

X-Attribution

Data-driven marketers need attribution to understand how their touchpoints influence the pipeline and to make sound decisions about which touchpoints to invest in. Unfortunately, traditional attribution tools have fallen short because they assume you have clean, high-quality data, and that's often not the case in the real world. Openprise takes a fundamentally better approach by combining comprehensive data quality processes with sophisticated attribution modeling—automated by the Openprise RevOps Data Automation

Cloud—to deliver new insights into any touchpoint performance.



From classic attribution to X-attribution

In order to better align with sales teams, marketing teams must be able to show how a marketing, sales, or customer success activity moves deals through the pipeline.

For that reason, Openprise has evolved classic attribution into X-attribution. The X stands for “any”: X-touch, X-channel, X-funnel, X-stage, X-metric. It combines touchpoint data from a multitude of sources and has the flexibility to create custom models for metrics that fit your business.

X-attribution lets you define the cause-and-effect relationship between any marketing, sales, or customer success touchpoint (campaign, email, web page, paid ad, social media, asset syndication, blog, cold call, executive briefing, etc.) and any metric (bookings, SQL, MQL, conversion rate, close rate, funnel velocity, etc.).

If attribution is a marketing team sport, X-attribution is a companywide sport.

Clean data from many sources fuels X-attribution

Duplicate leads and contacts, opportunities without any contacts, and dirty data can all sabotage your campaign attribution efforts. It's garbage in, garbage out. Comprehensive Openprise data quality processes run continuously in your sales and marketing automation solutions to overcome those hurdles and deliver new insights into where to make your next sales and marketing investment. Openprise even includes automated list-loading capabilities to ensure that only clean data enters your systems of record.

Openprise connects to a variety of data sources and can ingest data in multiple formats, enabling you to have a complete view of buyer engagement across all your touchpoints. You can connect to your marketing and sales

automation systems, cloud storage, data warehouses, and Google Analytics. Openprise can even get UTM tracking data using a web hook and then automate the process of mapping the source, the channel, and the campaign values to the right fields in your CRM.

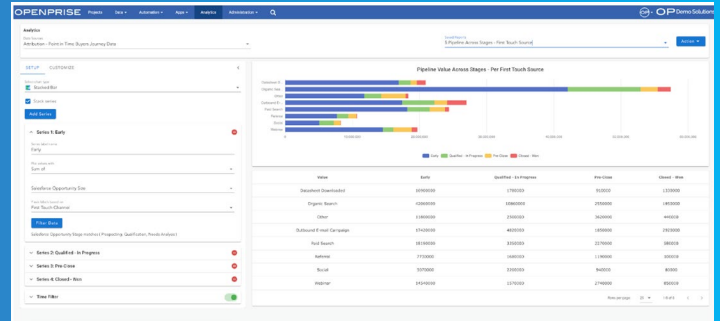
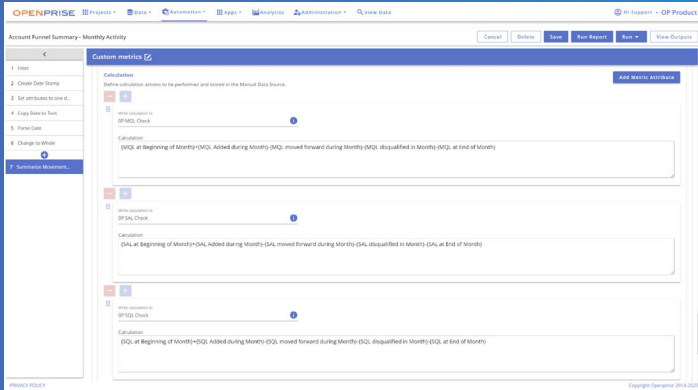
With Openprise, your operations teams start with a firm foundation of clean data that improves the accuracy of their attribution results.

The right models for your business

Every company's buyer's journey is unique, so one size does not fit all when it comes to attribution. While classic attribution solutions have limitations when it comes to the breadth of data sources and flexible attribution models, Openprise enables you to conduct first-touch, last-touch, and multitouch attribution—as well as dozens of other models—and compare the results to find the model that works best for your business.

Because there are no black boxes with Openprise, you can also review every element in the modeling process and customize any aspect of those models to reflect your business. Openprise allows you to build distinct models for different metrics. For example, financial services marketers may look at new account sign-ups and total deposits, or a SaaS company may want to track conversions from free users to paying customers.

Openprise features flexible and scalable instrumentation for defining metrics and for measuring and visualizing them. You can define your metric of choice (clicks, leads, ROI, conversion rate, funnel velocity, etc.) with the Custom Metrics builder. Models can then be tested and visualized side by side in a safe sandbox environment before being deployed. Changing a model is easy using the Openprise user interface or a custom app built with the Openprise App Factory.



Visualize the contribution of any channel across pipeline stages

Define any metric for attribution with the custom metrics builder

Key features

- Turnkey integrations with key data sources
- Built-in data quality and data preparation
- Custom metrics calculation
- Out-of-the-box models as well as easy-to-customize models
- Automated mapping of touchpoint data to the campaign or contact data
- Sandbox for model evaluation
- Easy transfer of results to your business intelligence tool of choice

Where Openprise adds value

With the Openprise attribution solution, you'll spend more time gaining insight and less time making the technology work. When you show sales how you helped move deals through the pipeline, you become a trusted partner. Having a clear picture of the influence of each touchpoint allows you to invest time and effort with confidence and even predict future performance.

How our customers innovate with Openprise

The growth operations team at Clari, a revenue collaboration and governance software provider, relies on sophisticated attribution models to maximize ROI across its go-to-market motions. The models are only as good as the data underlying them, and unfortunately, the team was having trouble syncing key campaign data to its Salesforce CRM system, which called into question the reliability of the entire program.

With Openprise, the team was able to construct three attribution models that fed directly into their custom objects in Salesforce. They also used Openprise to automate a previously manual process of mapping UTM data to campaigns and leads.

Because they can now view all interactions by persona, Clari knows not only what channels to prioritize but also which assets to promote to each specific audience or persona. For example, the team recently discovered that the finance roles were more instrumental in opportunity conversion than expected, and has since kicked off more programs to target the finance persona.

Because of the flexibility and extensibility of the Openprise RevOps Data Automation Cloud, the company is also planning to make broader use of the platform, especially in other areas such as data quality and lead routing.

About Openprise

Openprise is a leader in RevOps data automation, helping companies accelerate their funnel conversions and drive efficient revenue growth. We pioneered the first end-to-end, no-code RevOps Data Automation Cloud to enable even non-programmers to leverage customer data and automate processes, aligning marketing, sales, and customer success teams and their RevOps architecture to deliver on the promise of fast and efficient revenue growth. Revenue leaders from Clari, Zendesk, Zscaler, and Okta depend on us to increase conversions, accelerate funnel velocity, respond faster to changes in their market, and drive funnel transparency and predictable revenue. To learn more, visit www.openprisetech.com and follow us on [LinkedIn](https://www.linkedin.com/company/openprisetech), [Twitter](https://twitter.com/openprisetech), and [Facebook](https://www.facebook.com/openprisetech).

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