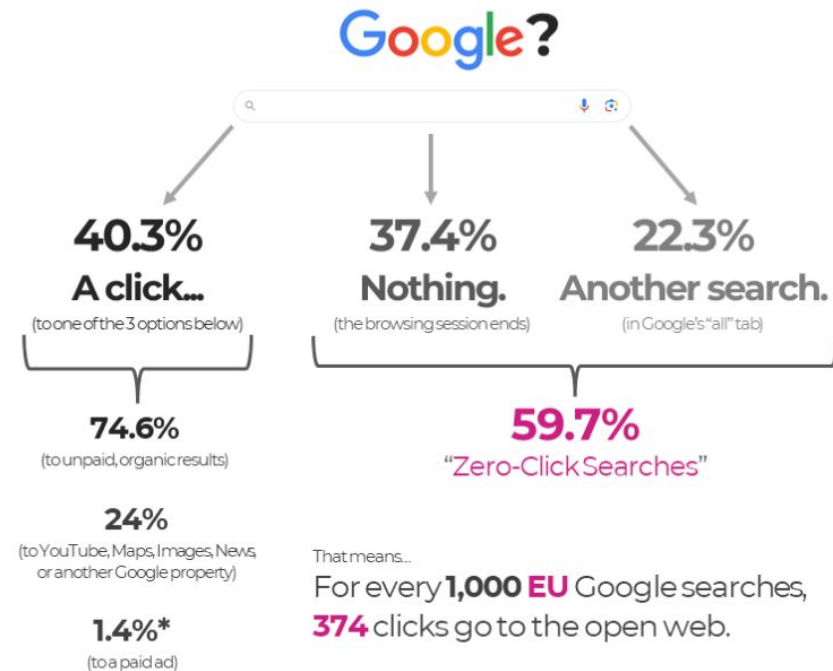
60% of Google searches now end in zero clicks

