

The logo for SaaSCEnd, featuring the word in a white sans-serif font with a teal triangle above the 'A'.

SAA<sup>△</sup>SCEND

A dark, blue-toned photograph of a rugged mountain range with sharp peaks and a dense forest of evergreen trees in the foreground.

# THE ULTIMATE GUIDE TO CAMPAIGN ATTRIBUTION

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“ Understand the touch points regardless of if it’s marketing or sales that lead to key inflection points through your funnel. ”

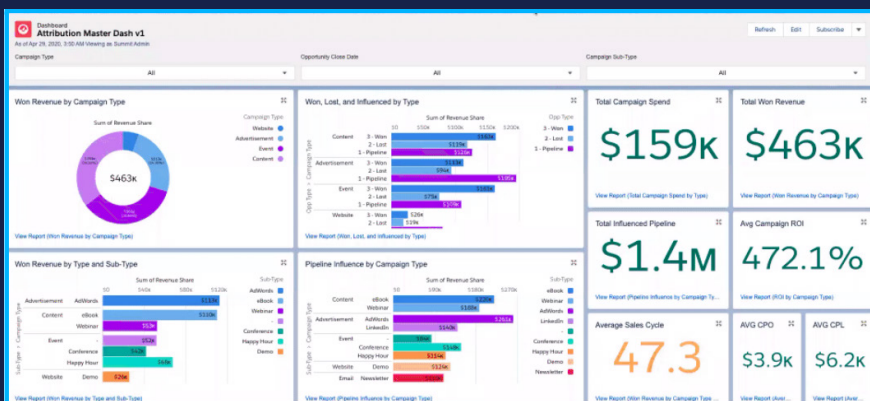
- Craig Jordan,  
Founder & CEO, SaaScend

## Introduction: The Business Impact of Attribution

Clarity for every business leader comes with understanding what is working and what is not. Proper attribution reporting means confidently being able to make informed decisions to drive the most revenue for your business.

Attribution Empowers Business Leaders to:

- Understand which efforts are contributing to revenue.
- Identify the campaigns yielding opportunities.
- Get insights to make data driven decisions.
- Understand where to invest their budget for future initiatives.



The end result of attribution means a dashboard of data answering your business questions and finding out the campaigns that have contributed to successful leads, meetings, and deals.

## Be able to answer:

- ? How many leads have we generated?
- ? How many deals have we won?
- ? How many demos have we booked?
- ? How fast did the deals convert?
- ? How much pipeline have we influenced?

Every leader needs to understand the impact of campaign efforts regardless of if it is marketing or sales. Attribution objectively displays what is working and what is not, which informs leadership of where to invest their time and resources for maximum revenue output.



### PRO TIP

Working to the above mentioned end result takes a lot of time, process, resources, and discipline for a company's Go-To-Market operations. The data needs to capture all of the touch points that a buyer interacts with from the time they click on a link, to be led to a form, and then become a net new prospect, all the way to closed won.





# Section I

## **The Path to Attribution**

Attribution in its simplest form is giving credit to the campaigns that have affected a buyer's journey from the time they click on the first link to when an opportunity is created. How that data is collected and then configured depends on the business and the questions that leadership wants to answer.

## Attribution Models

### First Touch

All credit is given to the very first interaction that the buyer has with the company. For example, the ad that was first clicked.

A buyer such as a Marketing Director named Sara, clicks on a Google ad to be led to a landing page, where she fills out a form and then later becomes a customer. All of the campaign credit for Sara's deal is attributed to the paid ad, because this was her first touch.



### Beneficial for the VP of Marketing.

Understanding the channels that led to successful lead generation helps marketing leadership plan where to invest their budget.



### Last Touch

All credit is given to the very last interaction that the buyer has with the company before an opportunity is created. For example, a sales email campaign to schedule a demo. Looking further into Sara's buyer journey, after she filled out the form on the landing page, she attended a webinar and downloaded a white paper.

A sales rep then followed up via email with Sara and then as a result of her response, opened up an opportunity.

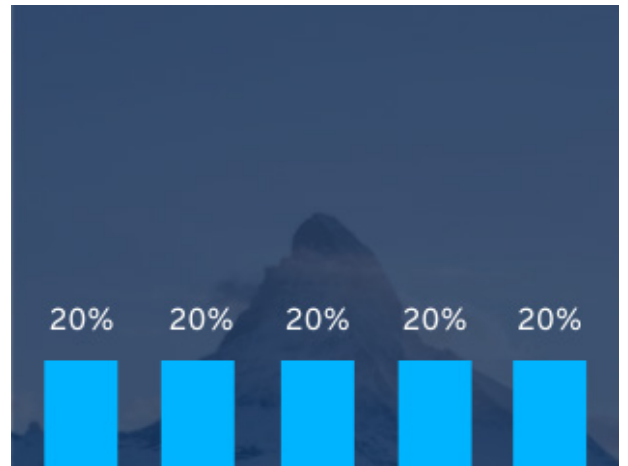
As the email campaign from the sales rep was Sara's last touch before the opportunity was opened, all of the campaign credit for this deal would be attributed to the sales email campaign.

