



Company Overview

Make confident
go-to-market decisions
through smarter data.

Table of Contents

Part 1 – Business Overview

The Challenge	4
The Solution	6
The Results	8

Part 2 – Product Overview

Fiscal Year Marketing Planning	10
Marketing Highlights	12
Revenue Insights	14
Attribution	16
Revenue Supply Chain	18

Conclusion	20
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The Challenge

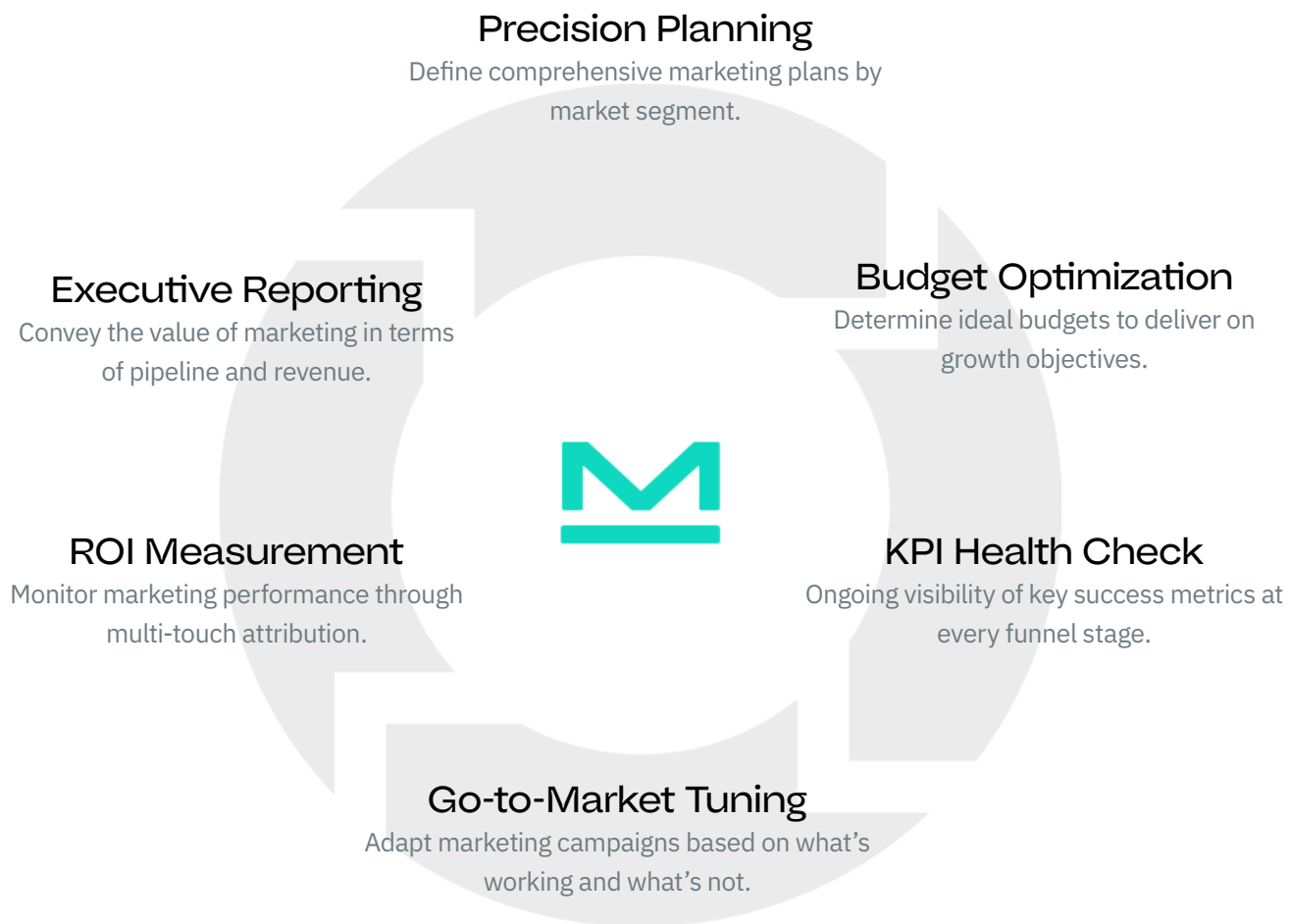
Marketing leaders are facing a significant credibility gap. CMOs have the shortest average tenure of any C-level executive. A core reason for this is that marketing models are disconnected from sales and finance models, and the metrics used to measure marketing contribution don't resonate with the CMO's peers. Marketing is currently centered around generating and converting leads, but the rest of the business cares about opportunities and revenue.

