

LeanData Attribution

Marketing Influenced Sales Cycles
Attribution Report



Overview

See how marketing campaigns and programs influence sales cycle length so you can drive more programs that increase the velocity to close opportunities.

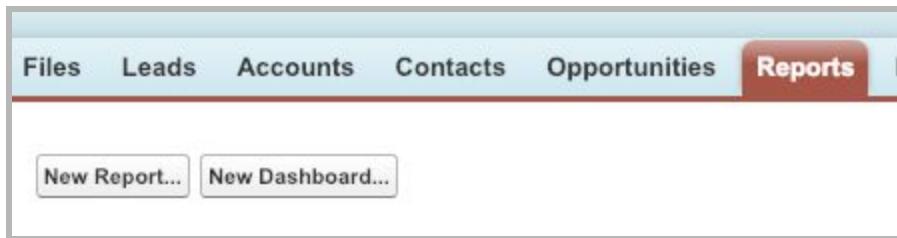
Actionable Insights:

- Verify which campaigns generate the fastest sales cycles.
- Test and confirm what campaigns you expect to generate quicker sales cycles.

Steps to Create Report

1. Create Report

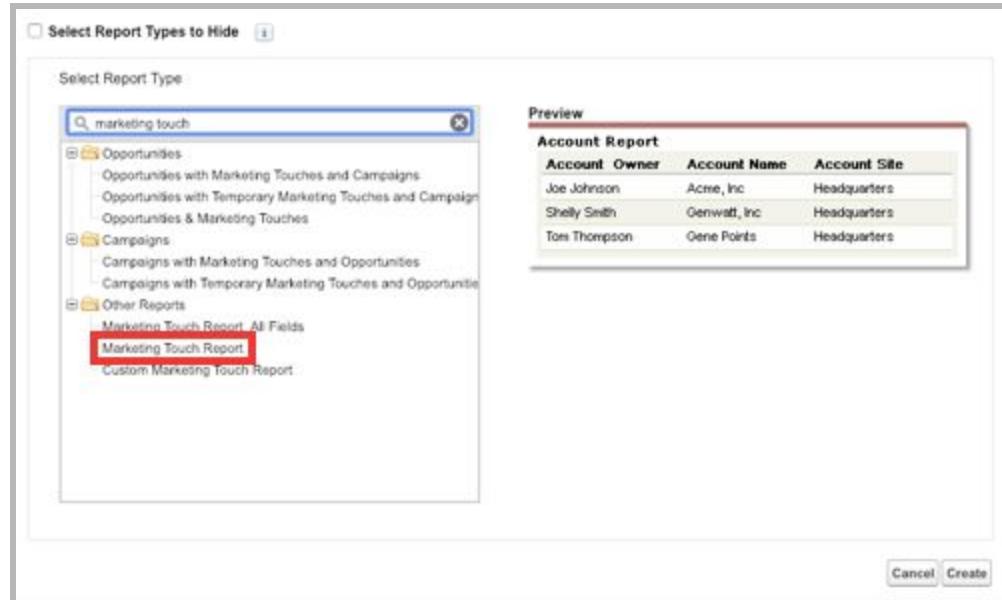
Click on the “Reports” tab and then click “New Report”



2. Create Marketing Touch report

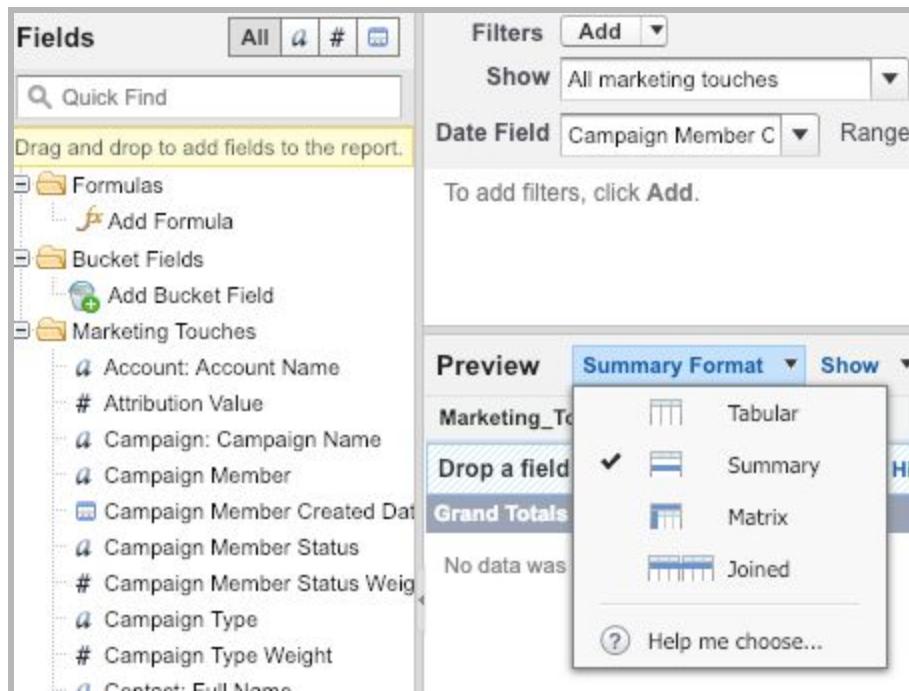
Select Marketing Touch report and then click “Create Report”

Please note that in order to create a custom attribution report with LeanData, you must first create it through the included “Marketing Touch Report”.



3. Create Marketing Influenced Sales Cycles formula

Change the report type to Summary.