In 2024, what happens after **Americans** search



* Use of ad blockers may impact paid CTR calculations

In 2024, what happens after **Europeans** search



* Use of ad blockers may impact paid CTR calculations

Dark Social: The Invisible Growth Engine



Dark Social

Conversations You Can't Track



Slack



Telegram



Whatsapp



reddit

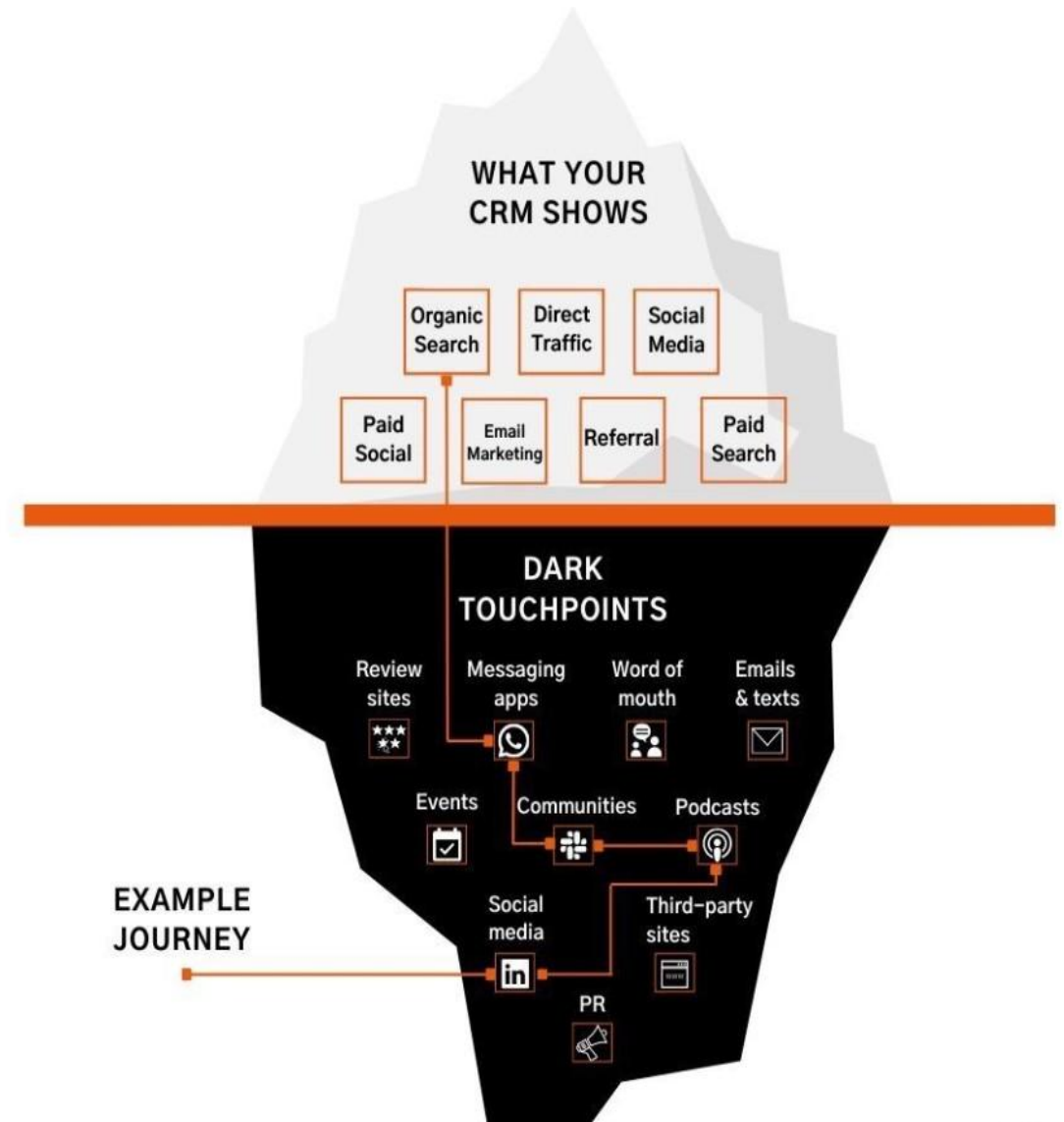
Private Forums



Direct Messages

THE DARK ICEBERG

It's all happening below the surface



Dark Social: Where Your Best Leads Are Hiding

01

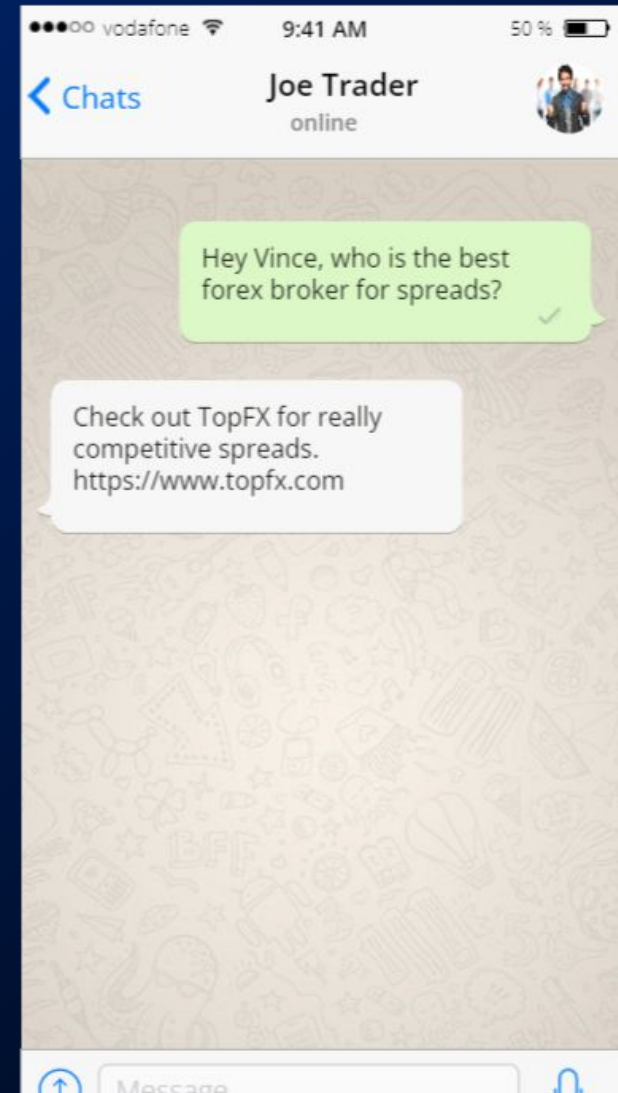
High-net-worth traders rely on referrals, not ads.

