BUILDING THE FOUNDATION FOR ATTRIBUTION

Best Practices for Creating a Campaign Hierarchy

SAASCEND

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Introduction

The Business Impact of a Campaign Hierarchy

It is critical for every marketer to be able to answer the question, what is working and what is not. To do so, they need to be able to achieve campaign attribution to understand the efforts that are yielding influence on the pipeline and ultimately, return on investment (ROI). However, none of this is achievable if there is not first, a solid foundation of a campaign hierarchy established.

Campaigns fuel marketing attribution reporting data to be able to answer questions such as:

1. Of all my promotional channels, which one has driven the most leads?
2. Which type of campaign has influenced the most revenue?
3. Of all of the events that we sponsored, which one yielded the highest ROI?

Answering these questions empowers marketers with data to make informed decisions of where to spend their marketing budget to drive the most revenue for the business.

Having campaigns structured under initiative types in a hierarchy allows the data to roll up, so that as marketers are filtering data to discover the most successful types of campaigns, they are able to pull in all of the campaigns underneath them.

Without a structured campaign hierarchy, marketers have inaccurate and incomplete campaign performance data which means, they may discontinue a campaign that was in fact performing very well, or they may continue to invest their budget in a channel that is not yielding them any results. Either situation results in wasted time and money for the business.

Therefore, marketing attribution reporting is only as good as the foundational campaign hierarchy structure that is fueling the data.

The End Result

The signs of a successful campaign hierarchy structure include:

1. Parent campaigns that align to types of marketing initiatives with child campaigns underneath them that correctly align
2. Standardized naming conventions
3. Standardized campaign member statuses
4. Associated dates
5. Attributable links for each promotional channel.

These five elements are put into practice for every single campaign that is created to ensure that there is no data missing when attribution reporting is pulled.

The path to arrive at this end state (fig. 1) can be daunting, which is why after working with over 300 companies, SaaScend has created this guide to share the best practices for creating a campaign hierarchy that results in a successful foundation for optimal attribution reporting.

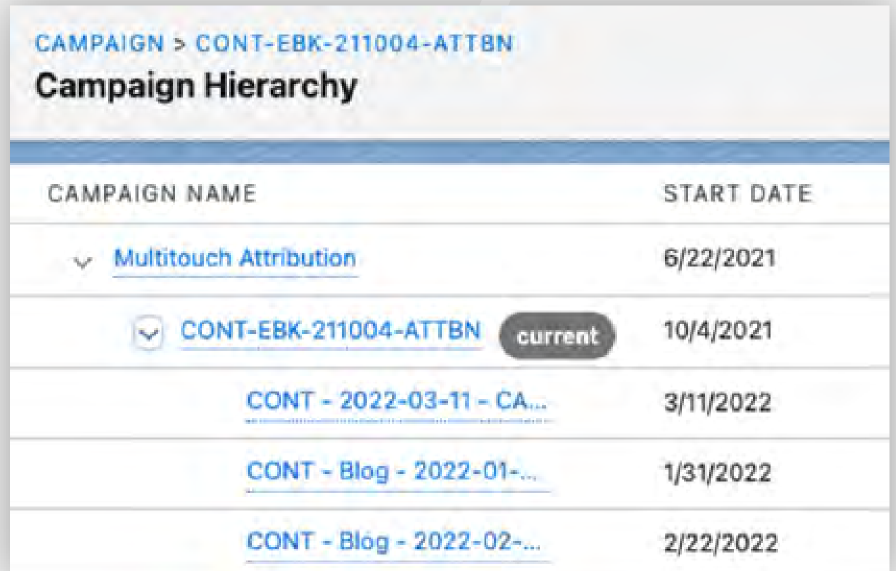


Fig. 1, A three-level campaign hierarchy in Salesforce. The Grandparent is Multitouch Attribution, underneath it is the parent, an eBook on Campaign Attribution, underneath the eBook are promotional channel campaigns driving traffic to the eBook.

Charting Your Path

The goal of this guide is to equip you with the strategic understanding of the type of hierarchy that produces the reporting where you can obtain actionable insights as well as help you understand how to create your own campaign hierarchy from the levels, to the nomenclature, to the member statuses, and attributable links.

Map Your Progress

Fig. A, Progress Anchor

As you read you will notice page anchors like Figure A up above. These anchors are meant to direct your team to an exercise to apply the campaign hierarchy practice that was just explained. Simply click the page anchor to jump to the excercise and review important questions in order to chart your journey to the top, or complete the exercise after each section ends.