**Beneficial for the VP of Sales.** Typically the last touch before an opportunity is created is with the sales team. A sales leader will want to know which activities are leading to opportunities and then closed won deals.

### Even Distribution

Rather than awarding credit to just one of the buyer touchpoints, weight is evenly distributed among each campaign that the buyer interacted with from the start.

Taking in Sara's buyer journey as a whole, all of the campaign touches would receive an equal amount of attribution. The paid ad, the conversion point on the landing page, the webinar, the white paper, and the Sales Rep's email, would all receive the same percentage of credit.



**Beneficial for Marketing & Sales Operations.** As operations is planning, executing, and coordinating the campaigns throughout the buyer's journey, they will want the full view of all the campaigns that a buyer has interacted with.

## Multi-touch Attribution

The Even-Distribution model is an example of Multi-touch Attribution, giving credit to multiple touchpoints throughout the buyer's journey. For example, a buyer may click on an ad, be led to a landing page, register for a webinar, attend the webinar, download a whitepaper, and then read a case study before sales creates an opportunity with them. Attributing campaigns in this way distributes the credit, acknowledging that each touchpoint has contributed towards the closed won deal.

Multi-touch attribution is a more effective way to analyze how campaigns are impacting different inflection points throughout the buyer's journey. First touch informs teams of how prospects are first entering the funnel, but it only provides a view into that one aspect. Last touch informs teams of the sales activities that are often leading to deals being opened in the pipeline. Again, this also only gives insight into only one point of the buyer's journey.



## 💡 PRO TIP

As teams use multi-touch attribution, they start to get a picture of the ideal journey that will lead to closed won deals, which empowers them to further refine their campaigns throughout that journey to then accelerate funnel velocity.

For example, if there is a trend of closed won deals that came through all on a similar journey of clicking on a paid ad, going to a particular landing page, filling out a form, attending a webinar, downloading a white paper, and then receiving an email from a sales rep, then teams can maximize their impact by putting in more effort and resources towards advancing this particular journey of campaign touches to yield the best results.

Once the decision has been made to use a multi-touch attribution model, the next question to answer is how that credit should be weighed among all of the touchpoints.

## Multi-touch Attribution Model Types

### U-Shaped

More credit is given to the first and the last touch.

The remaining percentage is then distributed evenly among the rest.

In this case, the paid ad that Sara clicked on to first start her journey and the sales email campaign that happened just before the opportunity was opened would each get the higher percentage of credit.



The conversion point, the webinar, and the white paper would then get the remaining percentage left, distributed evenly among them.

**Beneficial for the VP of Marketing and the VP of Sales.** Since marketing and sales typically both have the first and the last touches, this would inform them of the channels that are generating leads and then the activities that are leading to deals entering the pipeline.



## W-Shaped

More credit is given to the first, last, and a certain point in the \*middle. The remaining percentage is then distributed evenly among the rest.

With a W-Shaped model, in addition to Sara's first and last touches, there is a particular point in the middle that also would receive higher credit.

\*An example of a point in the middle would be right before Sara is determined as a Marketing Qualified Lead to be passed over to sales. In this case, the white paper would be this point.

The rest of the touches such as the conversion point, and the webinar would receive the remaining amount, again being evenly distributed.

**Beneficial for the VP of Marketing, VP of Sales, and Marketing & Sales Operations.** In addition to the first and the last touch highlights, the middle touch is also given more credit here. The campaign that leads to prospects turning into MQL's can help inform Marketing & Sales Operations of the campaign that is causing the marketing and sales handoff. This can then inform them of how they can better refine this process and utilize automation for better funnel acceleration.



## Custom



Credit is distributed according to the custom model that the business configures. Each touch could have a different percentage or just certain touches could have the same percentage.

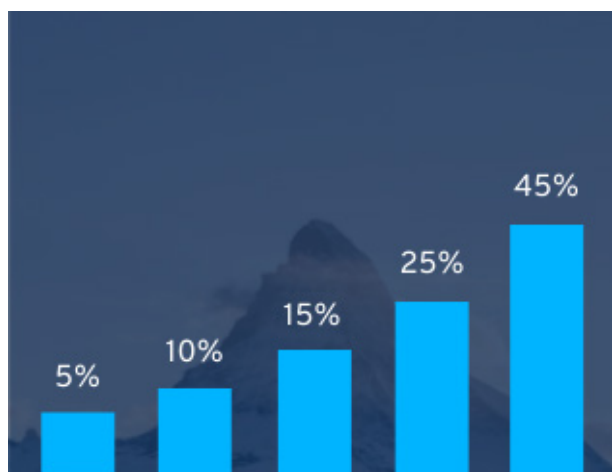
Examining Sara's journey through a \*custom model lens, the paid ad may receive more credit than the landing page, but not as much credit as the white paper and the salesemail campaign. The webinar might also receive its own separate percentage amount.

