

Attribution with Bizible

MARKETING POWERED REVENUE.

Marketing is a cost center, make no qualms about it. Successful companies reserve a percentage of their budgets to get their names in the marketplace and drive leads. Everything from websites to social, and even direct mail. The challenge has been connecting the costs of marketing directly to revenue. Bizible is the marketing attribution engine that predictively drives marketing investment, based on revenue.

Bizible leverages marketing automation, CRM, and accessory application data to track journey engagement by channel. Giving CMOs, lead gen teams, marketing operations professionals, paid media firms and agencies cross channel visibility to predictive analytics to make data-driven decisions on investments that power growth.

Built-in multi-touch attribution and revenue planning make it easy for marketing to accelerate business goals and accurately measure ROI. Bizible ties core business objectives together at each phase of planning and execution, clearly reporting actionable insights every step of the way. These proven automated benefits take the guesswork out of what works and what doesn't, making it easy to focus on the highest drivers of success. And investing where you have proven the most return while testing new channels for success.



RESULTS FROM LEVERAGING BIZIBLE

Visibility

Create confidence in planning and have the information you need to tell your story for the first time with Bizible. Everything is backed by detailed data, providing the ability to quickly make adjustments and constantly strive to create the perfect marketing mix to drive the most revenue.

Revenue value

Finally, you are able to prove marketing's value and tie your actions to every dollar spent, noting each dollar of revenue allocated. Attributing your spend not just to channel but having a direct impact on every touch point and sale through the entire customer life cycle.

Alignment

Simply aligning your sales, marketing and pipeline data so everything is connected and can tell a story that drives your success. Bizible provides accurate numbers, changing the communication from uncertainties regarding data accuracy to a confident partnership between sales and marketing. Quickly identifying what is needed to move forward and how to truly help one another.

Impact

Seamlessly tying core business objectives together across your entire engagement process so you can see the impact clearly and quickly. Marketing isn't just about making things look appealing, it's about driving the initiatives forward that will allow you to recognize your success. Bizible has a measurable impact on the bottom line, changing the relationship and synergy of cross-functional collaboration.

Results

Combining Bizible with marketing automation and CRM provides you insights and noticeable results across key marketing KPIs. Focused on driving growth, all aspects are sourced, tested and measured to ensure a constant review of what is working. Bizible also notes what isn't working and how to make improvements to adjust what is needed to drive the desired results.

POWERFUL PLATFORM BENEFITS

- ✓ Multi-touch attribution
- ✓ Customer attribution modeling
- ✓ Account-based measurement
- ✓ Event and conference tracking
- ✓ Full funnel insights
- ✓ Ad network integrations
- ✓ Predictive analytics
- ✓ Detailed marketing spend
- ✓ Optimize customer
- ✓ journeys and more...

Go one step further than your competition and leverage the most advanced attribution system in the industry. Utilizing advanced AI, Bizible constantly is learning and evolving to accurately and quickly analyze your results to provide actionable intelligence. This allows for real-time visibility across sales and marketing, driving valuable results toward your performance goals.

Do what the most successful marketers of today are doing... managing revenue and tracking results.

ABOUT LEADOUS INC.

Leadous is a world-class consultancy that leverages marketing automation to deliver exceptional experiences for the 'journey makers' and the 'journey takers'. The journey between "Hello Prospect" to "Welcome Valued Client" can be difficult to navigate. From concept to conversion, Leadous utilizes technology, methodology, and certified marketing automation experts to deliver consulting services that increase demand, drive conversion, and deliver pipeline growth making the journey a well-traveled one. Our near-decade-long world-class partnerships with Adobe, Hubspot, Oracle, and Salesforce give us the capabilities to serve hundreds of clients, across industries, to obtain measurable value from their investments in customer journey solutions. Let us lead you. | www.leadous.com | 844-LEADOUS

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