If you follow along, by the end of the guide, you will have completed the journey to create your own best practice campaign hierarchy and have established the foundation for attribution.

Section I

Defining Your Campaign Levels & Types

Campaign hierarchies do not have to be complicated, but often they turn out to be after teams start to consider the following questions:

1. How granular should we get when we have five hierarchical levels to work with?
2. What parent and child relationships should we have as we can only pull in one level below in a Salesforce report?
3. How should we separate out campaigns from year to year?
4. How should we incorporate the different products or services that our campaigns relate to?
5. What are the best practices we can use for standardized naming conventions?
6. As heads start to spin with the above considerations then the most difficult question remains, where do we start?

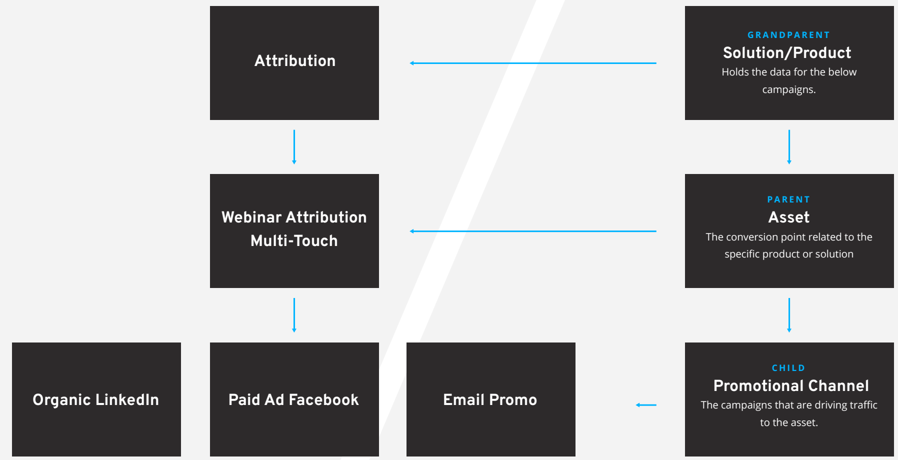


Fig. 2, SaaScend Campaign Hierarchy - An example of the hierarchical structure in practice for a webinar on multi-touch attribution that uses organic LinkedIn, paid Facebook ads, and promotional emails to drive registrations.

The Three-Level Campaign Hierarchy

At a minimum teams should have at least two levels to their campaign hierarchy. The top level being their assets or conversion points and the second level being the promotional channels that drive traffic to them. SaaScend uses a three-level hierarchy approach (fig. 2) with the highest level being our solutions or products.

With a three-level approach a marketing team can answer the following questions and more.

1. Of all the marketing campaigns that we did for our attribution product, which type was the most successful? Webinars, eBooks, Events?

2. Of all the different webinars that we did around our attribution product, which one led to the most meetings?

3. Of all the different promotional channels that we used to drive registrations for the webinar, which one drove the most registrants?

There are five hierarchical levels that can be used when creating a Salesforce Campaign Hierarchy, but it is found that when teams do this, their campaign architecture becomes cluttered, over complicated, and often leads to inaccurate and inconsistent data.

Therefore, it is recommended to stick to two or three levels, but whichever is chosen, stick with it, so that data is consistent throughout the entire organization. SaaScend's three-level hierarchy referenced in Figure 2 is structured as follows.

Grandparent - The Solutions or Product of SaaScend

Parent - The Assets or Conversion Points where a person converts from a visitor to a known prospect or contact. For example, when they register for a webinar, or submit to a form that downloads an eBook.

Child - The Promotional Channels that drive traffic to the above assets or conversion points. For example, organic social, paid media, blog articles, or promotional emails.

Once the relationship of how your campaigns will relate to each other is understood and the hierarchy is established, it is time to build.

Creating Your Campaign Types

Understanding how each level relates to and rolls up to the other, frames the big picture of how the entire campaign architecture will be structured. Once this is defined, then each level can be focused on to frame what each one will entail.

If completing a three-level hierarchy as the one referenced in the previous step, your team can follow along with the below exercise thinking through each level for your own business as SaaScend is provided as an example.

Hierarchy Level I - Grandparent

The Solutions or Products of Your Business

Ask yourself, what are the solutions that we provide for our customers? Do you provide products? Do you provide services? Or both?

At SaaScend, we provide both products and services, so all of our possible Solutions at the Grandparent level of the campaign hierarchy are as follows.

