

LeanData Attribution

Standard Marketing Touch Reports



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Introduction

Thank you for using LeanData's Attribution product with our Analytics Suite. In this document you will find a breakdown of the standard Marketing Touch reports included in our Attribution package. These standard reports will help you unlock insights from your dataset, but it is highly recommended to also create a custom report type from the Marketing Touch data object so that you can pull in custom fields into your reports.

Standard Marketing Touch Reports

The following are standard reports created from the LeanData Marketing Touch object. The goal of these reports is to give you an idea for the types of reports you can create to better understand the impact of your Marketing campaigns. These reports are meant to be cloned and updated to better reflect and measure what's important within your company.

LeanData Marketing Touch Attribution Reports can be found in *LeanData Attribution (Installed Package: LeanData)* folder (under the *Reports* tab).

Accelerated Pipeline by Campaign Type

Multi Touch (MT) accelerated attribution grouped by campaign type and opportunity close time. Accelerated attribution shown is post-opportunity creation

- Provides high level accelerated (post-opportunity creation) attribution overview of your campaign types

- Shows campaigns that contribute to moving opportunities forward after their creation

Generated Pipeline by Campaign Type

First Touch (FT) and Multi Touch (MT) generated grouped by campaign type and opportunity created time. All attribution shown here is generated (pre-opportunity creation)

- Provides high level generated (pre-opportunity creation) attribution overview of your campaign types
- Shows campaigns that contribute to opportunity creation

Last Touch Before Opportunity Create

Last Touch (LT) marketing attribution prior to opportunity create grouped by campaign.

- Provides view where a particular campaign was the last touch on an opportunity prior to opportunity creation
- Get a quick view of campaigns that have an attribution impact from an opportunity generation and creation perspective

Marketing Attribution by Campaign

Multi Touch (MT) marketing attribution amount by campaign.

- Provides high level attribution overview of your campaigns
- Look up campaigns to get a quick glance at those providing the most amount of overall attribution

Marketing Attribution by Campaign Type

Multi Touch (MT) marketing attribution amount, including the number of relevant marketing touches, by campaign type and campaign.

- Provides high level attribution overview of your campaigns and campaign types
- Look up campaigns to get a quick glance at those providing the most amount of overall attribution

Marketing Attribution by Won Opportunity

Multi Touch (MT) marketing attribution amount for closed won opportunities, including the number of relevant marketing touches by campaign type and campaign.

- Provides high level attribution overview of your campaigns and campaign types for closed won opportunities

- Look up campaigns to get a quick overview at those providing the most amount of overall attribution toward opportunity closure
- Confirm definition of closed won opportunity stages via Attribution Settings

Mktg Attribution by Campaign Member Type

Multi Touch (MT) and First Touch (FT) marketing attribution amount by campaign member type.

- Provides high level attribution comparison across different campaign member types (leads, contacts, contacts with role)

MT/FT/LT Attribution by Campaign Type

Multi Touch (MT), First Touch (FT), Last Touch (LT) marketing attribution amount by campaign type.

- Provides high level attribution overview of your campaign types
- Look up campaigns to get a quick glance at those providing the most amount of overall attribution by various attribution measures

Pre/Post-Sales Attr by Campaign Type

Pre-Sales and Post-Sales marketing attribution amount, including the number of relevant marketing touches, by campaign type.

- Provides high level attribution overview of your campaign types split by pre/post-sales touches
- Pre-Sales touches are marketing touches prior to the first pre-opportunity sales touch
- Post-Sales touches are marketing touches after the first pre-opportunity sales touch

Touch Stage by Campaign Type

Multi Touch (MT) marketing attribution amount and number of relevant marketing touches by opportunity stage, grouped by campaign type.

- Provides high level attribution overview of your campaign types and the opportunity stages they tend to impact
- Understand which opportunity stage(s) your campaigns types are impacting the most