Marketing teams rely on systems from the Marketing Automation (MA), Customer Relationship Management (CRM) and Business Intelligence (BI) categories. These systems were designed to provide the utmost flexibility, so there is often not a clear playbook for building a best-in-class demand engine. As a result, marketing teams have to constantly customize their systems to obtain insights, while marketing systems are further siloed from the rest of the business, and marketing resources are diverted away from growth priorities. Linking marketing activities to revenue is a painstaking and expensive process.

Revenue Marketing is a new category that aims to better connect marketing strategy with revenue outcomes. The goal of Revenue Marketing is to enable Chief Marketing Officers (CMO) to confidently make go-to-market decisions through smarter data.

Smarter Data, Smarter Process

Mperativ helps CMOs to easily implement a scalable go-to-market strategy through smarter data and processes.



Business Overview

The Solution

The Mperativ Revenue Marketing Platform is a Software-as-a-Service (SaaS) offering that aims to eliminate the marketing credibility gap by making it simple to connect marketing strategy with revenue results. and easily implement a scalable go-to-market strategy through smarter data and processes. Mperativ is designed as a strategic platform for use primarily by CMOs. It may also be used by marketing operations, growth marketing, field marketing, or other personnel that are involved in strategic forecasting, planning, measurement, and analytics.

There are 5 core modules to the Mperativ platform:

- 1** **Fiscal Year Marketing Planning** allows CMOs to generate, monitor, and adjust a comprehensive strategic marketing plan.
- 2** **Marketing Highlights** provides CMOs with an interactive overview of the key strategic marketing metrics
- 3** **Revenue Insights** provides CMOs with a full suite of in-depth and interactive visualizations for marketing objective forecasting and analysis.

4 **Multi-Touch Attribution** enables CMOs to identify which content and campaigns are converting ideal customer profiles across the buyer journey to won customers

5 **The Revenue Supply Chain** provides CMOs with an interactive strategic view of the demand engine across marketing and sales, supported by detailed opportunity data.

Mperativ replaces the need for:



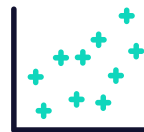
Connecting go-to-market data together using spreadsheets or a data warehouse.



Building custom reports and visualizations in CRM, MA, or BI systems.



Implementing predictive forecasting using data science and machine learning systems.



Building and tracking your marketing plan in spreadsheets, MA, or BI systems.

The Results

Mperativ allows CMOs to:

Be *Precise*

Mperativ uses AI forecasting to generate precise target metrics for each business segment that will be required to achieve revenue goals. CMOs are able to more easily map out their strategic assumptions, ensure they match to their target account strategy, and analyze their progress to identify where more focus may be necessary.

Be *Efficient*

Mperativ applies AI recommendations to marketing pipeline analysis to give the exact pipeline coverage ratios necessary across every business segment to hit revenue goals, rather than assuming flat 3X-4X coverage. This allows CMOs to create more accurate pipeline targets and prescriptive action plans for targeting campaigns, while ensuring they spend their budget optimally to achieve their goals.

Be *United*

With Mperativ, CMOs get a complete picture of their entire go-to-market operations. This helps CMOs to more easily identify the velocity and health of their demand engine, diagnose where changes may be necessary, and have the transparency to ensure all marketing initiatives are being valued and acted on downstream.

