

Campaign Attribution with the Openprise RevOps Automation Platform

Data-driven marketers need great campaign attribution to understand how their campaigns influence the pipeline and to make sound decisions about which campaigns 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 to deliver new insights into campaign performance.

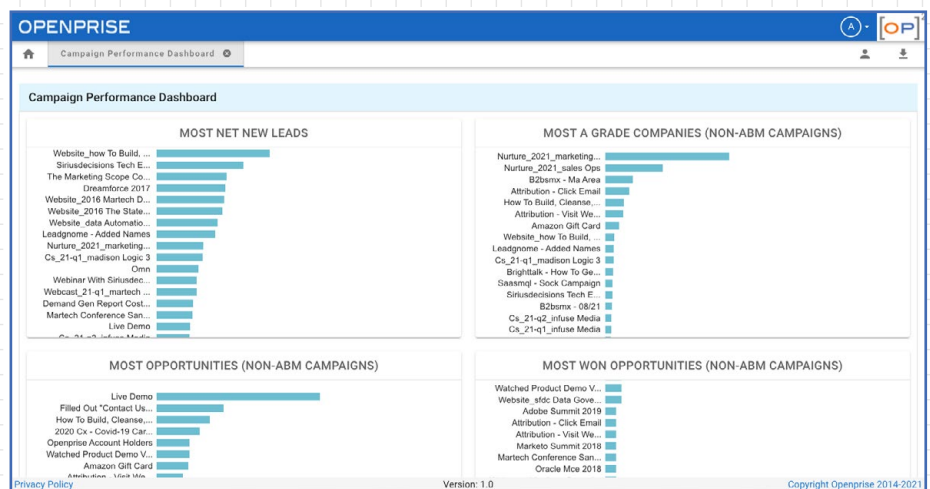
Campaign attribution is one of many processes automated by the Openprise RevOps Automation Platform. Openprise is a single, no-code platform that improves company performance by automating data and processes to fuel company growth.

Clean data for better attribution results

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. With Openprise, RevOps teams start with a firm foundation of clean data.

The right models for your business

Every company's buyer's journey is unique, so one size can't fit all when it comes to campaign attribution. Openprise enables you to conduct first touch, last touch, and multi-touch attribution—as well as dozens of other models—



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and compare the results to find the model that best reflects your business. Because there are no "black boxes" in Openprise, RevOps teams can also review every element in the modeling process and customize any aspect of those models to reflect their business.

Custom applications for each group of users

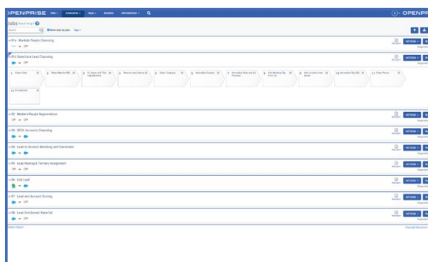
Because each group looks at attribution insights from a different perspective, Openprise enables

RevOps teams to create custom applications tailored to their roles. A CMO's application can help make decisions about whether to move more funding from syndication to field events. An app for the webcast team can show how each webcast performed, by topic, and by partner. An app for inside sales managers can show which touchpoints most often led to closed revenue. Using Openprise, all of these apps can be quickly created without writing any code.

Key capabilities

The Openprise RevOps Automation Platform can deliver better campaign attribution insights and automate hundreds of processes, all from a single platform that can simplify your RevTech stack.

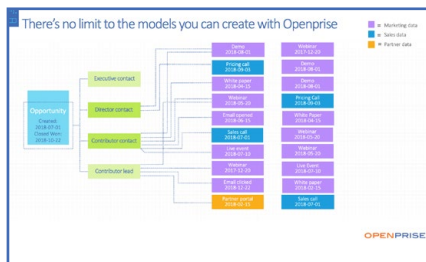
Start with clean data for better attribution



Start with a firm foundation of pristine data.

- Data cleansing
- Normalization
- Deduplication
- Enrichment
- Data unification
- Lead-to-account matching
- Lead-to-contact conversion

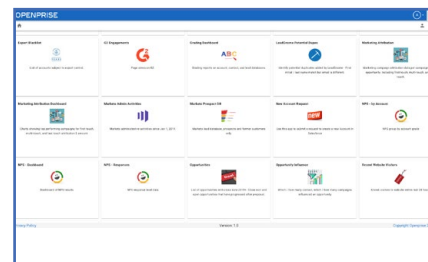
Run multiple models to identify the best fit



Openprise supports a wide variety of standard and customized attribution models.

- First touch
- Last touch
- Close touch
- Multi-touch
- Time decay
- Time-based weighting
- U-shaped
- W-shaped
- Tipping point
- Last non-direct click
- View-through

Create custom applications for each group of users



Openprise enables you to create applications tailored to each group of users, without writing any code.

- Last marketing touch
- Z-shaped (full path)
- Any custom model
- Buyer's journey
- Campaign performance
- Campaign performance dashboard
- Account engagement
- Prospect engagement
- New campaign request
- Opportunity influence

About Openprise

The Openprise RevOps Automation Platform fuels company growth by automating hundreds of sales and marketing processes, helping RevOps teams realize the value promised from their RevTech investments. Openprise is a single, no-code platform that can help to simplify even the most complex RevTech stack. For more information, please visit www.openprisetech.com.

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