# MPERATIV

**The Revenue Marketing Platform**

# 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 To succeed in revenue marketing, businesses must replace outdated models with a full-funnel approach that connects accounts and leads to pipeline and revenue, redefining marketing success.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.
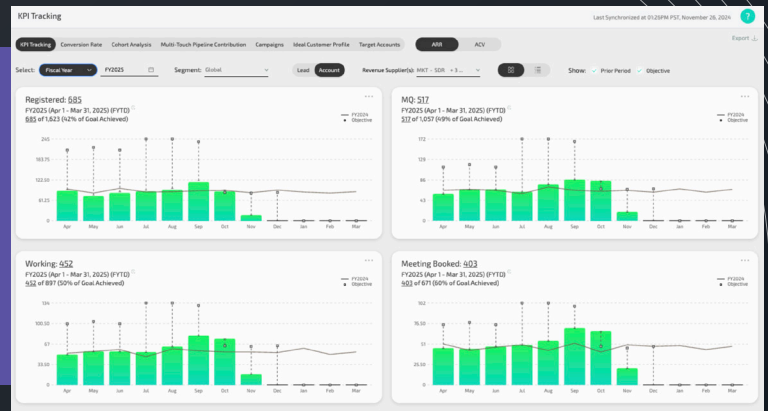


### Lead KPI Scorecard:

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



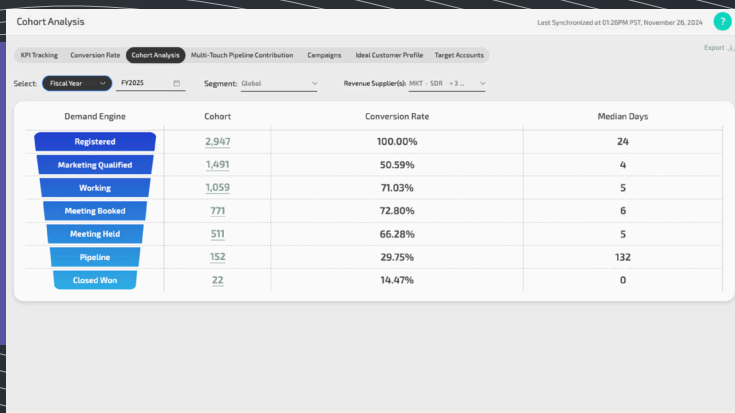### Conversion Rate Funnel:

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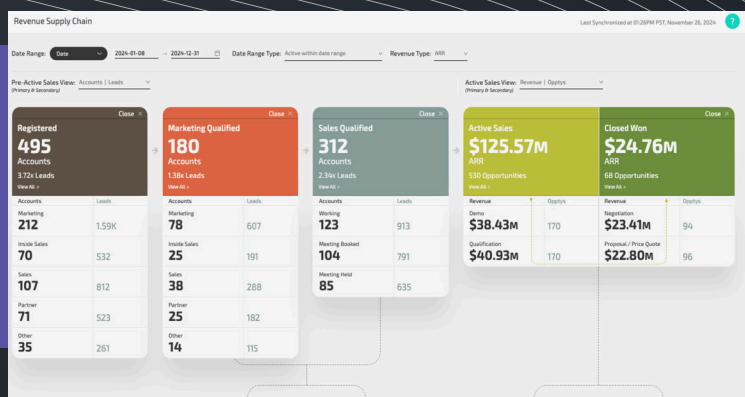
## Conversion Rate Cohort:

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



## 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.