- **Attribution**
- **Forecasting**
- **Campaign Automation**
- **Revenue Operations**
- **Marketing Operations**
- **Sales Operations**

To simplify our hierarchy, revenue operations, marketing operations, and sales operations are at the highest level of category for our services. There was the opportunity to get more granular, for example, instead of Marketing Operations, there could be Lead Scoring & Grading, Email Nurture Programs or GDPR Compliance Setup. However, this level of granularity was not desired from a hierarchy standpoint. Granularity such as this, could be applied into the naming structure, but we will get to that in Section II.

Every campaign that we do aligns to one of these solutions. It not only makes our campaign data structure super clear, but it also keeps our campaign efforts focused into our service offerings helping to ensure that we are staying within our mission and driving business into one of our products or services.

Map Your Progress

Hierarchy Level II - Parent

The Assets or Conversion Points of Your Business

The second level is the assets or conversion points of your business. What are the types of campaigns that you execute where someone will convert from a visitor to a prospect or contact?

At SaaScend, we execute the below campaign types.

- **Content**
- **Events**
- **Webinars**
- **Website Direct**

For most teams, the above list would still be too general to understand the exact initiatives that are leading to closed won opportunities. To take it a step further, SaaScend uses a custom field called sub-type, to answer a question such as, which type of content is driving the most revenue?

Figure 3 is of the Sub-Type custom field that is used in Salesforce. The dropdown picklist values that appear are dependent on the Campaign Type field. Notice how only the Content subtypes appear when Content is selected, such as Blog, Case Study, and eBook.

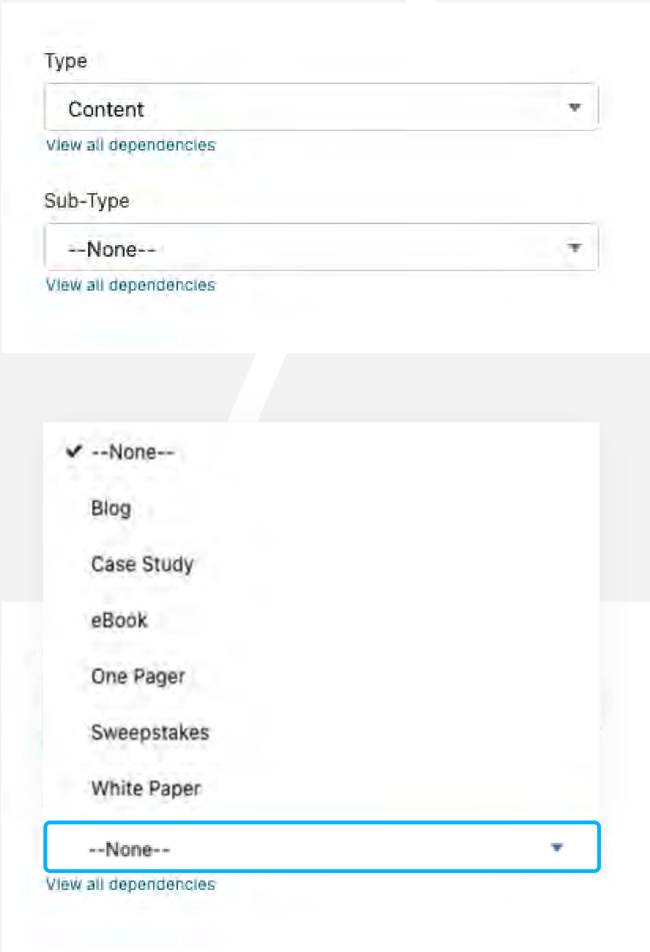


Fig. 3, A screenshot of the Campaign Type and Sub-Type fields in Salesforce on a Campaign Record.

The subtypes for each campaign type that SaaScend uses are defined in Figure 4. These types and then subtypes are used in our naming structure that we will outline in the next section.

Content	Events	Webinar	Website Direct
Blog	Hosted - Dinner	Hosted	Apply
Case Study	Hosted - Happy Hour	Hosted On-Demand	Chat - Intercom
eBook	Hosted - Virtual	Partner	Contact Us
One Pager	Sponsored - Conference	Speaker	Demo
Sweepstakes	Sponsored - Speaker	Sponsored	-
White Paper	Sponsored - Virtual	Sponsored On-Demand	-

Fig. 4 - A breakdown of each Campaign Type and their associated sub-types for a more granular reporting result at the Parent or Asset level.

Map Your Progress

Hierarchy Level III - Child Level

The Promotional Channels of Your Business

The third level consists of the campaigns that you will use to drive traffic to your conversion points.

