

Marketing Propensity & Revenue Attribution Modeling

Identify what truly drives conversion—and where to invest for maximum impact.

Modern marketing teams are under pressure to prove ROI, reduce wasted spend, and target the customers most likely to convert. Yet most organizations still rely on intuition, last-touch attribution, or siloed analytics that fail to answer the most important questions:

Which customers are most likely to convert next?

Which actions, channels, and messages actually drive revenue?

Where should we invest our next marketing dollar?

An AI-powered Marketing Propensity & Revenue Attribution Modeling framework gives companies a clear, data-driven understanding of what moves the needle—so every action becomes a deliberate growth decision.

1. Unified Marketing & Revenue Data Foundation

Bring every interaction, touchpoint, and outcome into one conversion dataset.

Most businesses have fragmented data across CRM, product analytics, ad platforms, and sales systems. Steven consolidates these into a unified, analytics-ready environment that includes:

- Ad impressions, clicks, cost data, and channel metadata
- Email engagement, website behavior, and product events
- Sales touchpoints, lead quality, and conversion milestones
- Customer value metrics (LTV, ARR, renewal likelihood)
- Eligibility and exposure to marketing treatments

This single source of truth eliminates blind spots and allows AI models to identify causal, not just correlational, patterns.

2. Propensity Modeling to Predict Likelihood of Conversion

Identify the users, accounts, or segments most likely to convert, upsell, or take a defined action.

Using advanced machine-learning methods—logistic regression, random forests, XGBoost, uplift modeling—Steven builds predictive models that identify:

- Which users are most likely to convert or upgrade
- Which accounts are most likely to expand
- Which segments respond best to each message or channel
- How product usage influences conversion behavior

This enables teams to prioritize the highest-value audiences with the highest probability of action—dramatically increasing efficiency.

3. Multi-Touch Revenue Attribution Modeling

Understand which marketing activities truly drive revenue—and which don't.

Most companies use simplistic attribution methods (first-touch, last-touch) that distort decision-making. Steven builds attribution models that incorporate:

Data-Driven Attribution (DDA)

Machine-learning models that assign credit based on actual contribution to conversion.

Markov Chain Attribution

Modeling how users flow through marketing pathways to identify which channels accelerate or block conversion.

Shapley Value Attribution

A game-theory approach that ensures fair credit among channels, based on marginal contribution.

Incrementality & Causal Impact Models

Measuring lift from campaigns relative to baselines or control groups.

Together, these models reveal which campaigns, sequences, and touchpoints truly drive revenue, not just clicks.

4. Actionable Insights for Targeting, Personalization & Budget Allocation

Turn predictions and attribution into strategic, operational decisions.

Steven works with marketing, growth, and sales teams to operationalize insights into:

Precision Targeting

- Prioritize high-propensity users
- Build lookalike audiences modeled on highest-value behaviors
- Suppress low-value segments that drain spend

Personalized Campaigns

- Trigger personalized journeys based on predicted interest
- Tailor messages to high-impact touchpoints
- Sequence campaigns based on prior channel effectiveness

Smarter Budget Allocation

- Shift spend toward channels with proven incremental impact
- Reduce waste from under-performing assets
- Forecast ROI with far higher accuracy

This transforms marketing from reactive to predictive.

5. Continuous Optimization & Scalable Growth Infrastructure

Ensure models remain accurate, updated, and aligned with business results.

Steven builds systems that evolve continuously through:

- Monthly/quarterly model retraining
- Drift detection as behavior changes
- Automated recalibration of attribution weights
- Integration into CRM, ad platforms, and GTM workflows
- Dashboards that provide real-time insight into conversion drivers

This ensures marketing investment always reflects the current drivers of growth—not last year's.

What Clients Gain

The Marketing Propensity & Revenue Attribution Modeling™ framework delivers:

- Clear visibility into which actions and channels drive real revenue
- Higher conversion with lower acquisition cost
- Data-driven budget allocation across marketing and sales
- Deeper understanding of campaign incrementality
- Persona-specific messaging and targeting strategies

A predictive, always-on foundation for marketing effectiveness - It turns marketing from a cost center into a scientifically optimized growth engine.