

B2B GUIDE

The B2B Attribution and Pipeline Map

Connect first touch, qualification, routing, opportunity stages, and closed revenue without pretending one model tells the whole truth.

USE THIS WHEN

Marketing and sales disagree about source, stage, or quality.

LEAVE WITH

A shared attribution map

01

Identity

Preserve useful context

02

Lifecycle

Shared definitions

03

Routing

Fast, owned handoffs

04

Opportunity

Connect contact to revenue

05

Decision

Use several evidence views

Working note

Run the working session

Complete the steps in order. Capture disagreement, assign one owner, and put the next review date beside the decision.

- 01 Approve lifecycle definitions together.
- 02 Audit fields that are overwritten or dropped.
- 03 Measure speed and conversion by stage.
- 04 Report pipeline and revenue with lead volume.

Decision record

CONSTRAINT OR DECISION

EVIDENCE

NEXT ACTION

OWNER

REVIEW DATE