

Marketing Performance

Challenge

As companies shift from lead-based to account-based marketing (ABM), most demand engines fail to track both accounts and leads, misaligning KPIs with how deals are won. To succeed in revenue marketing, businesses must replace outdated models with a full-funnel approach that connects accounts and leads to pipeline and revenue, redefining marketing success.

Solution

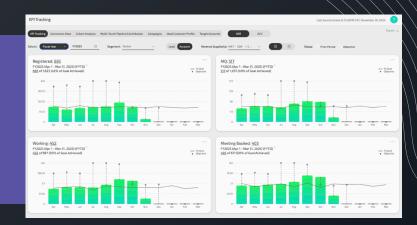
A foundational component of the **Mperativ Revenue Marketing Platform**, the **Marketing Performance Module** reshapes how businesses measure, optimize, and accelerate revenue. Aligning marketing and sales around a full-funnel, account-based view clarifies engagement, conversion efficiency, and revenue progression.

Beyond vanity metrics, it pinpoints friction points, refines targeting, and strengthens influence within buying groups. Real-time insights into account and lead dynamics enable better resource allocation, more accurate forecasting, and marketing strategies that directly drive revenue.

Key Features

Account KPI Scorecard:

ABM simplicity offers a full-funnel view of account progression to track movement, spot stagnation, and measure lead-to-account ratios for true engagement.



Lead KPI Scorecard:

Identify gaps, influence key decision makers, and drive deeper account penetration with visibility into every account engagement and progression in clear buying groups.

Erzeking Conversion Rate Cohort Analysis Mult	5-Touch Pipeline Contribution Campaig	gns Ideal Customer Profit	e Target Accounts A	ACV ACV		
ct: Week Apr 15 - Apr 21	Segment: Global V	Lead Account	Revenue Supplier(s): MKT - S	OR +3 Y	22	
New Logo Lead Objectives	Q1 Objective	Q1 Actual	Apr 15 - Apr 21		Progress	Health Status
egistered	1,174	1,156	64	98.47%		Excellent
Q	719	665	57	92.49%		Good
forking	478	478	<u>24</u>	100%		Excellent
eeting Booked	365	341	23	88.57%		Cood
eeting Held	208	211	12	101.44%		Excellent
-Quarter Pipeline Created (ARR)	\$17.34M	\$17.06M	\$1.35M	98.39%		Excellent
-Quarter Pipeline Created (Count)	п	64	<u>s</u>	90.14%		Good
osed Won (ARR)	\$3.62M	\$3.50M	<u>\$0</u>	96.75%		Goed
osed Won (Count)	8	9	0	112.5%		Excellent

Conversion Rate Funnel:

Understand why prospects stall, pivot, or accelerate so you can engineer a frictionless path to closed-won.

Conversion Rate	Last Synchronized at 01:26PM PST, November 26, 2024				
KPI Tracking Conversion Rate Cohort An	nalysis Multi-Touch Pipeline Contribut	ion Campaigns Ideal Custome	er Profile Target Accounts		Exp
Select: Week V Apr 15 - Apr 2	1 🖺 Segment: Global	V Lead Accoun	nt Revenue Supplier(s): MKT - SDI	1 +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

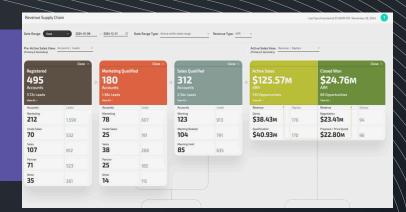
Conversion Rate Cohort:

Watch your demand engine in motion by grouping leads and accounts into funnel-based cohorts to see their progression.

Cohort Ana	alysis					Last Synchronized at 01:26PM PST, November 26, 2	024 ?	
KP1 Tracking	Conversion Rate Cohort Analysis	Multi-Touch Pipeline Contribution	Campaigns	Ideal Customer Profile	Target Accounts		Export ±	
Select: Fisc	tal Year V FY2025 🖰	Segment: Global	Re	venue Supplier(s): MKT -	SDR +3 v			
	Demand Engine	Cohort		Conversion Rate		Median Days		
	Registered	2,947	100.00%			24		
	Marketing Qualified	1,491	50.59%			4		
	Working	1,059	71.03%		5			
	Meeting Booked	771		72.80%		6		
	Meeting Held	511		66.28%		5		
	Pipeline	152		29.75%		132		
	Closed Won	22		14.47%		0		

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.