\*Custom model - This occurs when certain actionable items by the buyer are deemed of a higher value and when leadership determines certain points throughout the funnel to be of more importance.

An example of this could be attributing more credit to attending a webinar versus clicking on a link posted on social media.

**Beneficial for Custom Model Dependents.** In a custom model, it depends on how the touchpoints are weighed in credit that will determine the role that it benefits. As previously stated, if more credit is given to the first touch, this will benefit the VP of Marketing, if more credit is given to the last touch, this will benefit the VP of Sales.

### Time Decay



The most credit is given to the last touchpoint before an opportunity is opened in the buyer's journey and then each touchpoint before then is given less and less credit.

From Sara's buyer journey perspective, the sales email campaign would receive the most credit and then second would be the white paper, third the webinar, fourth the conversion point, and in fifth the paid ad.

**Benefits the VP of Sales.** This model benefits the VP of Sales more as the most credit is attributed to the last touch.

## Which Attribution Model is Right for Your Business?

Each model has its place, but it depends on the maturity of the business. Looking at the current state of campaign execution, what is being done? Is business purely generated via outbound efforts from Sales or Business Development Representatives? If yes, then multi-touch attribution would not be needed in this case.

However, once there are more campaigns implemented, then a multi-touch attribution model is essential to examine the impact of efforts being invested in throughout the funnel.

- Examine the current state of the buyer's journey.
- Evaluate the campaign(s) that are being executed to win business.

- Determine the touchpoints that matter the most to your business model.
- Consider which buyer actions might deserve more credit than others.

At SaaScend, Founder & CEO, Craig Jordan, favors the U-Shaped model. He wants to know which channels drove the prospect to conversion, and then which sales efforts are turning into pipeline. The U-Shaped model will still give credit to the other campaigns in between, but it will place more emphasis on the first and the last touches.

In order to analyze the data and measure campaign performance, information needs to first be collected and configured the right way.





## Section II

# **What You Need to Make Attribution Happen**



## Attributable Link Tracking

Each promotional channel that you use to drive traffic to your form or landing page needs to have a trackable link to capture the source of the prospect for when they convert. This enables your team to capture the promotional channel and the conversion point, as the first touch in this case is not the form or landing page, it is the promotional channel that got the visitor there.

### UTM Parameters

Trackable links consist of UTM parameters, plus the Salesforce Campaign Name and the Salesforce Campaign ID that the link is associated with, as well as the Campaign Member Status.

- Campaign
- Content
- Medium
- Term
- Source

The above are all UTM parameters that can be integrated into your trackable links. For example, an organic social media campaign on LinkedIn that is driving traffic to a landing page to view an on demand recording could have a link that looks like this:

[http://unbouncepages.com/multi-touch-attribution-recording/?sfdc\\_campaign\\_id=7011K0000014Z3c&sfdc\\_campaign\\_status=OnDemand&utm\\_source=linkedin&utm\\_medium=organic-social&utm\\_campaign=orgsocl-lnk-210721-wbn%3Aattbn-rec&utm\\_id=7011K0000014Z3c](http://unbouncepages.com/multi-touch-attribution-recording/?sfdc_campaign_id=7011K0000014Z3c&sfdc_campaign_status=OnDemand&utm_source=linkedin&utm_medium=organic-social&utm_campaign=orgsocl-lnk-210721-wbn%3Aattbn-rec&utm_id=7011K0000014Z3c)

Salesforce Campaign ID: 701150000014

Salesforce Campaign Member Status: On Demand

Source: LinkedIn

Medium: Organic Social

Salesforce Campaign: ORGSOCL-LNK-210721-WBN:ATTBN-REC

When a visitor clicks this link, they are taken to the landing page where they fill out a form. There are hidden fields within the form that are capturing all of the above information.

What the visitor sees on the page...	vs.	What is hidden to track attributable data...
<div>First Name</div> <div></div>		<div>utm_source</div> <div>linkedin</div>
<div>Last Name</div> <div></div>		<div>utm_medium</div> <div>organic-social</div>
<div>Email</div> <div></div>		<div>utm_campaign</div> <div>orgsocl-lnk-210721-wbn:attbn-rec</div>
<div>Watch it on demand</div>		<div>utm_campaign_id</div> <div>701150000014</div>
		<div>utm_campaign_status</div> <div>OnDemand</div>

Upon the form completion, it will be recorded in the CRM that the prospect has accessed the on demand webinar and that it was the post on LinkedIn that got them there.