For SaaScend, we use the promotional channel types seen below in Figure 5.

Keeping the data format consistent, as we had subtypes to facilitate a more granular level of reporting at the Parent level, we have subtypes for the child level as defined in Figure 5.

Email	Organic Social	Paid	Referral	Listings	Sales	Search
Newsletter	LinkedIn	Google	Partner	Salesforce AppExchange	Outbound	Google
Nurturing	Twitter	LinkedIn	Client	HubSpot Partner Directory	-	Bing
Promotional	Facebook	Facebook	Former Client	G2 Crowd	-	Yahoo

Fig. 5 - A visualization of each Campaign Type and their associated subtypes for a more granular reporting result at the Child or Promotional Channel level.

Map Your Progress

Map Your Progress

It's Your turn - Hierarchy Level I - Grandparent

Think through all of your products and/or services that you provide and define your Solutions at the Grandparent level of your hierarchy.

Return to Reading

It's Your turn - Hierarchy Level II - Parent

Think through the different types of campaigns that you run at a high level. Once those are defined, think through your subtypes. If one of your Types is Webinars, what kinds of webinars do you execute? Do you host your own or do you only participate in partner webinars or community webinars where you are a speaker? These are the questions to consider when building the Parent level of your hierarchy.

Return to Reading

It's Your turn - Hierarchy Level III - Child Level

Think through all the types of promotional channels that your marketing team uses at a general level to drive traffic to your conversion points. Once those are articulated, write down the subtypes of each promotional campaign.

Return to Reading

The First Milestone in Your Campaign Hierarchy Journey

If you completed the previous exercise to build your campaign hierarchy, take a second to look at the milestone you just completed. Every step you took, has brought you to your initial structured hierarchy.

Creating the structure of the hierarchy and how the levels relate to each other with the campaign types is a major milestone, but there are more steps to take to get to the final summit. The next one being, creating a standardized naming structure.

Section II

Creating A Standardized Naming Structure

A standardized naming structure for your campaign hierarchy is essential because it allows for easy filtering by campaign name when it comes to reporting, it also makes finding assets easier, and it allows you to get more granular with your data.

The challenges that ensue are the Salesforce Campaign Name field only allows for 80 characters and when marketing teams have more than one person creating campaigns, most of the time each person is doing something slightly different from the next.

Overcoming Campaign Name Obstacles

To overcome these obstacles SaaScend uses a naming structure with abbreviations to save on character spaces and has the naming conventions documented so everyone is aware of the campaign types that the abbreviations align to. Salesforce process automations have also been built on the back end, to automatically structure the name of every campaign based on the campaign type, subtype, and date fields selected, to eliminate human error.

See figure 6 for our campaign naming structure. It demonstrates the names used for a webinar along with two of its promotional channels. Since campaign types and subtypes were defined in the previous section, this part of the naming structure has already been decided for you. You determine the abbreviations.

Fig. 6

Marketing Asset/Conversion Draw ‣ **TYPE**
Promotional Channel ‣ **SUBTYPE**
Date ‣ **YYMMDD**
Asset Name

Campaign Example
A hosted webinar on attribution for 07/21/21

An organic LinkedIn post to promote the webinar on attribution for 07/21/21.

Campaign Name
Webinar-Hosted-210721-Attribution

Social-LinkedIn-210721-Webinar:Attribution

Pro Tip

Use process automations in Salesforce to automatically structure the Campaign Name based on the Campaign Type, Sub-Type, Date, and the Asset Name fields to keep data consistent.

This type of naming structure enables marketers to get as granular as they would like, posing certain questions and then filtering by campaign name in a report to pull performance data.

Since campaign types and subtypes were defined in the previous section, this part of the naming structure has already been decided for you. The only piece left to determine is the abbreviations that you want to use.

Naming Conventions in Practice

At SaaScend, we only abbreviate the Type, but we spell out the subtype. You may want to abbreviate both depending on how you structure your asset names, which we will get to soon.

To give an example of how abbreviations could be structured, the naming conventions used for SaaScend's content types are included in Figure 7.

In Figure 7, to the right, not every type is abbreviated. For example, a shorter type like Paid is spelled out, but each one is capitalized and every campaign starts out with one of these types in the name.

The next piece to consider is the asset name. Remember earlier how the Solutions / Products at the Grandparent level were defined to be as simplified as possible and it was mentioned that services could become more granular within the campaign name? This is where that comes in.

