

Revenue Attribution

Challenge

Endless debates over marketing’s value distract from what truly drives growth — pipeline and sales. Traditional attribution models make this worse by fixating on credit rather than insights, creating silos and eroding trust. Marketing needs a new attribution approach that builds confidence by revealing how the customer journey works and which activities fuel a scalable, repeatable growth engine.

Solution

An add-on to the **Mperativ Revenue Marketing Platform**, the **Revenue Attribution Module** is for marketers who need a more strategic view provided by advanced attribution techniques that answer critical business questions, using attribution techniques to answer critical business questions. Mapping the entire customer journey identifies the campaigns most likely to convert and drive growth. With finance-approved formulas, marketing can accurately measure ROI and confidently execute multi-touch engagement strategies that accelerate sales velocity and revenue.

Key Features

Multi-touch Contribution:

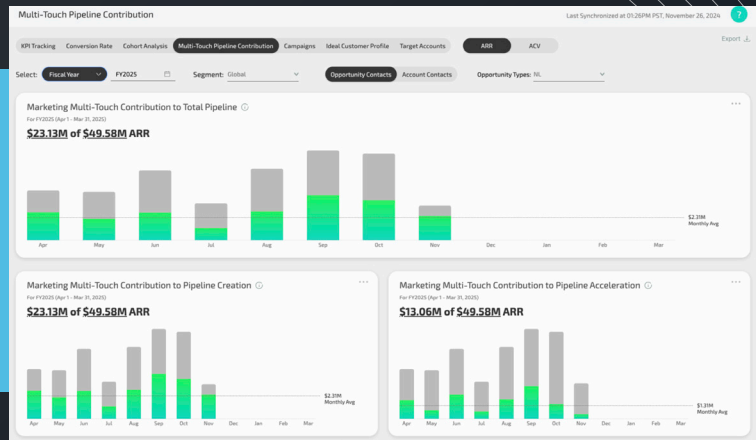
Get a complete view of marketing's impact on pipeline creation, acceleration, and total contribution.

Engagement Heatmap:

Deploy product marketing with surgical precision to amplify conversions, with views into where prospects interact at every stage.

Proximity Attribution:

Pinpoint the real conversion catalysts — not just who showed up last — by tracking the engagement windows that led to stage conversions.



Linear Attribution
Last Synchronized at 01:28PM PST, November 26, 2024

Segment: Global Select: Fiscal Year FY2025 Campaign Type: Advertisement Campaign Revenue Supplier

Campaign	Attribution Counts by Stage						Totals
	Lead	MQ	Work	Book	Held	Oppt	
US/Canada Campaign	51	20	21	8	9	12	131
Trade Shows	33	26	16	8	3	15	92
Google AdWords	26	22	9	5	6	21	92
Teles Campaign	37	23	9	5	2	14	90
Demo Sites/Lit	35	18	15	7	3	10	88
LinkedIn Paid	22	28	13	3	1	16	83
Financial Services Campaign	22	26	12	5	2	12	82
Social Media	33	21	16	5	1	12	88
CRD Campaign	31	28	11	2	3	9	84
Master Revenue Ops	26	23	13	7	3	16	88

Proximity Attribution
Last Synchronized at 07:46PM PST, February 23, 2025

Segment: Global Select: Fiscal Year FY2025 Campaign Type: Advertisement Campaign Revenue Supplier

Campaign	Attribution Counts by Stage (Within 30-Day Lead Conversion Window)							Totals
	Lead	MQ	Work	Book	Held	Oppt	Won	
US/Canada Campaign	36	31	33	54	25	53	2	322
Marketing Operations Forum	66	25	33	32	25	89	5	285
EMEA Campaign	62	25	39	36	22	80	5	279
Rev Ops Whitepaper	57	29	37	33	34	62	1	253
Google AdWords	62	39	31	28	26	58	0	258
Marketing Attribution Whitepaper	58	31	37	32	36	63	2	239
Financial Services Campaign	61	28	26	33	15	63	9	230
LinkedIn Campaign	58	28	33	22	20	39	1	228
Revenue Marketing Whitepaper	56	30	29	35	20	52	2	224
Social Media	52	25	29	39	23	57	0	220
Revenue Ops Whitepaper	50	20	32	21	19	61	6	209

Attribution ROI:

Leverage finance-approved formulas that ensure accuracy, eliminate double counting, and prove marketing's impact with confidence.

Attribution ROI dashboard showing a table of campaign performance metrics. The table includes columns for Campaign, Cost Per Response, Campaign Spend, Attributed Responses, Attributed Pipeline, ARR Per Response, and Pipeline ROI. Data points are provided for various campaigns like US/Canada Campaign, LinkedIn Paid, ABM Strategy, and Social Media.

Campaign	Cost Per Response	Campaign Spend	Attributed Responses	Attributed Pipeline	ARR Per Response	Pipeline ROI
US/Canada Campaign	\$1.09K	\$68.70K	63	\$2.15M	\$34.11K	3,028.84%
LinkedIn Paid	\$2.87K	\$166.39K	58	\$1.87M	\$32.33K	1,026.84%
ABM Strategy 101	\$3.09K	\$151.30K	49	\$1.44M	\$29.29K	848.50%
EMEA Campaign	\$2.88K	\$88.71K	31	\$801.91K	\$25.87K	854.01%
Social Media	\$3.44K	\$165.19K	48	\$1.44M	\$29.97K	770.50%
Marketing Attribution Whitepaper	\$5.68K	\$164.00K	29	\$1.17M	\$40.51K	616.26%
ZoomInfo	\$4.53K	\$154.15K	34	\$950.56K	\$27.96K	518.84%
Financial Services Campaign	\$5.81K	\$274.95K	47	\$1.68M	\$35.35K	512.19%

Campaign Influence:

Track every opportunity, measure pipeline creation in terms of the total dollars influenced, and visualize the complete customer journey from first touch to final sale.

Campaign Influence dashboard showing a table of campaign influence metrics. The table includes columns for Campaign, Pipeline Created, Pipeline Expected Close, and Closed Won Deals. Data points are provided for campaigns like US/Canada Campaign, Revenue Ops Whitepaper, LinkedIn Paid, Demo Form, Marketing Attribution Whitepaper, and CRO Campaign.

Campaign	Pipeline Created	Pipeline Expected Close	Closed Won Deals
US/Canada Campaign	\$11.58M	\$11.49M	\$2.36M
Revenue Ops Whitepaper	\$8.80M	\$6.21M	\$2.55M
LinkedIn Paid	\$7.73M	\$6.42M	\$2.25M
Demo Form	\$7.71M	\$5.02M	\$1.47M
Marketing Attribution Whitepaper	\$7.03M	\$6.44M	\$1.27M
CRO Campaign	\$7.02M	\$4.61M	\$2.46M

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.