Hidden fields give direct control to the marketing operations team for the data that is being captured. As long as their attributable links are set up properly, they will be guaranteed to capture all of the UTM information and custom tracking variables that they need whenever a prospect clicks on their link and then submits the form.

With cookie data, teams are reliant on third-party cookie tracking which is being phased out. Google announced that in January of 2022, third-party cookies will be phased out from Chrome. In addition, depending on the marketing automation platform you are using to track the cookies, only certain sites may be automatically captured for the source. The other aspect with cookie tracking is the opt-in notification. Website visitors need to opt-in to cookie tracking and if they opt out, the data that needs to be captured will be lost.



## PRO TIP

To be confident that data is being captured and information is configured to maximize conversion rates, hidden fields set up to capture UTM parameters is the recommended way for best practice.

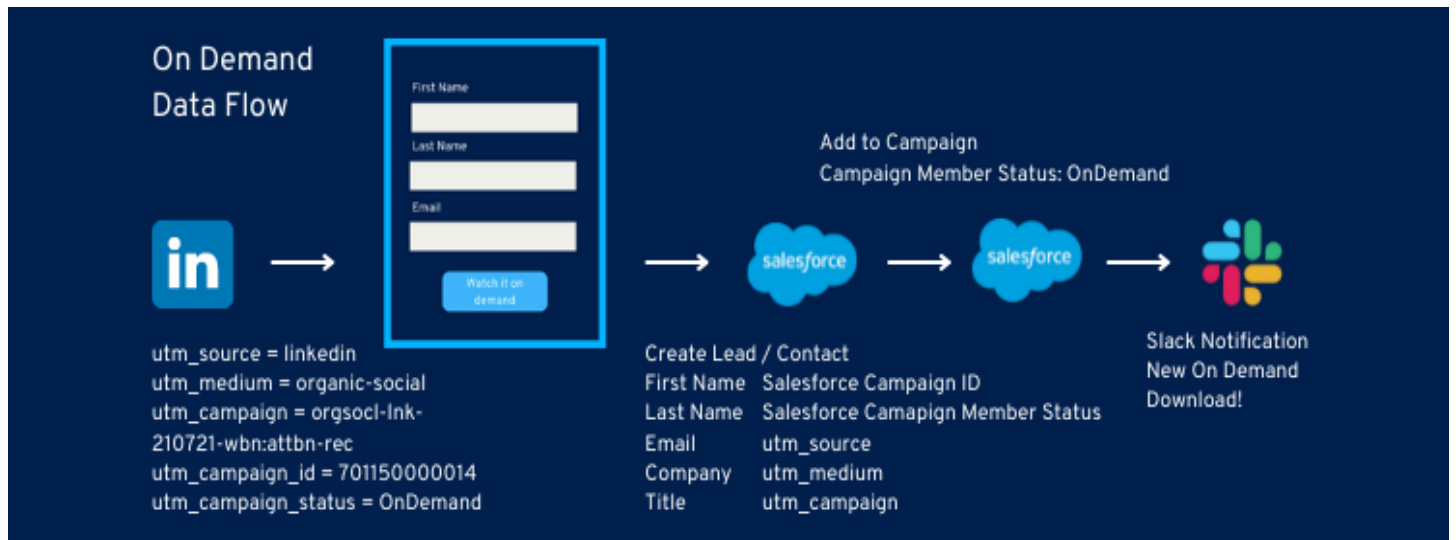
## Lead Capture

In order for the lead capture data to be transferred from the form to the CRM, there needs to be some mapping and configuration that takes place. If the form is hosted within a marketing automation platform that natively integrates with Salesforce, this process is less complicated.

If the form is not hosted within a platform that has a native integration with Salesforce, teams can transfer data a few ways.