Be *Right*

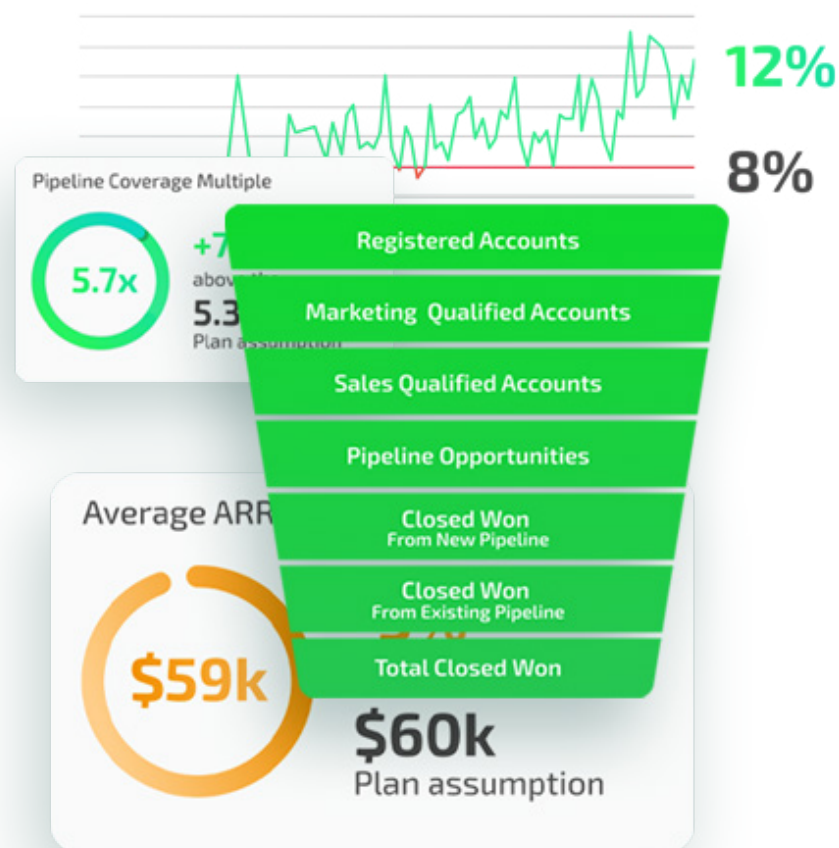
Mperativ provides Multi-touch Attribution capabilities for Revenue, Campaigns, and Content. This allows CMOs to understand and communicate which activities are driving conversions at every stage of the buyer journey, so they have the confidence to target investments in the most effective programs for each stage.

Be *Ready*

Mperativ provides a full suite of marketing insights out-of-the-box, without requiring any effort to build custom forecasting, strategic planning, analytics, and attribution. CMOs get access to a sophisticated level of marketing analysis, without the complexity of putting it together, so they can devote marketing resources back to growth priorities.

Fiscal Year Marketing Planning

Marketing Planning provides CMOs with a framework for the creation and monitoring of their marketing plan, offering a jumpstart on planning for the fiscal year. Marketing Planning applies AI forecasting on a customer's operational data to recommend target metrics based on a customer's quarterly sales goals. The Marketing Planning module allows CMOs to modify the input assumptions to their plan, receive various scenarios based on those inputs, and visualize their progress towards their key target metrics.



Valuable workflows with *Marketing Planning* include:

Generate FY Plan – Create a strategic plan that links marketing to pipeline contribution and revenue.

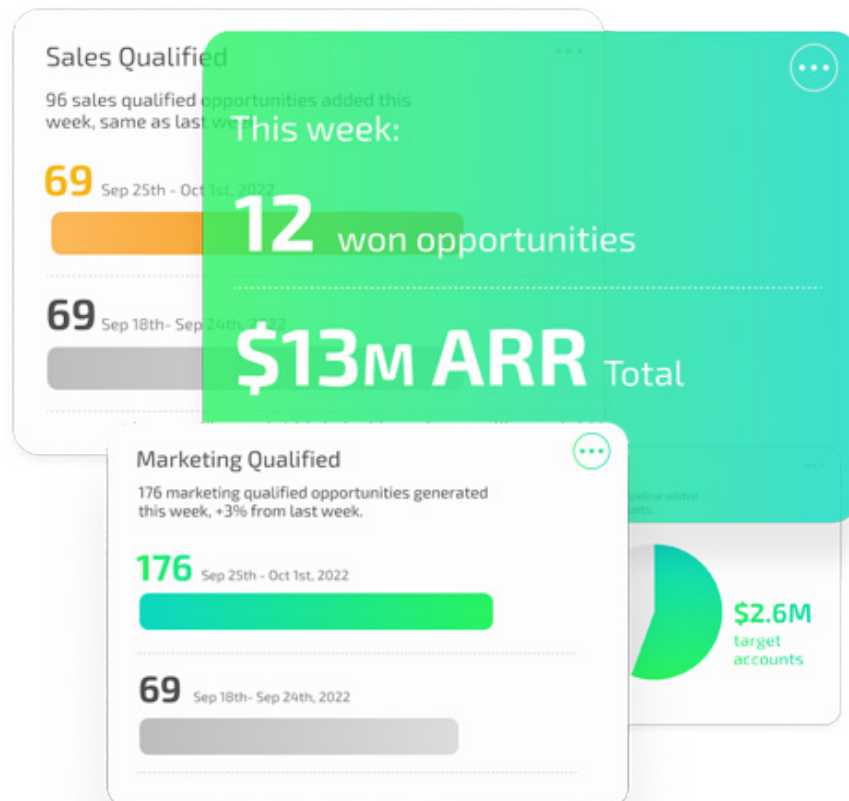
Fine-Tune Assumptions – Measure and modify your baseline assumptions to continuously improve plan accuracy.

