MPERATIV
The Revenue Marketing Platform

Pipeline Intelligence

Challenge

Marketing is often judged by engagement metrics that don't reflect real/actual revenue impact. Without a clear link to pipeline and sales marketing teams face constant scrutiny to justify their business value. To gain executive buy-in, marketing must speak the language of pipeline and sales — demonstrating the ongoing influence on pipeline creation, acceleration, and deals won.

Solution

An add-on to the **Mperativ Revenue Marketing Platform,** the **Pipeline Intelligence Module** delivers the detailed analysis and insights marketing needs to drive and measure predictable growth. It connects investments to pipeline and sales, translating impact into reports CFOs and CEOs want. With real-time visibility, marketing can continuously measure pipeline coverage, adjust investments to fill gaps, and track pipeline trajectory to stay ahead of future growth.
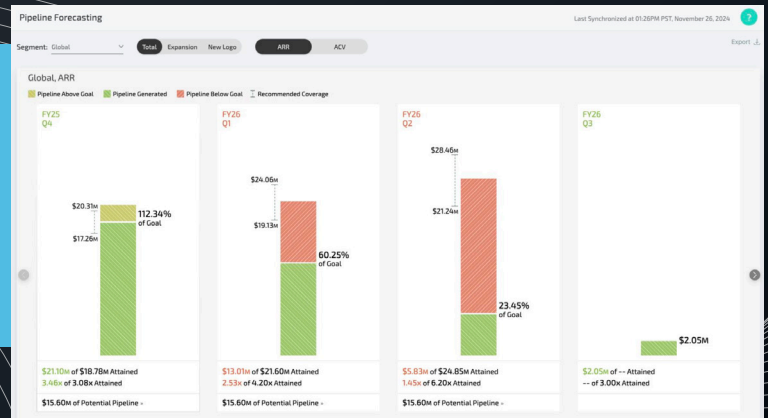
Key Features

Pipeline Growth:

Set aggressive targets for next year's revenue goals with unstoppable pipeline velocity tracking across weeks, months, and quarters.
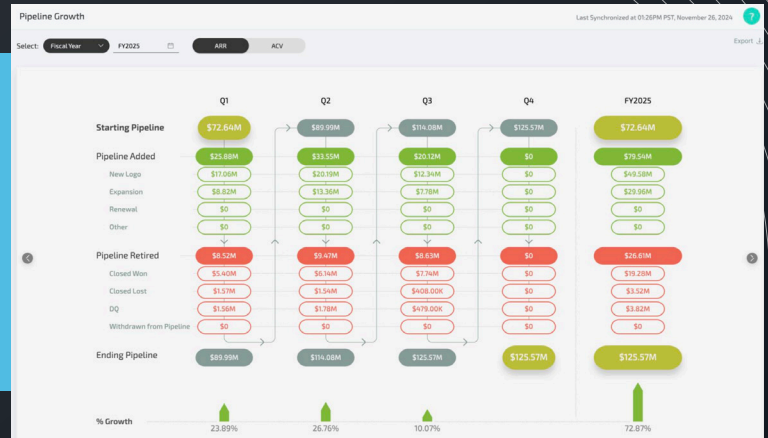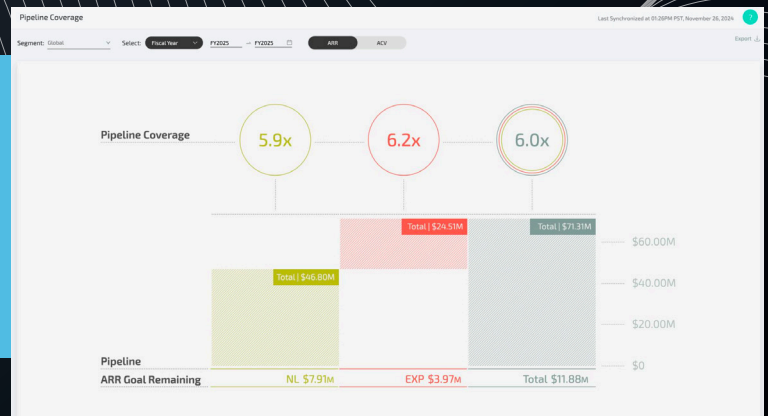

Pipeline Forecasting:

Stop guessing. Start scaling. Every segment, every deal, every quarter — strategically engineered for certainty.

Pipeline Coverage:

Boardroom-ready, investor-proof view of pipeline trends and where to double down.

Pipeline Contribution:

Continuously optimize by knowing exactly how each business function — marketing, sales, SDRs, and partners — influences and drives pipeline growth.

Sales Contribution:

Gain clarity on how each function directly impacts closed deals, ensuring a precise understanding of their role in driving revenue.

Pipeline Contribution by Revenue Supplier

Last Synchronized at 01:26PM PST, Novemb

Segments: Global Select: Fiscal Year FY2025 Opportunity Types: Nl... Revenue Suppliers: MKT – SDR + 3 ...

ARR ACV

Revenue Supplier	Q1	Q2	Q3	Q4 (FQTD)	FY2025 (FYTD)	Contribution %
Marketing	$6.34M	$9.20M	$5.42M	$0	$20.96M	42.27%
Sales	$4.61M	$3.23M	$2.68M	$0	$10.52M	21.22%
Inside Sales	$2.52M	$3.71M	$1.45M	$0	$7.67M	15.47%
Partner	$2.50M	$2.34M	$1.99M	$0	$6.82M	13.76%
Other	$1.10M	$1.71M	$799.00K	$0	$3.61M	7.27%
Total	**$17.06M**	**$20.19M**	**$12.34M**	**$0**	**$49.58M**	**100.00%**

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.