

Helping Marketers Accurately Measure and Understand the Path From Spend to Revenue Directly in Salesforce



ATTRIBUTION MODELING

Easily create and customize multiple multi-attribution models and align across teams because everything lives – and stays – in Salesforce.



FUNNEL MEASUREMENT

Make quick, data-driven decisions that promote growth with completely customizable funnels without leaving Salesforce.



REPORTING & DASHBOARDS

Simplify Salesforce data and build the customer journey with dashboards that connect UTMs, offline events, and anonymous touches to contacts.



Full Circle is the shining star of our marketing and sales tech stack. Our Marketing, Revenue Operations, and Sales teams are way more productive and aligned. We would be lost without it.

Dipika R.

Senior Director, Demand Generation and Marketing Operations



Why Full Circle Insights?

Full Circle Insights helps marketing and sales teams connect in Salesforce to *finally* deliver accurate attribution, build funnels, and create data-driven strategies that drive revenue.

→ Create a Single Source of Truth

→ Customize Attribution Models and Funnels

→ Get Accurate, Real-Time Data

Directly in Salesforce

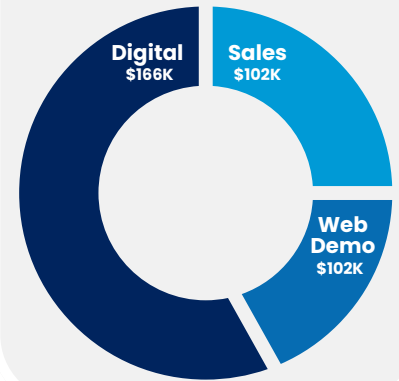


ATTRIBUTION MODELING

Attribution Modeling helps businesses determine where leads come from and understand which marketing and sales channels have the most impact.

Attribution tools, like Full Circle Insights, make it easier to create and customize multiple multi-attribution models and align across teams because everything lives within Salesforce.

Attribution - Campaign Type

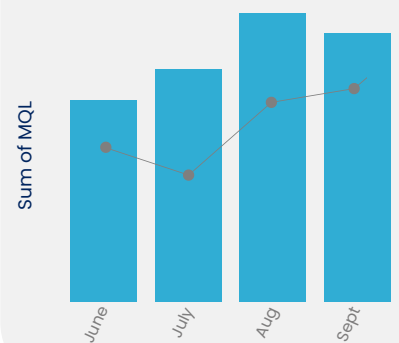


FUNNEL MEASUREMENT

Funnel Measurement tracks the progression of potential customers through various stages of a sales or marketing funnel, from initial awareness to final conversion.

With Full Circle Insights, teams are empowered to make quick, data-driven decisions that promote growth with completely customizable funnels without ever leaving Salesforce.

Funnel Volume by Month

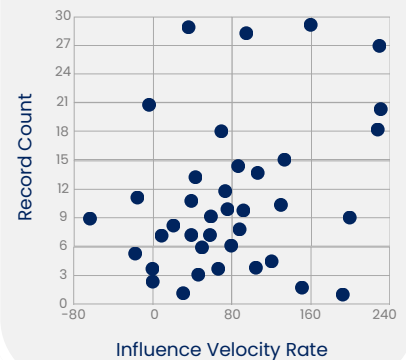


REPORTING AND DASHBOARDS

Reporting and Dashboards provide a clear overview of key performance metrics. They help identify trends, measure ROI, and show campaign performance.

Full Circle makes it easier to pull reports and build dashboards in Salesforce so teams can simplify their tech stack and quickly optimize campaigns with accurate, real-time data.

Opportunity to Won Velocity Rate



Let's chat about how Full Circle Insights can help your company create a single source of truth in Salesforce