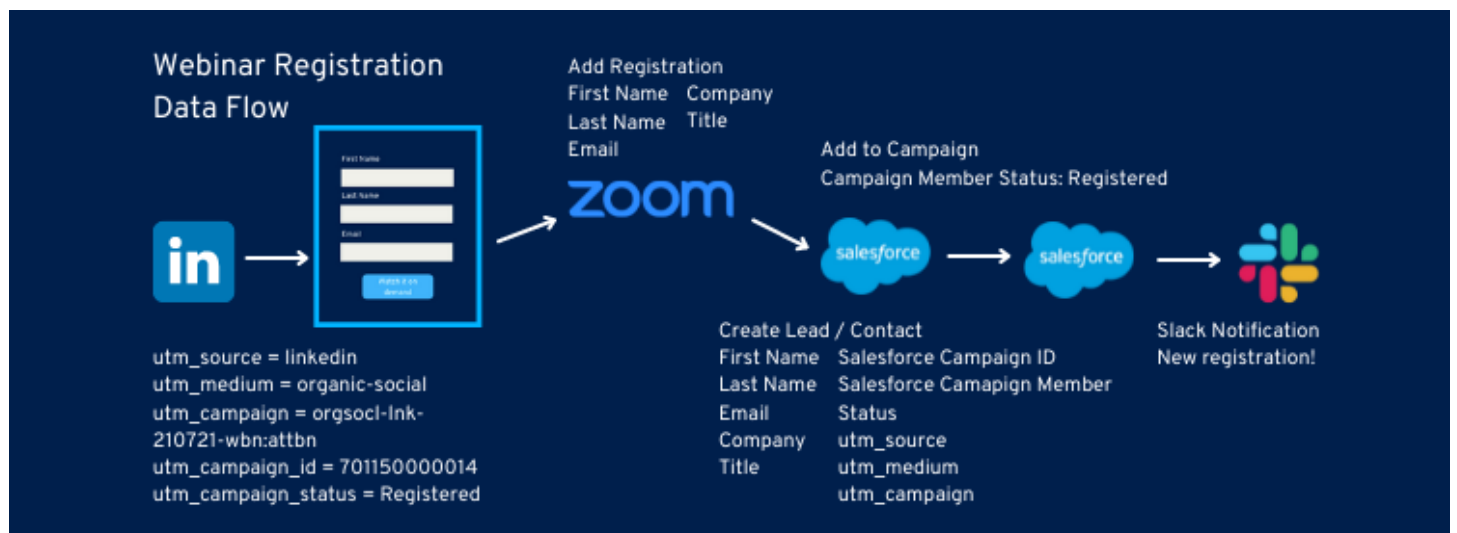
- Configure an automated data flow via integration technology such as Tray.io.
- Manually export the data and then import it into the CRM, adding all the prospects as campaign members.

Aside from the overall data integration from platform to platform, the field mappings need to be properly synchronized, so that the lead is associated with the proper campaign, as well as their source and the type of campaign.



In the above illustration, data needs to flow from the attributable link used on the LinkedIn post, to the form where the information is captured by hidden fields, then transferred to Salesforce for lead capture, or to update a contact, then to add the person as a campaign member to the Salesforce campaign. The Slack notification is an added feature that teams can use to notify sales for when a target account is interacting with marketing assets in real time.

If the situation was for a webinar registration, there would be an extra step in the data flow to make sure that the person is added to the event platform and receives their unique link to join the webinar.



As teams work to manage data flow across multiple platforms, they need to understand the data configurations to get the information into the CRM, so that attribution can be captured accurately.

