

“I just want to know what’s driving revenue and what isn’t!”



MagicAttribution™

Advanced Sales Pipeline Campaign Influence Analytics

You can finally know which campaigns are (and aren't) driving leads-to-close

How It Works

Analyze the influence that each campaign ‘touch’ has on an opportunity as it travels along the sales funnel timeline by optimizing your marketing’s influence on sales with access to the valuable hidden data inside Salesforce to make complete data-backed decisions!



Before MagicRobot, I didn’t know which activities directly or indirectly were contributing to revenue - individually and in aggregate.



Brian Vass
VP of Revenue Operations



Benefits



Increase capital efficiencies

by optimizing your customer acquisition costs.



Reach your revenue goals

with previously unattainable opportunity sales-funnel performance data.



Maximize marketing ROI

by fine tuning your campaign mix and increasing the velocity-to-close deals.



Harmonize sales and marketing

and reap the benefits of internal alignment that fosters collaboration contributing to growth.

Revenue Attribution Inside Salesforce!

Get More From Your Integrated Edge Systems

Our technology complements and enhances reporting from existing 3rd-party platforms like HubSpot, Marketo, Bizible and others.

Intelligent Campaign Analysis & Projection

Turn anyone on your team into an expert analyst with the most powerful Salesforce data explorer and projection technology.

Optimize Your Marketing Spend

Conduct timeline analysis of your historic and future campaign data leveraging standard and custom modeling.

Truly Magical Automation

Our solution is 'set-it and forget-it'. Once configured and installed sales reps no longer have to uniformly set lead source, primary campaign, and fill out contact roles. MagicRobot does the work so your team can spend more time on sales!



It just f#@king works! We've vetted everything in the market. Nothing comes close to MagicRobot.



Amandeep Sandhu
Head of Growth & Marketing

GitHub



100% Salesforce Native
Frictionless Adoption



Intelligent Multi-level Automation
'Set-it and Forget-it' Efficiency



Built for the Global Economy
Multinational Deployment Ready

Customers that have discovered the magic!



Highlighted Case Studies

Technology Company with \$185M in revenue



- ▶ After unleashing *MagicAttribution™* on 4 years of historic opportunity data, Applied Systems uncovered over \$280M in pipeline influenced by marketing that previously showed no campaign influence when using their existing analytics and business intelligence tools.
- ▶ Applied also calculated that *MagicAttribution* would save the company an average of 100 hours a month in manual effort compiling and exporting reports to excel and tediously recombining the data in a futile attempt to get answers.

A NASDAQ Technology Company with \$350M in revenue



- ▶ Prior to implementing *MagicAttribution™* Cornerstone OnDemand's annual client conference requiring an average \$1M investment to produce showed only \$13,000 in opportunities coming out of its most recent event when attempting to analyze campaign data with existing analytics and business intelligence tools.
- ▶ After running *MagicAttribution* Cornerstone was able to prove that in actuality, the most recent conference generated \$9M in new pipeline. They also found that the conference helped another \$5M in existing open pipe-line deals move on to wins, courtesy of the *MagicAttribution* "Closers" model of influence.

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