Campaign Type	Naming Convention
Content	CONT
Events	EVNT
Webinar	WBN
Website Direct	WEB
Email	EML
Organic-Social	ORGSOCL
Paid	PAID
Referral	REFR
Listing	LIST
Sales	SLES
Search	SRCH

Fig. 7

For example, at the Solution Level SaaScend has Marketing Operations, but to be more specific, some services that are offered within that umbrella are, Lead Scoring & Grading, Email Nurture Programs and GDPR Compliance Setup. If a team wanted to track the campaign progress that related to more specific services, they can make sure that those services are referenced in the campaign name.

Campaign Names for Granular Reporting

Instead of getting too granular at the Grandparent, Solution Level, use the Campaign Name to reference specific Product or Service variations, but make sure these variations are referenced consistently for their corresponding campaigns.

For example, a hosted webinar on Lead Scoring & Grading happening on June 2, 2022 could be structured as follows.

Parent Campaign: Marketing Operations
Campaign Name: WBN - Hosted - 2022-06-02 - Lead-Scoring-and-Grading

Type	Sub-type	YYYY-MM-DD	Asset Name
WBN	**Hosted**	**2022-06-02**	**Lead-Scoring-and-Grading**

WBN - Hosted - 2022-06-02 - Lead-Scoring-and-Grading

The above asset name is rather long, but it is within the 80 character limit, containing 52 to be exact. If your team decides to go down this path of referencing specific services, product versions, or topics within their campaign naming structure, naming conventions need to be defined and the option to use abbreviations should be discussed.

Pro Tip

Keeping a consistent format for the asset name contributes to the goal of a standardized naming structure, so as you define how your campaign types and subtypes will be used for the campaign name, the asset name also needs to be a part of the campaign nomenclature conversation.

Map Your Progress

It’s Your turn - Section II

1. Decide if you will use abbreviations in your campaign naming structure.

2. If yes, decide on if abbreviations will be used for campaign types, sub-types, and asset names, or just for one of those parts, or for a combination.

3. Once that decision has been made, define the abbreviations that will be used, if any.

4. If you are not using abbreviations for your asset name structure, then decide how assets will be named and articulate those.

The Second Milestone in Your Campaign Hierarchy Journey

By the end of this second exercise, your team should have a written document that defines the exact campaign nomenclature that will be used along with any abbreviations leveraged to stay within the 80 character limit. You have reached the second milestone in your journey and are getting closer and closer to the summit.

The next step will be towards defining your campaign member statuses.

SECTION III

Using Campaign Member Statuses

Campaign member statuses help marketers understand the campaign member's level of involvement with the campaign, how much did they engage? For example, just registering for a webinar versus actually attending it or watching the full recording.

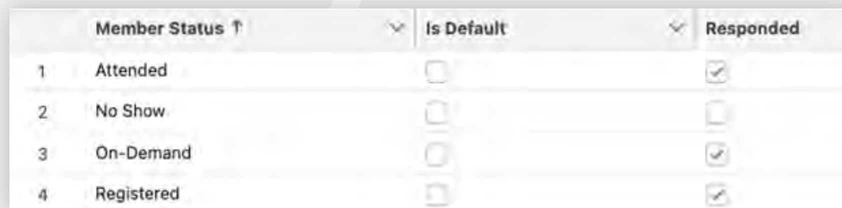
As a part of the next phase of developing your campaign hierarchy, defining the campaign member statuses that will be used for each type of campaign is necessary to pull reports on the different levels of engagement across your campaigns and to keep data consistent. If your typical statuses for a webinar are Registered, Attended, Absent, and On Demand, and instead of On Demand, one time someone uses Watched Recording, then you will have one outlier when you pull a Campaign with Campaign Member report for your webinars.

By default in Salesforce, every campaign has two member statuses Sent and Responded. Most marketing teams would like further insight into what "Responded" actually means for each type of campaign, which is where defining your campaign member statuses comes in.

To give an example, SaaScend uses the following campaign member statuses shown in Figure 8 for Events, Webinars, and Sales.

Events	Webinars	Sales
Registered	Attended	In Sequence
Attended	No-show	Replied
No-show	On Demand	Meeting Booked
-	Registered	-

Fig. 8, SaaScend's Campaign Member Statuses for Events, Webinars, and Sales.



	Member Status	Is Default	Responded
1	Attended	☐	☑
2	No Show	☐	☐
3	On-Demand	☐	☑
4	Registered	☐	☑

A screenshot of the campaign member statuses that SaaScend uses for the Webinar Campaign Type.

A No-show status would not be considered as a responded status because no action was taken on behalf of the campaign member.

