

EPISODE 006 FREEBIE

# Revenue Attribution & Predictability Reset™

A 5-Part Marketing Revenue Story Reset + 4-Layer KPI Stack

Make the revenue gap, movement, and next decision visible.

## ATTRIBUTION STORY

### Who touched the journey?

Useful evidence, but not enough to fund, intervene, or forecast with confidence.



## EXECUTIVE TRUST STORY

### Can we hit plan? What changes next?

Shared definitions, common revenue math, visible movement, and a decision-ready cadence.

Use this companion guide to pressure-test Marketing contribution, pipeline movement, and revenue math against executive decision needs.

# Episode Synopsis + Key Messaging

Why executives do not trust the revenue story — and how to reset it.

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## The storyline

- |    |                           |                                                                                                            |
|----|---------------------------|------------------------------------------------------------------------------------------------------------|
| 01 | <b>The paradox</b>        | Marketing can show influence, pipeline return, and contribution — yet still fail the executive trust test. |
| 02 | <b>The misdiagnosis</b>   | Teams add attribution detail, more fields, and more dashboards, hoping precision will create trust.        |
| 03 | <b>The root cause</b>     | Definitions, ownership, revenue math, and operating cadence are not shared across the GTM system.          |
| 04 | <b>The executive need</b> | Leadership needs a clear line from target → gap → movement → outcome → decision.                           |
| 05 | <b>The reset</b>          | Rebuild the story around executive decisions, shared definitions, ownership, and the four-layer KPI stack. |
| 06 | <b>The action</b>         | Pressure-test the current narrative against what the CEO, CRO, CFO, and board must decide.                 |

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## Key messaging points

### Influence is evidence.

It is not the whole revenue story.

### Source reporting can be useful.

It should not carry the entire executive narrative.

### More attribution detail

does not fix a definition problem.

### Predictability means

visible assumptions, measurable movement, and faster correction.

# The Executive Revenue Story Test

A trusted story should enable five decisions on one page.

01

## Target

What revenue outcome are we accountable to?

02

## Gap

Where are coverage, conversion, or retention assumptions off plan?

03

## Movement

What leading evidence shows the engine is improving or deteriorating?

04

## Outcome

What pipeline, revenue, expansion, or protection is being produced?

05

## Decision

What must leadership change, fund, stop, or sequence next?

### THE EXECUTIVE TRUST TEST

**If the story cannot support a decision, it is still a report — not a revenue story.**

# The 5-Part Reset

Do not start with the dashboard. Start with the decision.

01

## Start with executive decisions decisions

List the decisions the CEO, CRO, CFO, and board must make from the revenue story.

02

## Lock the math + definitions

Agree on target, pipeline, stage, contribution, progression, expansion, retention, and risk.

03

## Clarify shared ownership

Define what Marketing, Sales, RevOps, Finance, partners, and AI agents own in creating and moving revenue.

04

## Rebuild the KPI stack

Use Coverage, Readiness, Throughput, and Yield; remove metrics that do not support a decision.

05

## Create the cadence

Review leading movement frequently, economics monthly, and assumptions during each planning cycle.

**Reset principle: keep the metrics that support a decision; remove the ones that only decorate the dashboard.**

# The Four-Layer KPI Stack

Use these layers as a decision system, not another metric inventory.

01

## Coverage

Do we have enough of the right market, buying groups, and qualified pipeline surface to hit plan?

### Example metrics

ICP / target-account coverage  
Buying-group coverage  
Pipeline coverage by segment  
Whitespace + expansion / retention coverage

02

## Readiness

Are the right accounts becoming ready for coordinated action?

### Example metrics

Credible signal penetration  
Engaged buying groups  
Target-account progression  
Fit + intent by segment

03

## Throughput

Can the engine convert readiness into meetings, opportunities, stage movement, and decisions at the required rate?

### Example metrics

Signal-to-action time  
Meeting conversion  
Opportunity creation  
Stage conversion + velocity  
Hand off timing

04

## Yield

What commercial value is the motion producing or protecting?

### Example metrics

Wins + bookings / ARR  
Expansion + retention  
Revenue protected  
Win rate + ROMI  
Cost-to-revenue efficiency

**Guardrail: pipeline coverage belongs in Coverage. Throughput is about conversion and speed.**

# What Each Executive Needs to See

The same revenue engine is viewed through four different decisions.

| EXECUTIVE | NEEDS TO SEE                                                                           | DECISION ENABLED                                           |
|-----------|----------------------------------------------------------------------------------------|------------------------------------------------------------|
| CEO       | Trajectory against plan, biggest risk, biggest growth lever.                           | Where to intervene and what tradeoff to make.              |
| CRO       | Qualified coverage, progression, conversion, velocity, and segment risk.               | Where Sales and Marketing need to change the motion.       |
| CFO       | Assumptions connecting investment to pipeline and revenue; sensitivity and efficiency. | Where to invest, reduce, or reallocate with confidence.    |
| Board     | Plan, trend, confidence, risk, and corrective action.                                  | Whether leadership understands and is managing the engine. |

WATCH-OUT

Do not turn the executive or board story into a channel activity tour. Lead with plan, assumptions, risk, movement, and action.

# Minimum Viable Reset Worksheet

Use this if you cannot rebuild the analytics stack this quarter.

Priority segment / revenue motion:

Executive decision this story must enable:

| LAYER      | 2-3 DECISION-GRADE METRICS       | OWNER | CADENCE | DECISION IT SUPPORTS |
|------------|----------------------------------|-------|---------|----------------------|
| Coverage   | 1. _____<br>2. _____<br>3. _____ | _____ | _____   | _____                |
| Readiness  | 1. _____<br>2. _____<br>3. _____ | _____ | _____   | _____                |
| Throughput | 1. _____<br>2. _____<br>3. _____ | _____ | _____   | _____                |
| Yield      | 1. _____<br>2. _____<br>3. _____ | _____ | _____   | _____                |

## Use the same rule for every metric

- 1

Define it

formula + data source
- 2

Own it

business owner + system owner
- 3

Segment it

motion, tier, region, product, new logo / expansion / retention
- 4

Review it

weekly movement + monthly revenue math
- 5

Use it

one executive decision the metric supports

Minimum viable reset = one priority motion, 8–12 decision-grade metrics, one weekly movement review, and one monthly revenue-math review.

# Copy/Paste AI Pressure-Test Prompt

Paste sanitized revenue-story context. No connector required.

Act as an executive B2B revenue operating advisor. I will provide our current Marketing revenue deck, KPI definitions, and recent performance data. Evaluate whether the story gives the CEO, CRO, CFO, and board enough confidence to make decisions.

Identify:

1. Ambiguous or conflicting definitions.
2. Unsupported assumptions in the revenue math.
3. Attribution claims that create false precision.
4. Missing links between activity, account or buying-group movement, pipeline, and revenue.
5. Missing views of new-logo acquisition, expansion, retention, revenue protection, or revenue at risk.
6. Decisions the current reporting does not enable.

Then rebuild the measurement approach using four layers: Coverage, Readiness, Throughput, and Yield. For each layer, recommend three to five metrics and provide the exact definition or formula, owner, data source, reporting cadence, leading or lagging status, required segmentation, and the executive decision the metric supports.

End with a one-page executive narrative in this order: revenue target, current gap, evidence of movement, likely outcome, key risk, and the next decision leadership should make. Flag any data or assumptions that need validation before the story is presented.

Privacy note: paste sanitized examples, definitions, dashboards, exported tables, and known issues — not sensitive customer data.

Next step: take the Revenue Engine Confidence Index™ at [gtmconfidence.com](https://gtmconfidence.com).