02

Affiliate and IB networks drive signups through private conversations.

03

Traditional analytics can't track these interactions.



Dark Social: Where Your Best Leads Are Hiding

01

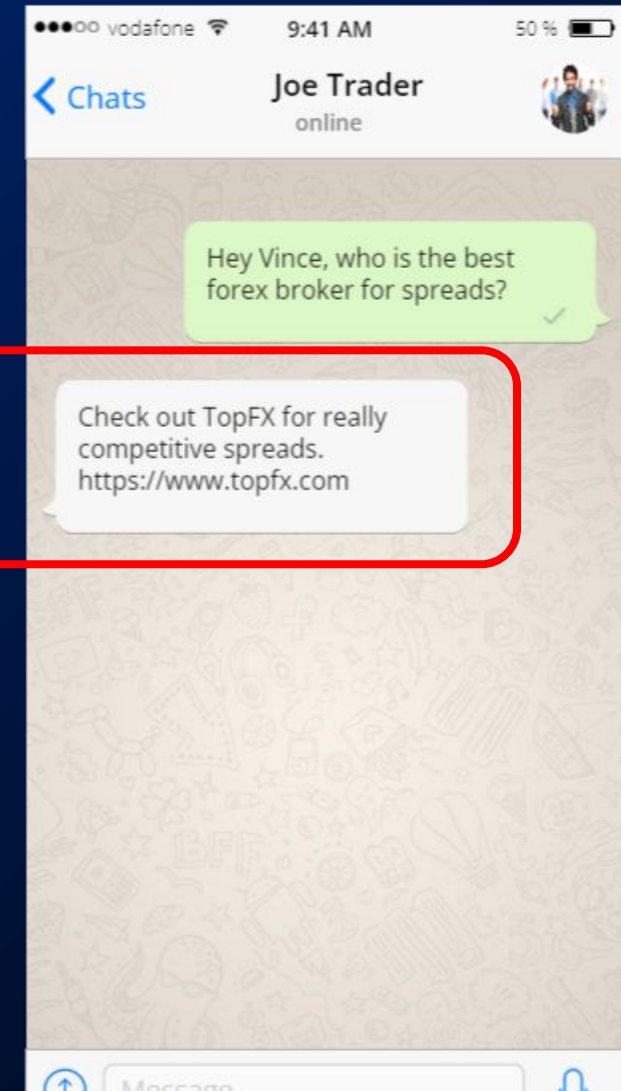