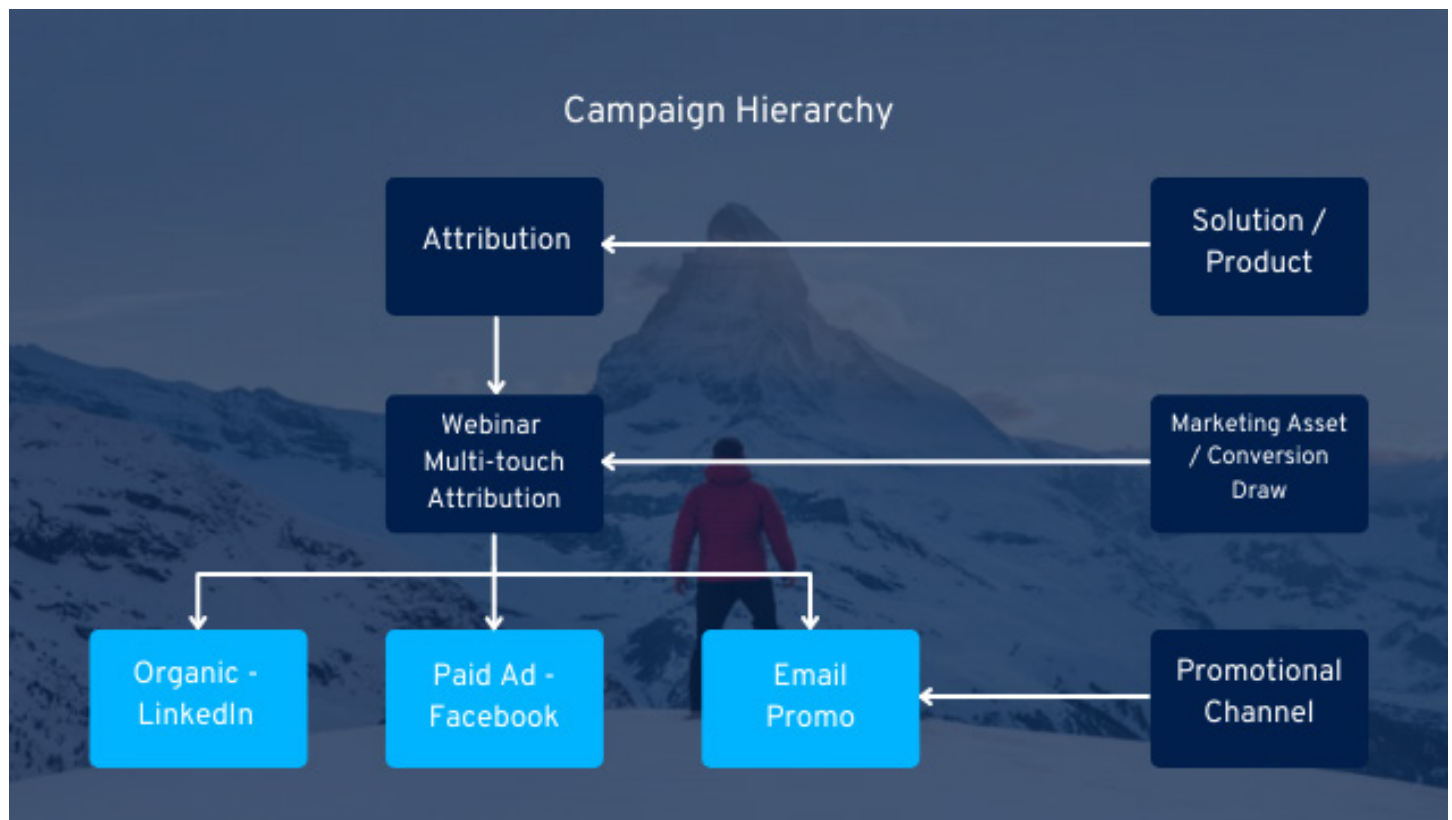
## Campaign Architecture

[http://unbouncepages.com/multi-touch-attribution-recording/?sfdc\\_campaign\\_id=7011K0000014Z3c&sfdc\\_campaign\\_status=OnDemand&utm\\_source=linkedin&utm\\_medium=organic-social&utm\\_campaign=orgsocl-lnk-210721-wbn%3Aattbn-rec&utm\\_id=7011K0000014Z3c](http://unbouncepages.com/multi-touch-attribution-recording/?sfdc_campaign_id=7011K0000014Z3c&sfdc_campaign_status=OnDemand&utm_source=linkedin&utm_medium=organic-social&utm_campaign=orgsocl-lnk-210721-wbn%3Aattbn-rec&utm_id=7011K0000014Z3c)

**Salesforce Campaign:** ORGSOCL-LNK-210721-WBN:ATTBN-REC

To distinguish the promotional channels that are driving traffic to your campaigns, a proper campaign hierarchy needs to be established.

The benefit of having a solid campaign hierarchy is the foundation of the attribution house. You NEED this to be able to understand at a very granular level what is working and what is not.



- Solution / Product: Attribution
- Marketing Asset / Conversion Draw: Demystifying Multi-touch Attribution On Demand Webinar
- Promotional Channel: LinkedIn



This hierarchy will track:

- All of the promotional channels that are driving traffic to the on demand webinar
- The overall success of the webinar
- Its contribution to the bigger picture of the Attribution Product

When creating Salesforce reports on campaigns, teams can filter by parent campaign name, however, the report will only pull in data one level below in the hierarchy. This is why it is extremely valuable to have a consistent naming convention to filter by campaign name to view data from different lenses.

The limitation is that the Salesforce Campaign Name field only allows for 80 characters. Therefore every team needs a defined naming convention for their campaign hierarchy to keep the nomenclature consistent across the organization.

Solution / Product	
Attribution	ATTBN
Marketing Asset / Conversion Draw	
Webinar	WBN
Organic Social	ORGSOCL
Promotional Channels	
LinkedIn	LNK
Twitter	TWIT
Facebook	FCB

SaaScend's naming convention architecture consists of the following structure:

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

Campaign Example	Campaign Name
A hosted webinar on attribution for 07/21/21.	WBN-HOST-210721-ATTBN
An organic LinkedIn post to promote the webinar on attribution for 07/21/21.	ORGSOCL-LNK-210721-WBN:ATTBN
A paid Google Ad to promote the webinar on attribution for 07/21/21.	PAID-ADW-210721-WBN:ATTBN

Notice the consistency across the campaigns. This empowers the team member creating the reports to filter by campaign name helping them to answer several different questions.

Question	Campaign Name Filter
Of all my hosted webinars, which one has influenced the most revenue?	WBN-HOST
Of all my organic social campaigns, which one was the most effective?	ORGSOCL
Of all my paid media campaigns, which one yielded the best result?	PAID

## Contact Opportunity Association

Teams can go to great lengths to ensure that they capture all of the source channel data, have their campaigns set up right, and their campaign members properly associated, but...

When it is assumed that Contact Roles will always be manually added to Opportunities, attribution can be a challenge.



## PRO TIP

If there is no contact associated with the opportunities created in the CRM, then there will be no attribution.

