DEEP FUNNEL ATTRIBUTION

Decode the Deep Funnel

Map Every Touchpoint | Learn Best Conversion Paths | Optimize Marketing Results

RevSure Deep Funnel Attribution helps marketers in every industry gain full-funnel insight into every lead source, campaign, and channel. Our AI-powered solutions give you the key to decode the deep funnel and scale up your best-converting campaigns.

Optimize Every Touchpoint and Buyer Journey

RevSure unites marketing attribution and full-funnel management for unprecedented insight into buyer journeys. Map conversion paths through every touchpoint and understand the best next action to keep buyers engaged.

RevSure's AI-powered Deep Funnel Attribution lets you:

- Gain true full-funnel attribution
- Learn the highest-converting channels and campaigns
- Deep-dive into each channel
- Understand common buyer paths
- See lead journeys by buying stage
- Optimize your next best marketing action
- Adjust your marketing mix across the full funnel

FULL-FUNNEL ATTRIBUTION CHALLENGES

"The challenge is how to attribute between sales, BDRs, marketing, and partners. *Who gets credit* for the pipeline gen?"

CRO

"Most attribution solutions have the problem of death by combinations. What I'm looking for is something that helps me *make decisions quickly* on what's working and what's not."

VP Marketing

Maximize Marketing Results With RevSure Deep Funnel Attribution

Gain true full-funnel attribution: Move beyond first- or last-touch attribution. Gain full-funnel insight with advanced Markov Chain modeling and data integration.

See lead journeys by buying stage: Map touchpoints to buying stage for each lead. See which campaigns perform best, have the highest engagement, and contribute most to pipeline.

Learn the highest converting channels. Understand which channels have the highest contribution towards conversion at each stage of the funnel.

Understand common buyer paths: Craft your campaigns based on the most effective conversion paths from buyers, based on conversion to pipeline.

Deep-dive into each channel: Analyze each channel individually to understand composition and highest-performing demographics.

Optimize the next best action: Use attribution and conversion paths to optimize the next best action for a cohort of leads, keep buyers engaged, and increase likelihood to convert.

Adjust your marketing mix across the full-funnel: Adjust campaign, channel, or lead source mix to optimize marketing results quarter over quarter and generate more revenue.
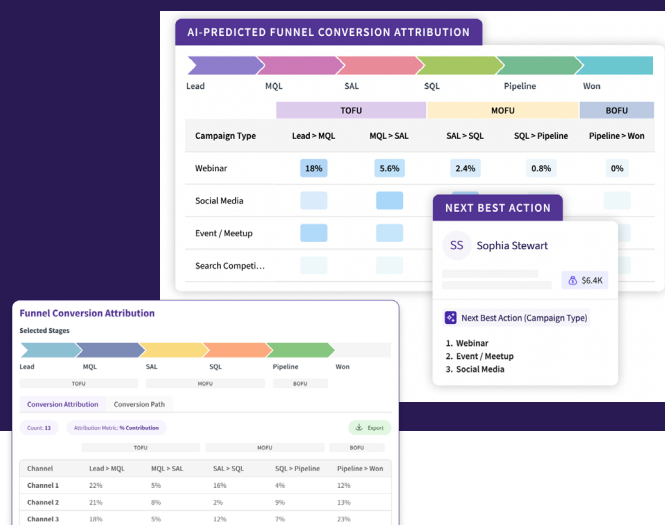
Get the Answers You Need With RevSure

Optimize go-to-market strategy, create more pipeline, convert opportunities, and drive revenue with RevSure solutions.

Marketing ROI and Attribution

- Understand the effectiveness of every marketing campaign
- Make better decisions about how to allocate budgets
- Scale up top-performing campaigns
- Drive conversions and revenue

Pipeline Acceleration

- Ramp up pipeline generation
- Find out which campaigns are generating the best leads—and how to move them through the funnel
- See exactly which leads are most likely to convert

Pipeline Predictability

- Generate consistent pipeline
- Improve pipeline quality and stop leakage
- Turn leads into opportunities and drive conversions

"We are struggling with *accurate attribution* of qualified leads and opportunities from marketing initiatives, accurate prospect journeys, and most impactful touches for conversion."

VP Demand Generation

"We are trying to figure out the right nurturing tactics for leads based on what we have seen work earlier. For example, before conversion, are they scheduling a meeting, raising their hand, or signing up for a trial?"

VP Demand Generation

Request a Demo

Schedule your personal demo to learn how you can gain full-funnel attribution insights and improve conversions.

ABOUT REVSURE

RevSure is the only solution that enables modern marketing teams to build higher quality pipeline and crush their ROI through predictive intelligence, comprehensive funnel management, and full-funnel attribution. Learn more at **www.revsure.ai**