# 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**

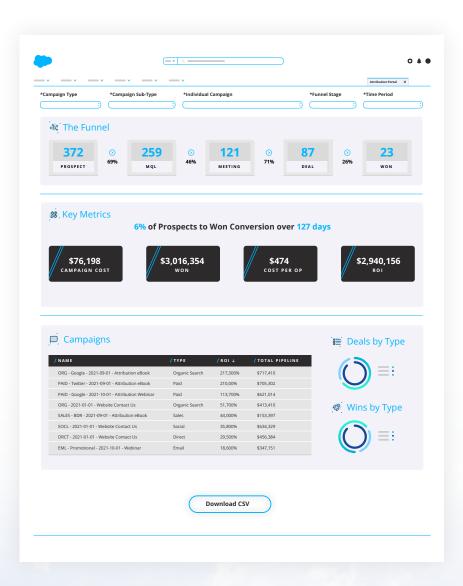
- / Clarity into performance. Be able to pinpoint where to invest resources for greater impact.
- Insight into your funnel. Discover the campaigns generating qualified leads, meetings, and pipeline.

### **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**