### Solutions for Contact Opportunity Association

- **Validation Rule** - The Salesforce Administrator can create a validation rule where the Contact Role needs to be added to an Opportunity before advancing an Opportunity to the next stage.
- **Salesforce Automation** - The Salesforce Administrator can build an automation to automatically update the Contact Role on an Opportunity based on who the Primary Point of Contact is on an Account.
- **Custom field on the opportunity** - Have a required field to have a Lookup with a Contact to understand the primary that should serve as the Contact Role.

A Contact Role is necessary because this Contact data will pull in any campaign that the person was associated with, allowing for the dollar amount of the Opportunity to then be tied back to the Campaigns.



## PRO TIP

Without attributable links, lead capture, campaign architecture, and contact opportunity association, attribution will not be achieved.

### Campaign ROI, KPIs, and Insights

Once attribution is achieved, aside from campaign ROI, there are several Key Performance Indicators, metrics, and insights to track and analyze that will determine the overall success of a campaign and its impact on the funnel.

- MQL To SAL Rate
- Campaign ROI by channel and subtype
- Cost Per Lead
- Cost Per Opportunity
- Return On Acquisition
- Cost Per Acquisition
- Pipeline Influence
- Pipeline Generation

- Closed Won Attributable Revenue
- Lead to Pipeline Generation Ratio
- Lead to Closed Won Ratio

## MQL to SAL Rate



How many Marketing Qualified Leads were generated from this campaign and then of that amount, how many MQLs advanced to become a Sales Accepted Lead? A Marketing Qualified Lead (MQL) is when a prospect has taken enough marketing activities and meets the agreed upon qualifications to be passed to Sales. To be considered as a Sales Accepted Lead, that MQL needs to be pre-qualified by Sales for them to target to book an introduction or demo call.

$\# \text{ of Sales Accepted Leads} / \# \text{ of Marketing Qualified Leads} = \text{MQL to SAL Rate } \%$

### PRO TIP

It is one thing for a prospect to become an MQL, but it is another for Sales to actually give their stamp of approval to pursue a conversation. Marketing can generate all of the "MQLs" in the world, but if Sales does not deem those leads as acceptable, then the two need to align on their lead qualification criteria.

## Campaign ROI by Channel and Subtype

Return on investment is the amount that the campaign generates subtracted by the amount it costs the business. The difference is the return. There is ROI to measure for the campaign itself, but then there is the overall picture of channel and subtype ROI.

Analyzing ROI by subtype and channel answers questions such as:

- Which campaign type yielded the most ROI? Paid media? Organic Social? Events?
- Of my events, which subtype resulted in the most ROI? Hosted or Partner?
- Of my different paid media channels, which one was the most successful? Google? Facebook? LinkedIn?
- Of my different organic social channels, which one contributed the most revenue? LinkedIn? Twitter? Facebook?

## Cost Per Lead (CPL)

How much the business had to spend in order to generate one inbound lead, determines the cost-per-lead measurement. For example, if the cost-per-click on a paid ad is \$32.47 and this prospect clicks on the ad, is redirected to a landing page, and fills out the form, then the CPL for this paid campaign is \$32.47.

At a high level, this metric will inform leadership of which leads they can hold the most quantity of at the cheapest cost and will help provide a better understanding of marketing spend by calculating costs for a positive funnel.

## Cost Per Opportunity (CPO)

CPO is defined as the dollar amount which was collectively spent in order to generate a potential deal. For the buyer, Director of Marketing Sara, the cost of all of the campaigns she interacted with would be considered the CPO of the deal she was associated with. The cost of the paid ad, the landing page, the webinar, the white paper, and the email campaign would all go into the CPO measurement.



This is typically used to understand which attributable marketing and sales campaigns can hold more opportunities at a cheaper cost.

## Cost Per Acquisition (CPA)

CPA determines how much it costs the business to acquire a new customer. This metric takes into account all of the sales and marketing campaigns, professional cost, and the systems that it took to move a prospect through the funnel from net new to closed won. Sometimes only sales and marketing campaign spend is used to calculate the CPA.



This metric is very commonly used in comparison to lifetime value to be able to determine whether a subscription model is successful. Generally, the LTV should be three times that of the cost per acquisition. This means for every \$1 spent, \$3 are gained in the long run.

### Return on Acquisition (ROA)

ROA is the amount of money gained from a customer after the cost has been subtracted out. The difference is the return. For a customer like Sara, how much money is the company obtaining after the cost of all the campaigns that she interacted with have been subtracted?

