

Campaign Optimization

Challenge

Marketing teams struggle to cut through data to see which campaigns drive revenue. Without clear leading and trailing indicators, success criteria are subjective, leading to distrust and constant justification of investments. To secure resources and optimize strategy, marketing needs a data-driven approach to identify high-impact channels, track engagement, and prove what drives pipeline and revenue.

Solution

A foundational part of the **Mperativ Revenue Marketing Platform**, the **Campaign Optimization Module** cuts through the noise to reveal which channels and campaigns drive pipeline and revenue. With real-time insights into account penetration, pipeline impact, and customer acquisition, marketing can focus on what works, eliminate wasted spend, and refine the strategies that accelerate growth.

Key Features

Channel Cohorts:

Connect marketing and sales with real-time data that tracks which channels and engagements create customers, not just clicks.

Lead Source Cohort Last Synchronized at 01:26PM PST, November 26, 2024

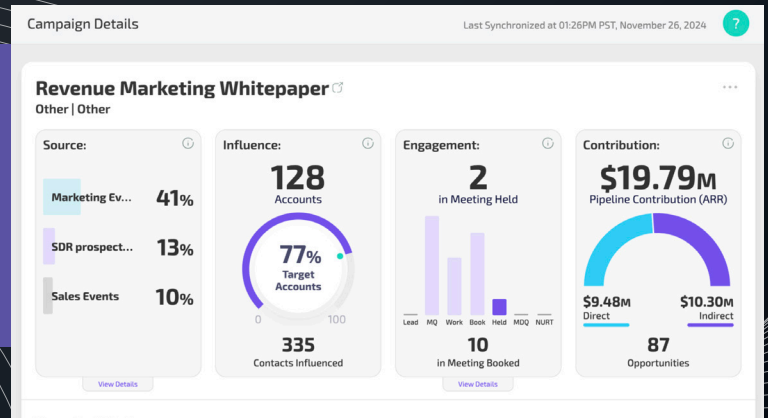
Segment: Global Select: Fiscal Year FY2025 Lead Source Categories: ABM +11 ...

Activity Source Revenue Supplier ARR ACV

Lead Source Activity	Lead	MQ	Work	Book	Held	Pipeline	Won	Pipeline \$	Won \$
Forrester NA Summit 2024	622	321	208	153	95	21	4	\$6.62M	\$1.58M
CMO GTM Event 04.11.24	593	273	188	136	83	23	2	\$6.69M	\$791.00K
Partner Lead Registration	314	167	134	90	63	20	3	\$5.58M	\$1.06M
SDR Financial Services Cam...	163	86	64	47	34	13	2	\$4.01M	\$730.00K
SDR Telco Campaign 01-24	155	65	53	45	28	9	1	\$2.75M	\$362.00K
Other	91	40	27	21	17	4	0	\$1.48M	\$0
Seattle Sales Dinner 03-13-...	88	47	30	28	18	8	1	\$2.13M	\$377.00K
ABM Target Engagement 2	85	41	27	19	12	4	1	\$1.17M	\$319.00K

Campaign Cards:

Ditch surface-level indicators. See precisely how campaigns influence pipeline and revenue based on of-the-moment data.



Customer Acquisition:

Growth isn't mystery - it's math. Track acquisition trends, measure CAC efficiency, and ensure every dollar spent turns into scalable revenue

Conversion Rate Last Synchronized at 01:26PM PST, November 26, 2024

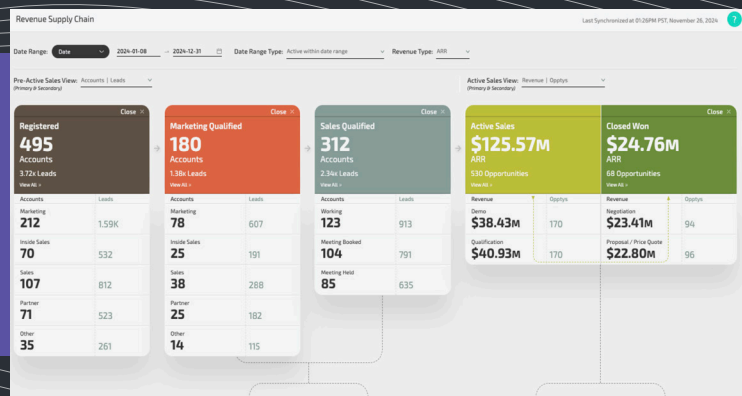
KPI Tracking Conversion Rate Cohort Analysis Multi-Touch Pipeline Contribution Campaigns Ideal Customer Profile Target Accounts

Select: Week Apr 15 - Apr 21 Segment: Global Lead Account: Revenue Supplier: MKT - SDR + 3 ...

Demand Engine	Q1 Total	Apr 15 - Apr 21	Actual %	Objective %	+/-
Registered	1,156	64	100.00%	--	--
Marketing Qualified	665	57	57.53%	61.24%	-3.72
Working	478	24	71.88%	66.48%	5.40
Meeting Booked	341	23	71.34%	80.54%	-9.21
Meeting Held	211	12	61.88%	54.03%	7.85
Pipeline	64	5	30.33%	34.13%	-3.80
Closed Won	9	0	14.06%	11.27%	2.79

Revenue Supply Chain:

Break down silos with an end-to-end view of every dimension of your demand engine – stages, sources, and intent signals – to optimize revenue flow.



Build your Revenue Marketing Strategy

The Mperativ Revenue Marketing Platform lets you build your revenue strategy your way. Pick your path – explore the modules below.

Starter Modules

Marketing Performance

- Account Scorecard
- Lead Scorecard
- Conversion Rate Cohort
- Conversion Rate Funnel
- Revenue Supply Chain

Campaign Optimization

- Channel Cohorts
- Campaign Cards
- Customer Acquisition
- Revenue Supply Chain

Add-On Modules

Pipeline Intelligence

- Pipeline Forecasting
- Pipeline Growth
- Pipeline Coverage
- Pipeline Contribution
- Sales Contribution

Revenue Attribution

- Attribution ROI
- Proximity Attribution
- Campaign Influence
- Campaign Heatmap
- Multi-Touch Contribution

About Mperativ

Mperativ is the leading AI-powered revenue marketing data science platform that directly links go-to-market (GTM) activities to revenue growth. In today's "do more with less" environment, marketing teams must prove their impact with clear, data-driven insights. Mperativ bridges this credibility gap by providing real-time visibility into how GTM efforts drive pipeline and revenue.

Leveraging advanced analytics and machine learning, Mperativ helps teams optimize marketing investments by identifying the highest-value activities for maximum impact. Our platform continuously captures and analyzes GTM trends, applying sophisticated AI models to enhance performance and keep teams ahead in a competitive landscape.

Headquartered in the Bay Area, Mperativ is backed by top Silicon Valley investors, including GFT Ventures, Handshake Ventures, and WestWave Capital.

See how Mperativ transforms GTM strategy with your own data. To learn more, go to www.mperativ.io or contact us at info@mperativ.io.