MPERATIV

The Revenue Marketing Platform

Why Revenue Marketing?

Mperativ was created to eliminate the complexity of connecting marketing activities to revenue results. Mperativ operationalizes Revenue Marketing, a new approach that recenters marketing metrics on revenue, helping marketers to become agents of growth for the business and to communicate the value of marketing in a more meaningful way.

The three essentials of Revenue Marketing

Operations
Unified Go-to-Market

By refocusing marketing on opportunities and revenue, Revenue Marketing aligns marketing with sales on common metrics. This creates a single way of understanding the customer journey and makes a unified RevOps data model possible

Analytics
Augmented Insights

Focusing marketing metrics on revenue and creating a unified RevOps data model supports a deeper level of analysis across your demand engine, and allows you to dynamically view your business from any angle

Forecasting
Actionable Predictions

Connecting data across the customer journey is the foundation for accurate ML predictions in marketing; it correlates marketing actions with their outcomes in order to make actionable predictions looking forward.

Barriers to Revenue Marketing

A custom solution for the problems Revenue Marketing addresses is an expensive and time-consuming effort due to these key barriers:

CRMs
CRMs require constant customizations to capture time-series data or to get different views of your business

Data Infrastructure
It's technically complex to design, build, and manage data infrastructure

Data Models
Connecting siloed data for a unified view requires designing your own data model
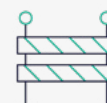
Visualizations
Visualization tools are blank slates where you'll need to build new views for each new business question

Machine Learning
After other infrastructure efforts, setting up ML operations is often a bridge too far

Silos
Siloed systems across marketing, sales, inside sales, and finance prevent common views and metrics

Our Solution

The Mperativ Revenue Marketing platform connects marketing activities to revenue outcomes, creates a 360° view of your demand engine, and uses beautiful visual design to surface interactive data narratives that convey the value of marketing in terms of revenue. With Mperativ, you can easily extract operational insights and articulate the results of marketing investments to executive peers, achieving a more cohesive business that understands exactly how to drive faster growth, all by using the data you already have. And as a SaaS solution, Mperativ eliminates the complexity and runaway cost of building your own custom platform.


Revenue Supply Chain

The Revenue Supply Chain provides a unified view of the customer journey, aligning marketing and sales around opportunities and revenue. Perform fine-grained analysis by digging into the opportunity details behind every metric, and instantly filter using rich firmographics such as industry, region, campaign, etc., allowing you to unearth the shortest pathways to customers and revenue.

Revenue Insights

Revenue Insights uses the core tenets of data journalism to surface critical data narratives across the customer journey. Its interactive visualizations allow you to analyze time series data and meaningfully pinpoint the value of marketing. Drill down into granular aspects of your business while removing the need for manual data preparation before board meetings or executive presentations.

Our Value
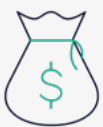
Savings

Get marketing out of the business of building custom solutions. Mperativ is a serverless data warehouse, so there's no development, infrastructure, or consultants required. Just connect your CRM, and we take care of the rest.

Strategy

Mperativ unlocks deep insights for shaping marketing strategy, breaks down functional silos with a unified RevOps approach, aligns your team on the most effective pathways to revenue, and ultimately helps create a more coordinated and effective organization.

About Mperativ

Mperativ provides the first strategic platform to align marketing with sales, customer success, and finance on the cause and effect relationships between marketing activities and revenue outcomes. Despite pouring significant effort into custom analytics, marketers are struggling to convey the value of their initiatives. By recentering marketing metrics around revenue, Mperativ makes it possible to uncover data narratives and extract trends across the entire customer journey, with beautifully-designed interactive visualizations that demonstrate the effectiveness of marketing in a new revenue-centric language. As a serverless data warehouse, Mperativ eliminates the complexity of surfacing compelling marketing insights. Connect marketing strategy to revenue results with Mperativ. To learn more, visit us at www.mperativ.io or contact us at info@mperativ.io.