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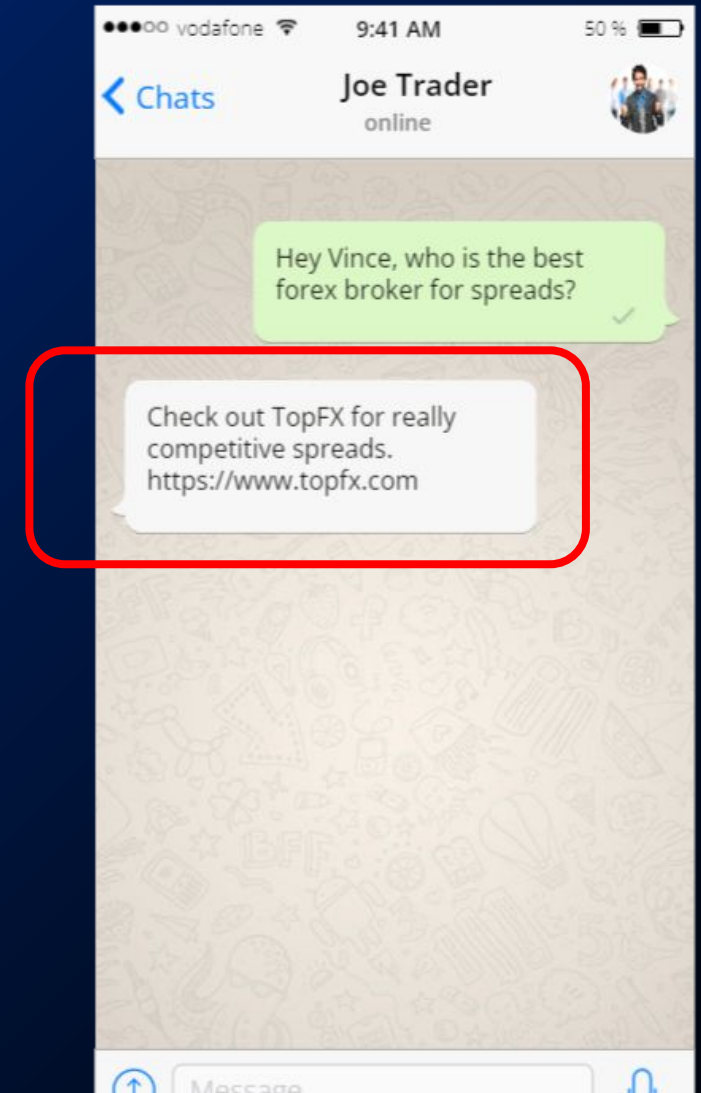
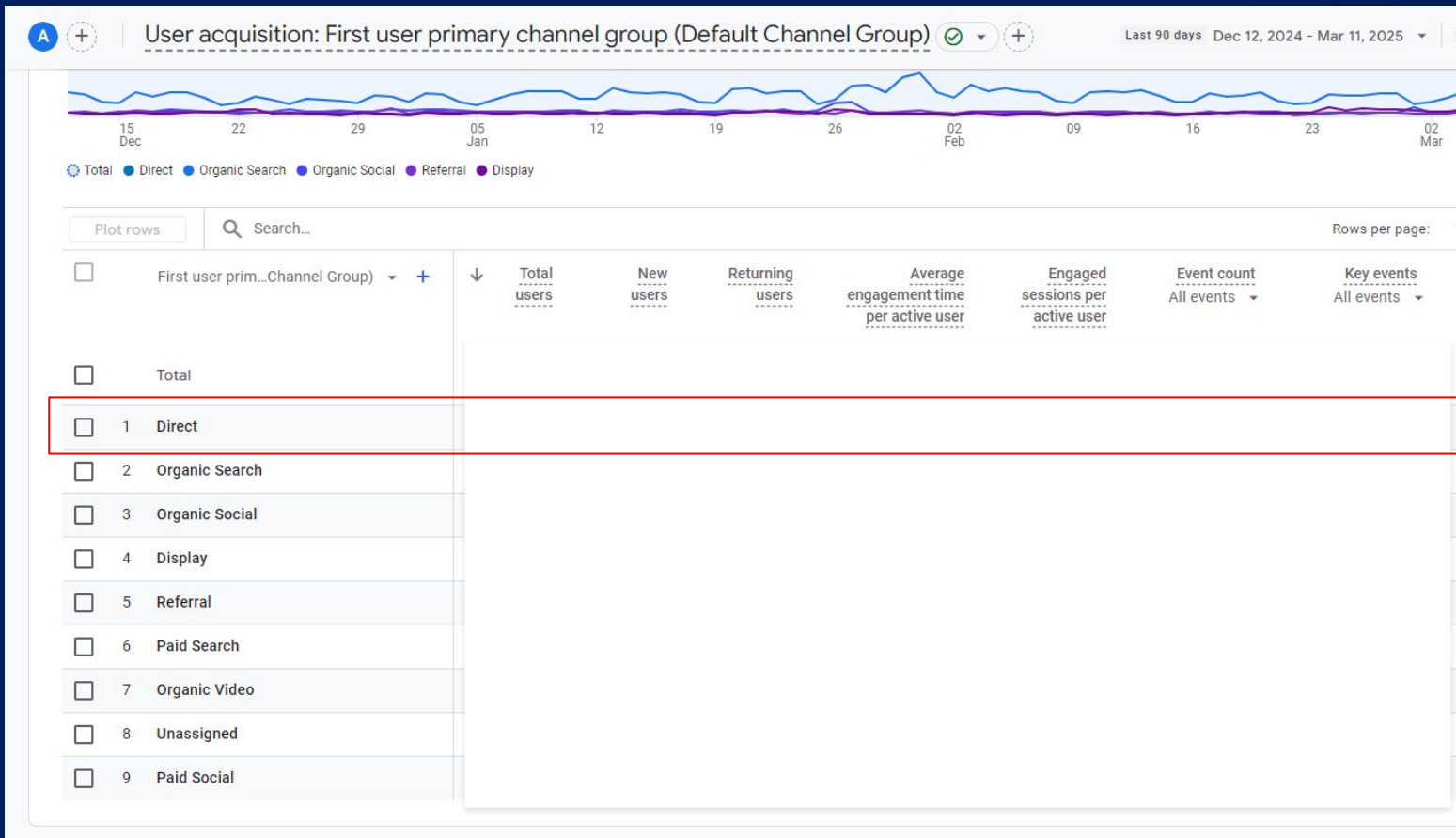
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Dark Social: Where Your Best Leads Are Hiding