When teams are setting up their Campaign Influence reporting, they can use the "Responded" Status to filter out campaign members that did not take a meaningful action with the campaign, such as the "No Show" status.

Creating a New Campaign Member Status in Salesforce

Once campaign member statuses are defined, it is time to add them to the Status Field on the Campaign Object.

1. In Salesforce go to Set Up, Object Manager, Campaign, Field & Relationships
2. Search for Status and click Status
3. Under the Picklist Values click New
4. Add in your defined Campaign Member Statuses, one on each line (fig. 10)
5. Select the checkbox of the Campaign Record type
6. Click Save

Figure 9 - New Campaign Member Status picklist values being added to the Standard Campaign Record Type in Salesforce.

Manual vs. Automated Campaign Member Status Creation

Every time you create a Salesforce campaign, you will need to add the appropriate statuses that align with that campaign type, being sure to mark which statuses are considered as Responded. Salesforce released a feature called "Clone with Related" that allows marketers to be able to clone campaigns with their member statuses helping to save some time, but this only works well if the first campaign had the proper formatting with the right member statuses. For example, inconsistent data can start to happen if one campaign has a status of Register instead of Registered.

Pro Tip

If your team decides to move forward with this manual execution, then it is recommended to make sure that everyone who will be creating campaigns has the defined list of member statuses along with the naming conventions that were defined in the previous section to keep data as consistent as possible.

Creating campaigns with Campaign Member statuses manually is time consuming and there is a risk for human error, so SaaScend uses a Flow in Salesforce to automatically create Campaign Member Statuses based on the Campaign Type chosen. Custom fields for Campaign Type and Campaign Member Status have been created with the Campaign Type as the controlling field (fig. 10), so that when a marketer creates a campaign, they do not have to then spend the time to manually add every campaign member status. This also helps to keep data clean and consistent for better reporting.

Whether updating campaign member statuses manually or automatically, be sure that the team members that will be creating the campaigns are aware of the process and understand the campaign member statuses that will be used for each Campaign Type.

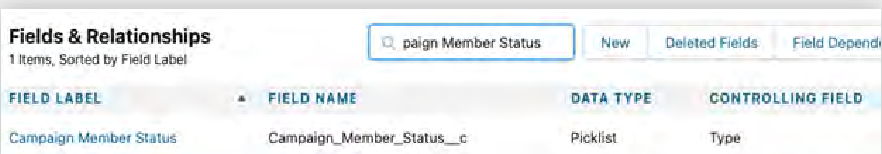


Fig. 10, The custom Campaign Member Status field in Setup under the Campaign Object. The values displayed for the field depend on the Campaign Type chosen.

Pro Tip

Use Salesforce Process Automation to automatically populate the Campaign Member Statuses of a new campaign based on the value chosen for the custom Campaign Type field.

Map Your Progress

It's Your turn - Section III

1. For this exercise, go through your campaign member types that were defined in the previous sections and discuss what the engagement path looks like for each type. Then define which values will be marked as Responded statuses.

The Third Milestone in Your Campaign Journey

You have now defined your campaign hierarchy structure, the naming conventions that you will use, and the campaign member statuses that will define the path of engagement for those that engage with your campaigns. You are on your way to your final milestone which is, using links with UTM parameters for your campaigns at the Promotional Channel level.

SECTION IV

Using Attributable Links for Your Promotional Channels

The whole goal of setting up a campaign hierarchy and putting all this work into formatting standardization is to achieve optimal attribution reporting, so that marketers can understand what is working and what is not.

The most basic form of campaign attribution is a first touch model, capturing a prospect's lead source, or where they first started their journey when they interacted with one of your marketing campaigns. It answers the question, which channels are my leads coming from? However, marketing automation systems provide teams out-of-the-box with insight as to their first conversion point, but there is more setup involved when it comes to accurate lead source tracking to capture the channel that drove the prospect to the conversion point in the first place.

This is challenging when marketers have multiple channels that they are using to drive traffic to their forms and landing pages. Especially when cookie tracking is becoming more and more phased out.

To guarantee accurate lead source tracking, we recommend in our Ultimate Guide to Campaign Attribution, that teams use links with UTM parameters to pass the data through on their forms using hidden fields.

The Five UTM Parameters

1. Campaign - The name of the campaign.
2. Medium - The type of campaign, for example, paid or organic.
3. Source - The channel source, such as, LinkedIn or Facebook.
4. Content - The variation, for example, ad variation A vs. ad variation B.
5. Term - The paid keyword (if applicable).

