

OVERVIEW

Performance-driven marketers need to measure digital marketing effectiveness to optimize marketing spend. Today, clicks from digital advertising, social channels, and other online sources are still disconnected to leads, pipeline, and revenue inside Salesforce.

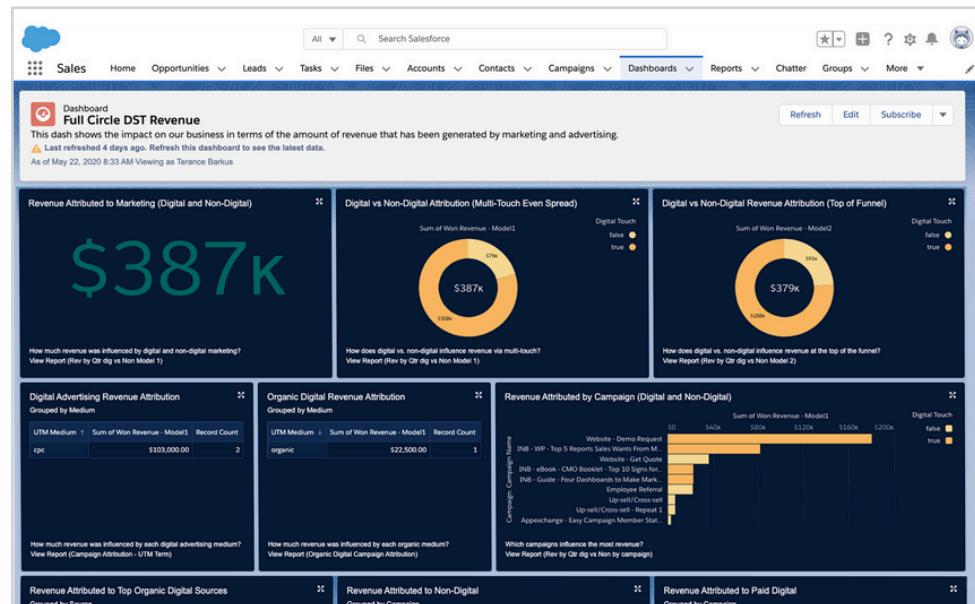
With Full Circle's Digital Source Tracker, B2B marketers can now make smarter budget decisions using the Full Circle Method for Digital Marketing that includes these 4 steps: planning, achieving, optimizing and evaluating.

Marketers who use this method create more effective plans, accurately measure against goals, improve performance, and allocate spend more effectively.



DATASHEET

Full Circle Digital Source Tracker



Measure Digital Marketing's Impact on Overall Revenue.

Evaluate Digital Marketing Program Success

- Identify a prospect's digital touches and uncover your most effective digital campaigns in your Salesforce instance.
- Determine which marketing programs drive acquisition, opportunity creation, and revenue.

Determine Your Digital Marketing Investment

- Measure digital marketing campaign effectiveness to evaluate how and where to best spend marketing dollars.
- Redeploy your marketing budget by cutting campaigns and vendors that fail to provide a positive ROI and invest in campaigns that do.

A Single Source of Truth

- Digital Source Tracker allows you to track digital engagement where marketing and sales users can align on metrics.
- Use Salesforce as your single source of truth to measure the impact of your digital marketing efforts throughout the funnel.

“ Digital Source Tracker allows us to track the revenue impact of our digital campaigns. We’re now able to track on a more granular basis how leads interact with our marketing programs, and how both online and offline campaigns influence opportunities. This gives us a more complete picture of the buyer’s journey and will shed light on programs that are not getting their due credit in our attribution models. ”

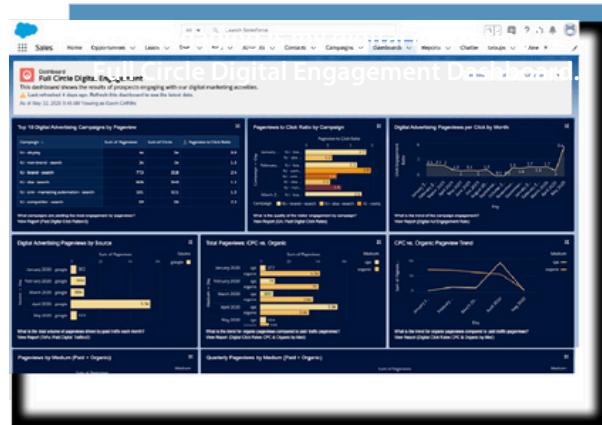
Evan Little,
General Manager,
New Business, League



For more information:
www.fullcircleinsights.com

Full Circle Method for Digital Marketing

Included with Digital Source Tracker is the Full Circle Method for Digital Marketing that allows marketers to optimize their digital marketing spend. The method has four components represented by these dashboard images.



> FEATURES

Capture digital campaign details for each digital response from paid ads

Capture organic, social, and referral details for digital responses from unpaid sources

Capture details of first anonymous digital touchpoint associated with digital responses

Capture digital details for form-fill campaigns

Track real-time digital costs

Track volume of middle touchpoints per response to optimize the customer journey

Direct integration with Google Analytics

Scale to large volumes of traffic and response data

Aggregate and store data in your CRM

Full dataset available for use with business intelligence tools

Supports the Full Circle Method for Digital Marketing