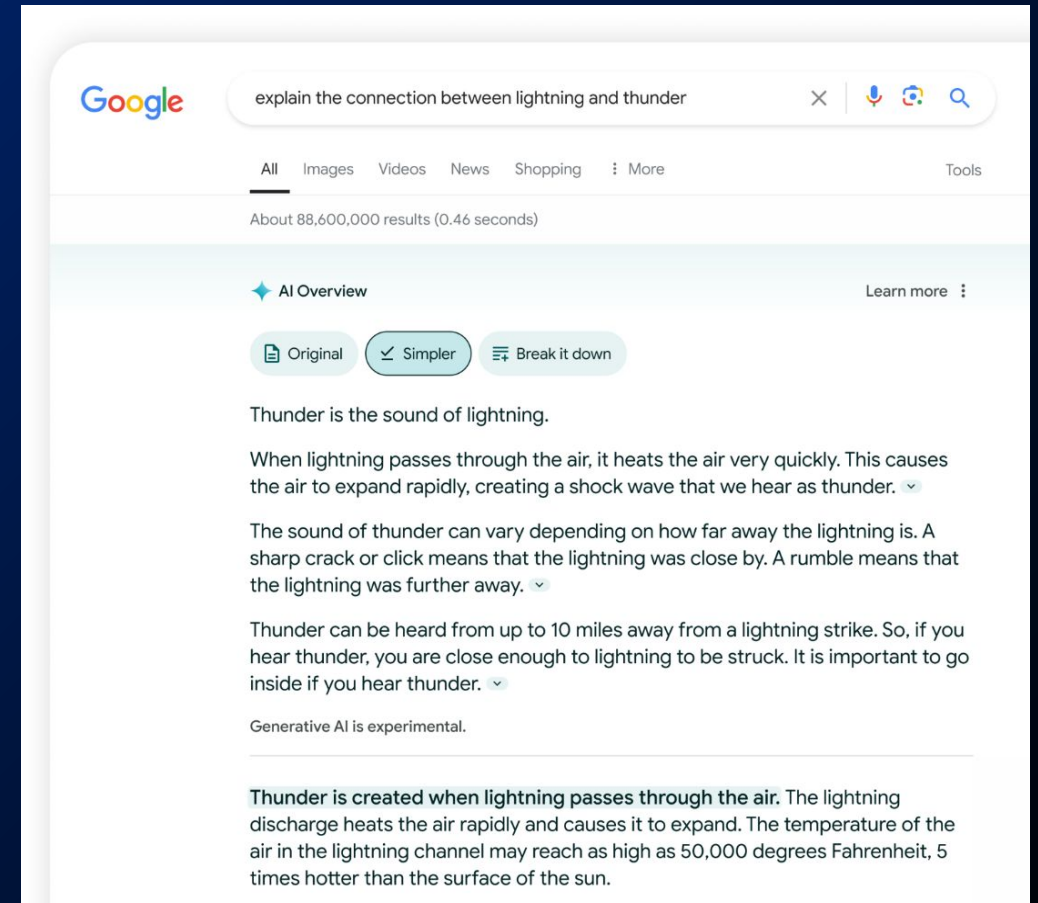


Zero-Click Marketing : How Google & Social Are Killing Attribution

Google's AI now answers user queries —
no click required.

Social media rewards engagement,
not outbound links.

Your audience is consuming your content—
but never landing on your site.



