

# Campaign Attribution Platform

## Visualize Campaign Performance in Salesforce

Understand the campaigns that are driving results for the business. Discover their impact on the funnel and closed won deals—all on a customizable, natively built dashboard.



### BUSINESS IMPACT

- Clarity into performance. Be able to pinpoint where to invest resources for greater impact.
- Insight into your funnel. Discover the campaigns generating qualified leads, meetings, and pipeline.

### FEATURES

- Flexible dashboard. Easily update the attribution model, campaign filter, and source channels to understand campaign outcomes.
- Turnkey data structure. Create entire campaign hierarchies in bulk with consistent naming conventions and ready-to-use attributable links.

### THE PRODUCT DIFFERENCE

- Customizable to your tech stack. Integrate with any Marketing Automation platform.
- Visualize funnel velocity. Understand how fast leads advance through lifecycle stages based on campaign type.



*"I had far greater insight into our business and was empowered to lead the team for success."*

-Wes Cobb, VP of Sales

[Start Your Journey](#)

Reach the Peak of Your Revenue Potential. **SALASCEND**