Track Momentum – Use actionable target metrics across the demand engine to guide course corrections throughout the year.

Marketing Highlights

Marketing Highlights are an interactive overview of the key strategic marketing metrics. They allow CMOs to easily assess the status of critical performance indicators, including demand generation, conversion rates, campaigns, ideal customer profiles, and target accounts. This helps CMOs to quickly understand the health and velocity of their demand engine and determine whether their marketing strategy is having the desired effects.

Highlights acts as a high-level overview of your marketing practice, with all metrics linking to corresponding Revenue Insights or Opportunities that can be viewed for more in-depth analysis. Highlights supports filtering by user-defined market segments, and by date ranges such as the current week, month, fiscal quarter, or fiscal year. All views can be exported for use in presentations.



Valuable workflows with *Marketing* *Highlights* include:

Monitor Health – Quickly assess the KPIs and velocity of your demand engine.

Get Smart – Better understand and target your ideal customer profiles by tracking key demand generation trends across segments.

Take Action – Leverage insights to implement specific adjustments to your plan.

Revenue Insights

Revenue Insights provides an in-depth set of interactive visualizations for marketing forecasting and analysis. These allow CMOs to dig deeper into the key drivers of their business, and bring to surface compelling narratives about the impact of marketing on revenue and growth. CMOs can customize their analysis by key firmographics such as industry, region, and product, eliminating the need to spend days or weeks manually preparing data to obtain insights.

Revenue Insights includes visualizations for Revenue Generated, Campaign Attribution, Marketing Pipeline Forecasting, Sales Pipeline Coverage, Cohort Analysis, and more. All visualizations support customizing by date ranges, filters, or user-defined market segments, and can be exported for presentations.



Valuable workflows with *Revenue Insights* include:

Executive Insights – Always be prepared with compelling visuals for business reviews or board meetings.

Pipeline Generation – Have a more complete understanding of how to effectively build pipeline to meet future objectives.

Revenue Analysis – Instantly filter by segments, industries, regions, and more, to better identify key revenue drivers.

Multi-touch Attribution

Multi-Touch Attribution in Mperativ identifies the strategic value of content and campaigns across the buyer journey using clear, concise, and interactive visualizations. This allows CMOs to determine where their pipeline and revenue is coming from, and which cross-functional activities best drive sales velocity. Mperativ makes Attribution easily interpretable, helping CMOs to cut through the noise and align the business on what's working.

Attribution capabilities are available in Mperativ throughout every module of the platform. Mperativ can calculate Attribution based on models including first-touch, last-touch, linear multi-touch, or proportional multi-touch, where touchpoints receive credit based on the proportion of influence they had relative to the value of a deal. This helps CMOs to get a more complete sense of what was effective in driving a deal forward.



Valuable workflows with *Attribution* include:

Attribution ROI – Make the most of your resources by identifying the revenue return of every program dollar spent.

Campaign Attribution – Find the right mix of activities by knowing which pieces of content had the greatest impact at each phase of the demand engine.

Proximity-Based Model – Enhance multi-touch attribution with a proximity-based model to get a deeper understanding of pipeline and revenue generation.

Revenue Supply Chain

The Revenue Supply Chain provides a single view of the buyer journey, aligning marketing and sales on common revenue metrics. CMOs get an end-to-end view of how opportunities are progressing from initial engagement to close, instead of measuring the velocity of an opportunity from when it is accepted by sales. All stakeholders are then able to understand how opportunities are being supplied and how marketing investments have contributed to revenue.

The strategic view of the Revenue Supply Chain is supported by in-depth Opportunity Cards that track data such as firmographics, time spent in each stage, an Account Quality Index, campaign responses, and more. The Revenue Supply Chain supports filtering by rich firmographic and opportunity details, as well as date ranges.



Valuable workflows with *Revenue Supply Chain* include:

Complete Picture – Get a strategic assessment of every phase of the buyer journey across marketing and sales.

Accelerate Velocity – Dive into the details to determine how best to drive accounts and opportunities forward.

World-Class Operations – Implement best-in-class practices and visualize the resulting impact on growth.

Conclusion

The Mperativ Revenue Marketing Platform is the first strategic platform to align marketing with sales, customer success, and finance on the cause and effect relationships between marketing activities and revenue outcomes. Mperativ aims to operationalize a better way forward where CMOs can precisely understand and demonstrate how their team's actions matter to the bottom line, while more confidently making go-to-market decisions through smarter data. To learn more about Mperativ, visit our website at mperativ.io. To see the platform in action, contact us at info@mperativ.io.



Whitepaper:
Mperativ Company Overview

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www.mperativ.io