

Challenge

For far too long, B2B marketing tools have prioritized vanity metrics over revenue impact, leaving teams with data that fails to demonstrate true business value. This disconnect forces marketers to justify their contributions instead of accelerating growth. To become a true business driver, marketing must evolve beyond traditional demand strategies and adopt an account- and lead-centric revenue marketing model — one that identifies the most valuable channels, optimizes the marketing mix throughout the customer journey, and translates marketing metrics into the language of pipeline and revenue.

Solution

Mperativ is the premier AI-driven revenue marketing platform, directly linking GTM activities to revenue growth. By leveraging advanced analytics and machine learning, Mperativ empowers teams to evaluate marketing investments in real-time, identifying the highest-value activities and proving marketing's true impact on business outcomes.

Platform Overview

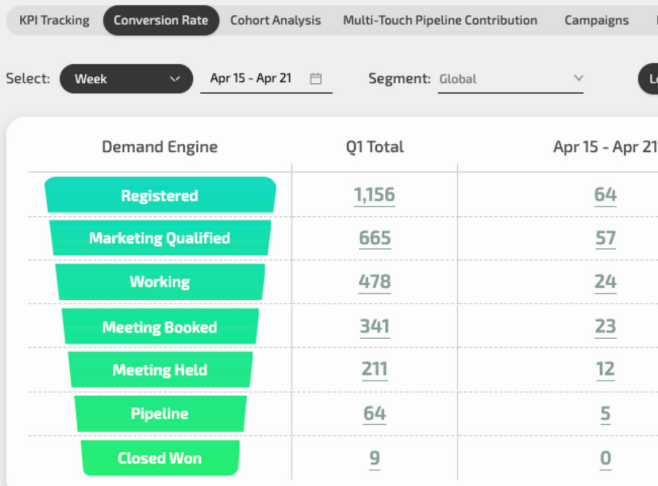
The Mperativ Revenue Marketing Platform offers two core and two optional add-on modules, enabling a seamless shift to modern revenue marketing. Here's a brief overview of each module.

Marketing Performance

Track full-funnel objectives for accounts and leads, directly linking investment to pipeline and sales.

- **Account/Lead KPI Scorecard:**
Track account progress and identify stagnation.
- **Conversion Rate Funnel:**
Diagnose and address where prospects stall.
- **Conversion Rate Cohort:**
Monitor lead/account progression over time.
- **Revenue Supply Chain:**
Full-funnel data visualization from start to finish.

Conversion Rate



Campaign Optimization

Cut through the noise to reveal which channels and campaigns drive revenue, not just activity.

- **Channel Cohorts:**
Identify which channels source the most pipeline sales.
- **Campaign Cards:**
Discover which campaigns have the greatest influence on pipeline creation and acceleration.
- **Customer Acquisition:**
Measure CAC efficiency and ensure every dollar spent counts.
- **Revenue Supply Chain:**
Full-funnel data visualization from start to finish.

Campaign Details

Revenue Marketing Whitepaper

Other | Other

Source:

Marketing Ev... 41%

SDR prospect... 13%

Sales Events 10%

Influence:

128
Accounts

77%
Target
Accounts

335
Contacts Influenced

Engagement:

2
in Meeting

Lead MQ Work Boo

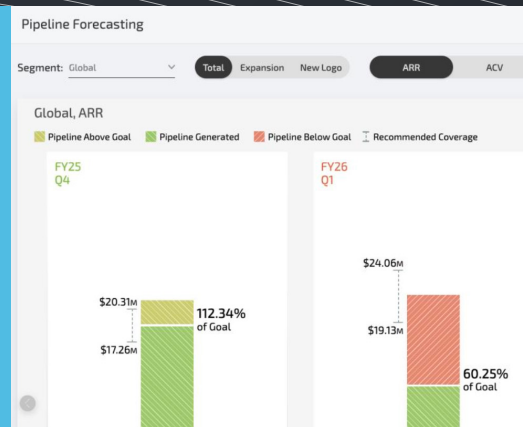
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in Meeting

Campaign Details

Pipeline Intelligence

Link marketing investment to pipeline and sales, translating into easily understood impact.

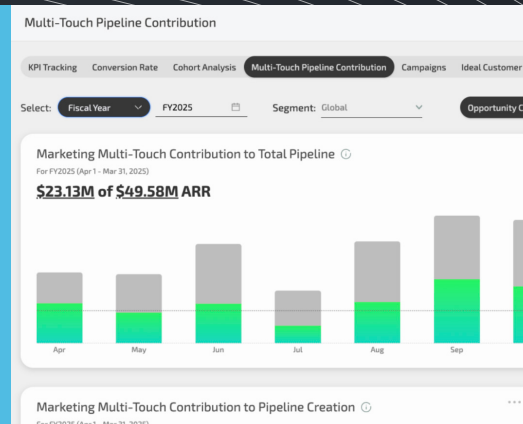
- **Pipeline Growth:** Track pipeline movement across time.
- **Pipeline Forecasting:** Address segment coverage gaps.
- **Pipeline Coverage:** Generate board-ready coverage visuals.
- **Pipeline Contribution:** Track function-specific pipeline objectives.
- **Sales Contribution:** Track function-specific sales objectives.



Revenue Attribution

Go beyond credit, using attribution techniques to answer critical business questions.

- **Multi-Touch Contribution:** Measure marketing's impact on pipeline and sales.
- **Engagement Heatmap:** Visualize account and prospect engagement.
- **Proximity Attribution:** Identify which campaigns drive the most conversions.
- **Attribution ROI:** Calculate return on spend with finance-approved formulas.
- **Campaign Influence:** Track total pipeline dollars influenced by campaigns.



Build your Revenue Marketing Strategy

The Mperativ Revenue Marketing Platform lets you build your revenue strategy your way. Pick your path — explore the modules below.

Starter Modules

Marketing Performance

- Account Scorecard
- Lead Scorecard
- Conversion Rate Cohort
- Conversion Rate Funnel
- Revenue Supply Chain

Campaign Optimization

- Channel Cohorts
- Campaign Cards
- Customer Acquisition
- Revenue Supply Chain

Add-On Modules

Pipeline Intelligence

- Pipeline Forecasting
- Pipeline Growth
- Pipeline Coverage
- Pipeline Contribution
- Sales Contribution

Revenue Attribution

- Attribution ROI
- Proximity Attribution
- Campaign Influence
- Campaign Heatmap
- Multi-Touch Contribution

About Mperativ

Mperativ is the leading AI-powered revenue marketing data science platform that directly links go-to-market (GTM) activities to revenue growth. In today's "do more with less" environment, marketing teams must prove their impact with clear, data-driven insights. Mperativ bridges this credibility gap by providing real-time visibility into how GTM efforts drive pipeline and revenue.

Leveraging advanced analytics and machine learning, Mperativ helps teams optimize marketing investments by identifying the highest-value activities for maximum impact. Our platform continuously captures and analyzes GTM trends, applying sophisticated AI models to enhance performance and keep teams ahead in a competitive landscape.

Headquartered in the Bay Area, Mperativ is backed by top Silicon Valley investors, including GFT Ventures, Handshake Ventures, and WestWave Capital.

See how Mperativ transforms GTM strategy with your own data. To learn more, go to www.mperativ.io or contact us at info@mperativ.io.