UTM parameters can be attached on the end of a link for a promotional channel that will drive traffic back to your form or landing pages. When prospects click on a link with UTM parameters and then submit to the form with hidden fields this data will be captured onto the prospect data record.

For information on how to use hidden fields on your forms with your respective marketing automation platform, refer to the links below to access the relevant help article documentation.

MCAE (Pardot)
HubSpot
Marketo

Using Salesforce Campaign ID & Status in Your Links

There are two more that we recommend adding to your link if you are using Salesforce as your CRM which are Salesforce Campaign ID and Salesforce Campaign Status. This will help with adding the prospect as a campaign member to the campaign that drove them to convert in the first place.

When the UTM parameters are added onto the end of a link they look like the below example (fig 11). This link was taken from the SaaScend landing page used to download the Ultimate Guide to Campaign Attribution. A blog article was used as the source, so that the marketing team knows that it was this blog that drove the prospect to that page in the first place when they submit the form.

Original landing page link: https://resources.saascend.com/saas-cend-ebook-campaign-attribution

https://resources.saascend.com/saascend-ebook-campaign-attribution?latest_sfdc_campaign=7011K0000014sTa&campaign_status=clicked&utm_campaign=cont%20-%20blog%20-%202022-04-28%20-%20attbn-links-attbn:ebk&utm_medium=content&utm_source=blog&utm_content=lead%20source%20tracking

Salesforce Campaign ID: 7011K0000014sTa
Salesforce Campaign Status: clicked
UTM Campaign: CONT - Blog - 2022-04-28 - attbn-links-attbn:ebk
UTM Medium: content
UTM Source: blog
UTM Content: lead source tracking

Fig. 11, An example of a link with UTM parameters. Each part of the link is color coded to visually match with its corresponding UTM parameter.

However you decide to create your links with your UTM parameters, the UTM descriptors that you will use for each campaign type and subtype should first be defined.

For standardization and simplicity SaaScend uses the campaign type and subtype to determine the medium and the source. As a reference, the medium and the source values for an organic social campaign on LinkedIn and a paid campaign on Facebook have been defined in Figure 12.

Campaign Type	Medium	Campaign Subtype	Source
Organic Social	organic-social	LinkedIn	linkedin
Paid	paid	Facebook	facebook

Fig. 12, Examples of the UTM parameters, medium and source for the campaign types organic social and paid and for the subtypes, LinkedIn and Facebook.

Pro Tip

It is not recommended to build these links manually as that is very tedious and time consuming. There are a couple resources that you can use to help save your team's time: Campaign URL Builder by Google Analytics and the Automated Campaigns App by SaaScend

Tracking Links as a Custom Object

To keep campaign data centralized in all in one place, SaaScend uses a Custom Object in Salesforce called Tracking Links which is then used on the Campaign Object under Related to make sure that anytime a team member needs to access a link, they can go right to the campaign and all of the data is there for them.

The following Tracking Link shared in Figure 13 is for an organic social campaign on LinkedIn that was used to promote our Salesforce Office Hours on May 5, 2022. When the Tracking Link object is clicked into, marketers can see the defined values for each UTM parameter that is documented using fields on the record.

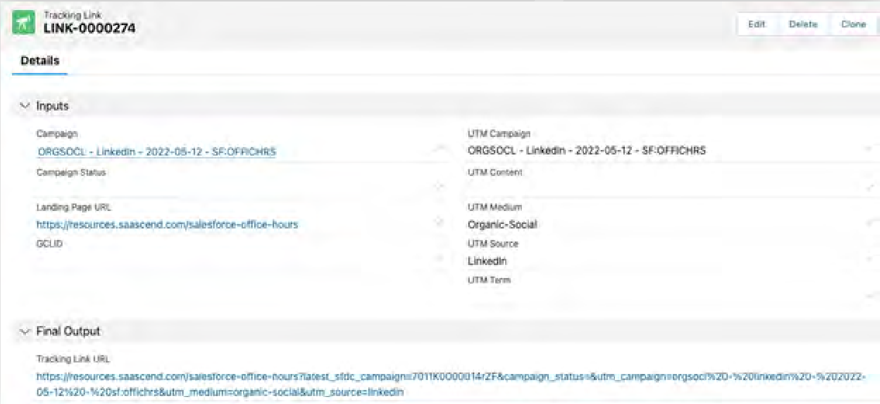


Fig. 13, The Tracking Link Custom Object under the Campaign Related tab that displays the UTM parameter values used to create the Final Output of the link.

