

Datorama Marketing Attribution Accelerator



Smart Data. Smart Dashboards. Smart Decisions.

Connect marketing data in one place – in real time. Make data-driven decisions. Attribute revenue and drive ROI.

And that’s just the beginning. See how with this proven solution, built by Perficient and powered by Salesforce.

Data-Driven Decisions. Real-World Results.

- Create real-time insights, and enable faster changes to optimize marketing performance.
- Make smart decisions, and elevate marketing and sales visibility across the organization.
- Connect marketing attribution to overall business goals like revenue growth.

How It Works: 3 Elements for Success

Buyer Journey Optimization

See interactive dashboards showing results across the buyer journey.

- Get rich data sets that feed advanced analytics models.
- Gain data enriched with storytelling elements such as goals, benchmarks and trends.
- Use real-time filtering based on key performance indicators.

Marketing Campaign Attribution

Get centralized analytics to make data-driven decisions.

- Gain robust analytics, strategic insight and revenue attribution within CRM.
- Automate URL tagging and CRM campaign creation through URL builder and smart pixel.
- Centralize reporting in CRM to connect asset data with campaigns.

Marketing Data Transformation

Transform source data into “smart” data.

- Connect disparate data sets using external campaign IDs.
- Enrich the data story with metadata attributes.
- See creative images merged into data sets for visual representation.

Platforms