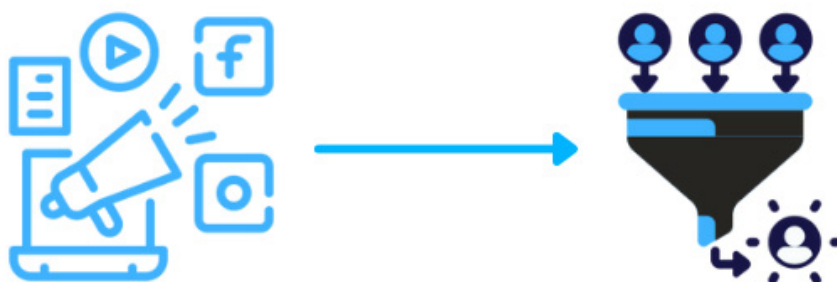
### Pipeline Influence

Pipeline influence considers the campaigns that influenced a lead to become an opportunity in the pipeline, meaning the journey from when a prospect became an MQL, to SAL, to a Sales Qualified Lead. In Sara's case, the campaigns that influenced her to move forward with a deal discussion, causing sales to open an opportunity.

### Pipeline Generation

Pipeline generation is the amount of pipeline that was generated from a particular campaign, meaning how many opportunities were opened as a result of this effort? Similar to ROI by campaign subtype and channel, this analysis can also be done for pipeline generation.

- Which campaign type generated the most pipeline? Paid media? Organic Social? Events?
- Of my events, which subtype resulted in the most pipeline? Hosted or Partner?
- Of my different paid media channels, which one was the most successful? Google? Facebook? LinkedIn?
- Of my different organic social channels, which one contributed the most pipeline generation? LinkedIn? Twitter? Facebook?



## **Closed Won Attributable Revenue**

The amount of revenue generated from closed won opportunities that can be attributed back to the campaigns throughout the buyer's journey. This metric directly relates back to the importance of Contact and Opportunity Association.

## **Lead to Pipeline Generation Rate**

Of all of the leads that were generated from this campaign, how many turned into deals in the pipeline? Over time teams can observe trends and use this metric to then make projections and goals for how many deals different campaign types and channels will generate.

$\# \text{ of Opportunities Generated} / \# \text{ of Leads Generated} = \text{Lead to Pipeline Rate } \%$

## **Lead to Closed Won Conversion Rate**

Similar to Lead to Pipeline, Lead to Closed Won measures, of all of the leads that were generated from a campaign, how many turned into customers or closed won deals? Once there is historical data and trends that can be observed, projections and goals can then also be made for the amount of closed won opportunities different types of campaigns and channels can generate.

$\# \text{ of Opportunities Won} / \# \text{ of Leads Generated} = \text{Lead to Closed Won Rate } \%$



# Section III

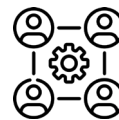
## **The Attribution Challenge & Solution**

## The Attribution Challenge



**Time.** Every campaign initiative requires an entire campaign hierarchy to be created including a campaign for each promotional channel along with a trackable link.

This takes serious time and dedication on behalf of the marketing operations team.



**Resources.** Attribution execution takes serious domain expertise; from mapping data of hidden form fields, to creating automation that associates contacts to opportunities.

Teams may not have the resources to fulfill the necessary configurations.



**Disparate Systems.** Depending on a company's tech stack, platforms may not be aligned to the CRM, resulting in data silos from disparate systems.

Teams may be forced to spend their time exporting and importing data, just hoping to collect what they need to examine campaign impact.



**Discipline.** There needs to be a consistent process of campaigns, links, and opportunity creation in order for attribution data to be created, which takes discipline on behalf of the team.

As teams are stretched thin by having to do more with less, always following complex processes can be problematic.

## The Attribution Solution

If a team does have the time, resources, aligned tech stack, and discipline to establish an attribution model, create proper campaign hierarchies, produce the right trackable links, map the data, and have contacts associated with opportunities, then they will be able to achieve exceptional attribution reporting.



SaaScend recognizes that as businesses grow and scale they might not have the time, resources, people, or aligned systems to obtain the data they need in order to determine what is working and what is not.

To solve this challenge, the SaaScend Attribution Product was created to:

- Function within the CRM
- Make the whole process streamlined and scalable
- Be compatible regardless of marketing automation platform
- Reduce operational costs
- Empower GTM teams with the data they need to make informed business decisions

## **SaaScend Attribution Product Results:**

### **The Ultimate Dashboard**

- ✔ Instantly filter by Promotional Channel AND Conversion Channel
- ✔ Seamlessly Transition Between Attribution Models
- ✔ Uncover Generated Pipeline
- ✔ Determine Campaign ROI vs. Cost
- ✔ Understand Funnel Velocity & Time Horizon
- ✔ Identify What is Working and What is Not

### **Scalable Campaigns**

- ✔ Create Entire Campaign Hierarchies in Bulk
- ✔ Automatically Generate Trackable Links
- ✔ One Landing Page for All Your Promotional Channels
- ✔ A Structured Naming Convention Across All Campaigns

## **What this Means for Teams**

- Maximized time and overhead costs reduced.
- Accessible reports all within the CRM for one source of truth.
- Reporting silos eliminated from disparate systems.
- Attributable data for each touchpoint in the buyer's journey.

**Contact the SaaScend team to see the Attribution Product in action.**