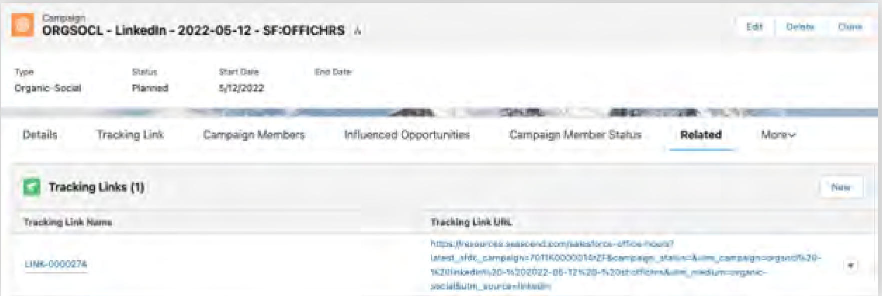


Fig. 13, The Tracking Link Custom Object under the Campaign Related tab that displays the UTM parameter values used to create the Final Output of the link.

There is automation set up on the backend to populate the Final Output section with any updates that are made to the UTM fields on the record. For example, if a specific value was added to the UTM content field, once the field was edited and saved, the updated link would populate in the Final Output section.

However your team decides to create and store the links with UTM parameters for your promotional channels, make sure the process has been defined and that every team member creating campaigns is aware of it.

Map Your Progress

It's Your turn - Section III

1. Define the UTM parameter values that you will use for your different campaign types, subtypes, and initiatives. Which UTM parameters are the most important to you? Do you want to make sure that content is included every time, or with only some campaign types?

2. Once the UTM values are defined, the next step is to decide, where all of the links with UTM parameters will be kept. Will it be a Google Sheet that every marketer creating campaigns will have access to?

You Have Reached the Summit

Congratulations! The last milestone in your campaign hierarchy journey has been completed and you have reached the summit. You now have your structure defined of how each level relates to the other, standardized naming conventions and member statuses, and have UTM parameters defined and ready to use in the links for all your promotional channels.

You now have the campaign architecture in place to have a solid foundation for optimal attribution reporting, but you may need some gear for the future journeys ahead.

SECTION V

SaaScend Campaign Automation

You may be thinking, I do not have the time nor the resources to be able to complete all of the steps explained in this guide. Some of your thoughts could be, “Creating Salesforce campaigns already takes up too much of my time,” or “We already have documentation for our campaign structure, but still have multiple team members creating something different, resulting in inconsistent data.”

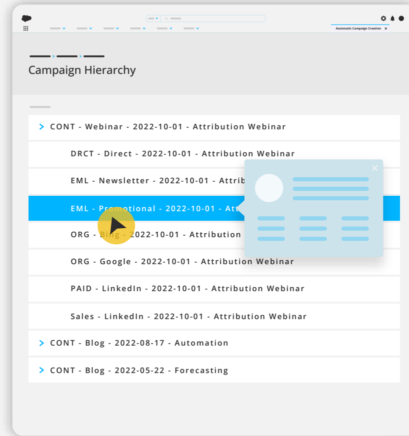
SaaScend Campaign Automation

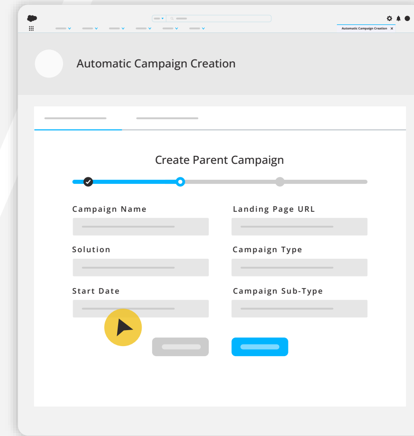
SaaScend has heard these pains from marketing campaign managers time and time again, so to help them scale farther faster and remove the pain that campaign creation causes, our Campaign Automation product was built. It is the only all-in-one campaign management app.

Interested to see it in action?

Schedule a demo to learn more about how SaaScend’s Campaign Automation product can save time, keep data consistent, and automatically provide the hierarchical structure for optimal attribution reporting.

Schedule Demo





Product Highlights

1. Built natively on the Salesforce platform and completely customizable to your business.

2. Creates entire campaign hierarchies in seconds with standardized naming conventions, campaign member statuses, and attributable links with UTM parameters.

3. Automatically structures campaigns into a three-level hierarchy empowering marketers to analyze data by Solutions, Campaign Types, Subtypes, and Promotional Channels.