The screenshot shows a Google search interface. The search bar contains the text "explain the connection between lightning and thunder". Below the search bar, there are tabs for "All", "Images", "Videos", "News", "Shopping", and "More". The search results show "About 88,600,000 results (0.46 seconds)". An "AI Overview" section is prominently displayed, featuring a "Learn more" link and three buttons: "Original", "Simpler", and "Break it down". The AI-generated text explains that thunder is the sound of lightning, caused by the rapid expansion of air heated by lightning. It also notes that the sound of thunder varies with distance and that it can be heard from up to 10 miles away. A disclaimer at the bottom of the AI overview states "Generative AI is experimental." Below this, a separate paragraph explains that thunder is created when lightning passes through the air, heating it to temperatures up to 50,000 degrees Fahrenheit, which is five times hotter than the surface of the sun.

Zero-Click Marketing : How Google & Social Are Killing Attribution

A screenshot of a Google search result for the query "explain the connection between lightning and thunder". The search bar shows the query and the Google logo. Below the search bar, there are tabs for "All", "Images", "Videos", "News", "Shopping", and "More". The search results show "About 88,600,000 results (0.46 seconds)". The main content is an "AI Overview" section with a "Learn more" link. Below the "AI Overview" header, there are three buttons: "Original", "Simpler", and "Break it down". The text of the AI Overview is as follows:

Thunder is the sound of lightning.

When lightning passes through the air, it heats the air very quickly. This causes the air to expand rapidly, creating a shock wave that we hear as thunder. ▾

The sound of thunder can vary depending on how far away the lightning is. A sharp crack or click means that the lightning was close by. A rumble means that the lightning was further away. ▾

Thunder can be heard from up to 10 miles away from a lightning strike. So, if you hear thunder, you are close enough to lightning to be struck. It is important to go inside if you hear thunder. ▾

Generative AI is experimental.

Thunder is created when lightning passes through the air. The lightning discharge heats the air rapidly and causes it to expand. The temperature of the air in the lightning channel may reach as high as 50,000 degrees Fahrenheit, 5 times hotter than the surface of the sun.

Engagement Is the New Click: How Users Consume Content Without Visiting Your Site

Lara Acosta · Following
Download Content Code NOW! [Link below]
2w • 🌐

LinkedIn is the biggest cheat code for professionals.

You get access to your dream network for free. ...more

Lara Acosta @Laraacostar

You're 1 post away from your dream career.

One post can get you your dream job
One post can make you go super viral
One post can get you into a new client

All you need is that 1 post.

The best time to start? Right now.

Audrey Chia and 1,631 others · 1,137 comments · 25 reposts

Like Comment Repost Send

High engagement - no clicks

Nick Gerli @nickgerli1

We're in the biggest Housing Bubble ever in 2023.

Home prices, adjusted for inflation, are 85% overvalued compared to their 130-year average.

The only other time the overvaluation came close was in 2006.

And we all know what happened next. 📉

re:venture CONSULTING
Biggest Housing Bubble Ever
Inflation-Adjusted Home Prices 1890-2023 (Source: Case Shiller HPI Real)

8:55 PM · Sep 20, 2023 · 1.6M Views

608 1.7K 7.4K 1.8K

New Attribution Model:

Self-Reported + Dark Funnel Tracking + MMM

1: Self-Reported Attribution (SRA)

2: Dark Funnel Tracking

3: Marketing Mix Modeling

New Attribution Model: Self-Reported + Dark Funnel Tracking + MMM

Step 1: Fix Your Data

Add 'How did you hear about us?' to every lead form

Log sales team feedback on how leads actually find you

Monitor direct traffic & branded search trends

New Attribution Model: Self-Reported + Dark Funnel Tracking + MMM

Step 2: Track Dark Social Activity

Join & monitor industry Slack & Telegram groups

Use social listening tools to track brand mentions outside of your owned channels

New Attribution Model: Self-Reported + Dark Funnel Tracking + MMM

Step 3: Optimizing for Zero-Click Marketing & Marketing Mix Modeling

What Is MMM?

Marketing Mix Modeling is a step in the right direction. It helps measure the impact of different channels by looking at long-term trends instead of individual clicks

New Attribution Model: Self-Reported + Dark Funnel Tracking + MMM

Step 3: Optimizing for Zero-Click Marketing & Marketing Mix Models

Create more high-value native content on LinkedIn & Twitter

Stop measuring success by clicks—focus on audience engagement and brand demand

**The Best
Marketing Isn't
Clicked**



**It's
Remembered**

Thank you

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