

MARKETING ROI & ATTRIBUTION

Prove ROI & Scale Winning Campaigns

Optimize Marketing Spend, Maximize Pipeline, and Prove Marketing Value

RevSure Campaign Optimization calculates ROI of marketing spend so you can understand the effectiveness of your campaigns, make better decisions about how to allocate budgets, and scale up your best campaigns.

Get the Answers You Need with RevSure

Marketing is an investment, and like any investment, it's important to track the return. RevSure helps sales and marketing teams identify top campaigns, prove the value of marketing spend, and drive pipeline.

With RevSure's AI-powered Campaign Optimization, you can:

- Attribute the impact of every action on conversions, pipeline, and revenue
- Quantify marketing contribution across the full funnel and prove value
- Optimize allocation of marketing spend and budget
- Maximize pipeline and revenue ROI of campaigns
- Scale initiatives delivering a return and pivot under-performing efforts
- Improve lead nurturing and lead-to-opportunity conversion rate
- Reduce pain of calculating and aggregating data for campaign reporting

If you're not currently calculating ROI for your marketing campaigns, it's time to start. Knowing ROI can help you improve your marketing results, get more out of your marketing budget, and build a stronger pipeline.

Crush ROI Challenges With RevSure Campaign Optimization

Tracking the full impact of marketing campaigns is difficult without the right tool, especially across multiple channels, touchpoints, and teams. RevSure Campaign Optimization delivers the AI-powered analysis you need to beat these common challenges:

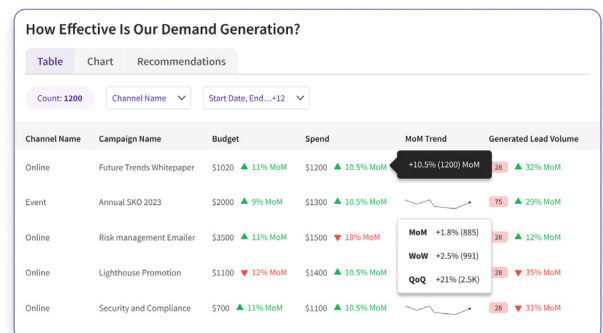
- **Lack of Data:** Tracking and Integration: Data is often collected or tracked inconsistently, making it challenging to isolate the impact of marketing from other factors like product or price changes. RevSure unifies data housed in disparate sales and marketing systems, making it easier to track and analyze.

BENEFITS OF CALCULATING ROI

- Identify which marketing channels are most effective for your business
- Track the return on your investment in marketing over time
- Justify your marketing budget to stakeholders
- Improve marketing campaigns by identifying areas where they can be more effective
- Make better strategic decisions about your marketing

"I need to easily understand the cross-funnel conversion and impact of not just campaigns, but ads and ad groups too. *This is a big ask from my CMO.*"

Head of Demand Gen



- **Inaccurate Attribution:** Even if you have good data, it can be difficult to attribute the right amount of credit to each marketing activity and channel. Customers frequently interact with brands across multiple channels before finalizing a purchase. RevSure lets you know exactly which campaigns are the most influential.
- **Time Lag:** The results of marketing campaigns can take time to materialize, making it difficult to measure ROI in the short term. RevSure enables analysis at granular and aggregate dimensions (campaign type, medium, channel) in real time.
- **Cost:** Measuring ROI can be a costly and time-consuming process, which can be a barrier for small businesses or organizations with limited resources. RevSure analyzes campaign results cost-efficiently and effectively.
- **Lack of Expertise:** Not all marketers have the skills or expertise to measure ROI effectively. This can lead to inaccurate or misleading results. RevSure removes the pain of complex campaign reporting and identifies top-performing campaigns easily.

Maximize Pipeline and Campaign ROI

With RevSure, measure the ROI of your campaigns, make informed decisions about how to allocate your budget, and drive revenue.

How Effective Is Our Demand Generation?

View Metrics by: First Touch Campaigns | Stage: All | Stage Metrics: Generated Value

Channel Name	Campaign Name	Budget	Spend	Gross Cost per Lead	Pipeline ROI	Booking ROI
Website	Pathfactory Analytics	\$2.4K	\$1.6K	\$36.1	9436%	4089%
Conference	Annual SKO 2023	\$2K	\$1.75K	\$42.7	3711%	0%
Email	Prospect Healthcare	\$2.1K	\$2.4K	\$65.8	3676%	0%
Webinar	Risk Management	\$2.4K	\$1.69K	\$36.1	6466%	967%
Partners	Lighthouse Promotion	\$2.1K	\$1.7K	\$38.8	\$3514%	0%

RevSure Demand Generation Effectiveness

- Predicts campaign pipeline and revenue performance
- Recommends the best campaigns to double down on
- Integrates campaigns across Marketing, SDR/BDR and AE motions
- Helps pivot efforts early rather than waiting till the end of the quarter
- Enables analysis at granular and aggregate dimensions (campaign type, medium, channel)
- Removes the pain of complex campaign reporting

RevSure Funnel Conversion Attribution

- Uses Markov Chain-based conversion path analysis and attribution
- Captures contributions and role of campaigns across Marketing, SDR/BDR and AE motion in driving conversions at different stages of the funnel
- Recommends the top journeys to orchestrate to drive conversions
- Analyzes campaign synergies & contribution at multiple levels: campaigns, campaign types, campaign team, campaign medium, region

RevSure Pipeline & Revenue Attribution

- Quantifies contribution of campaigns to pipeline and revenue
- Supports different attribution methods for comparison
- Identifies top-performing campaigns

Struggling with Traditional Attribution and Campaign Reporting? You're Not Alone.

“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

Demand Generation Effectiveness – Drilldown

Filters: None | Period: Previous 365 days | Campaign Attribution: Any touch

Channel Name	Campaign ID	Budget	Spend	Generated Lead Volume	Generated Pipeline Volume	Gross Cost per Lead	Booking Rate
Webinar	ITRM775	\$80K	\$84K	678	4	\$382	3%

View by Value | Funnel View Open

Metric	Lead	MQL	SAL
Lead	\$242M	\$94.1M	\$36.7M

Metrics: Lead, MQL, SAL

Metric	Lead	MQL	SAL
Generated Volume	678	129	44
Generated Value	\$22.5K	\$29K	\$2.1K
Stage to Stage Conversion	10%	5%	82%
Stage to Stage Velocity (days)	51	25	10

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