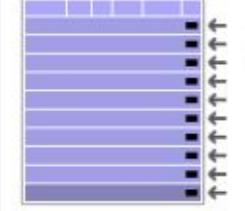
Next, click on “**Add Formula**” on the left-hand side under “**Fields**”.

Insert the following inputs into the below fields:

- **Column Name:** Sales Cycles
- **Format:** Percent, 2 Decimals, All Summary Levels
- **Formula:**
`LeanData__Marketing_Touch__c.LeanData__MT_Attribution_Amount__c:SUM/L
eanData__Marketing_Touch__c.LeanData__Cost_Per_Touch__c:SUM`

Click “OK” to insert the formula into the report

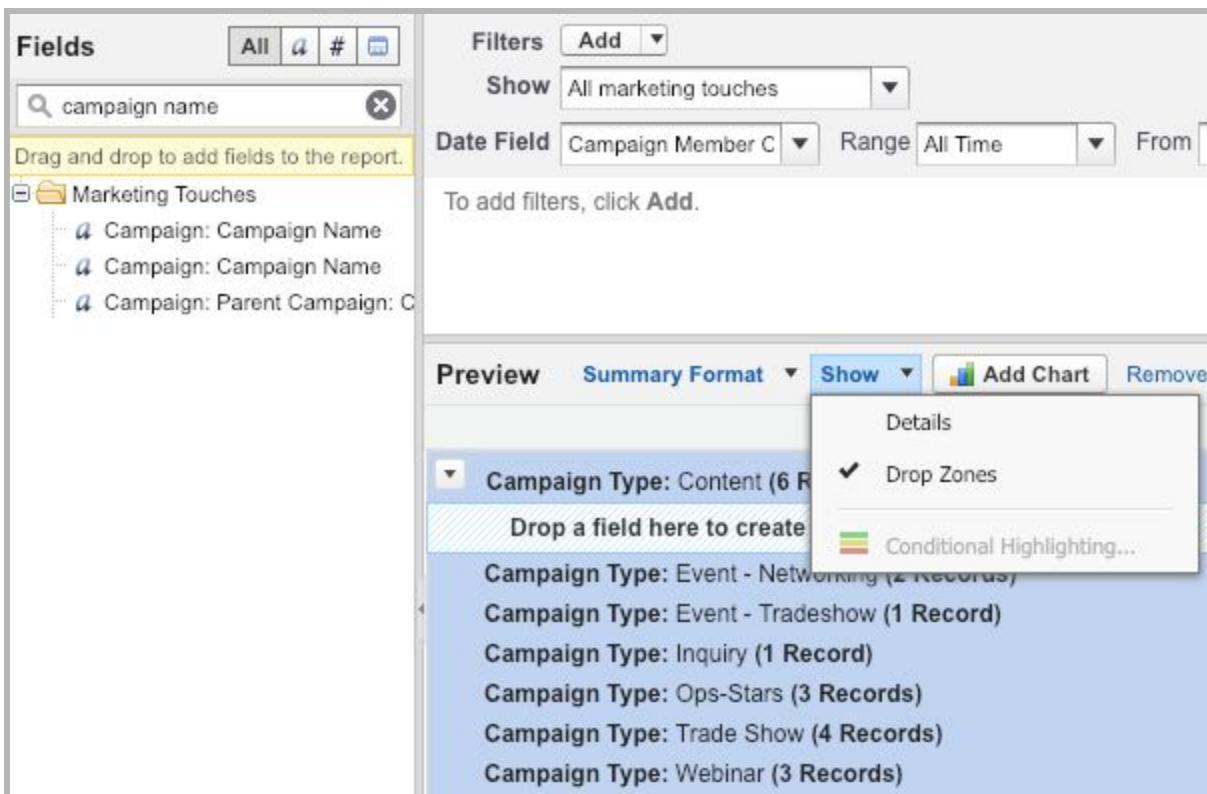
Custom Summary Formula Help for this Page  

Column Name:	<input type="text" value="Sales Cycles"/>		
Description:	<input type="text" value="Sales Cycles"/>		
Format:	Percent 	Decimal Places:	2 
Where will this formula be displayed?			
<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 10px;">  This formula calculation will be displayed in the report at the level you select. </div> <p><input checked="" type="radio"/> All summary levels <input type="radio"/> Grand summary only</p>			
Formula Functions Tips		Summary Fields  Operators  Check Syntax	
<input type="text" value="LeanData__Marketing_Touch__c.LeanData__Days_To_Oportunity__Close__c:AVG - LeanData__Marketing_Touch__c.LeanData__Days_To_Oportunity__Created__c:AVG"/>		<input style="width: 40px; height: 20px; border: 1px solid #ccc; padding: 2px; margin-right: 5px;" type="button" value="All"/> <input style="width: 40px; height: 20px; border: 1px solid #ccc; padding: 2px;" type="button" value="ABS"/>	ABS <small>ABS(number)</small> <small>Returns the absolute value of a number, a number without its sign</small>
<input style="border: 1px solid #ccc; padding: 2px; margin-right: 10px;" type="button" value="< Insert"/> Help on this function			
<input style="border: 1px solid #ccc; padding: 2px; margin-right: 10px;" type="button" value="OK"/> <input style="border: 1px solid #ccc; padding: 2px;" type="button" value="Cancel"/>			

4. Insert Campaign Fields

After inserting the formula, add the following two Campaign fields to the summary table:

- Campaign Type
- Campaign Name (Add to Campaign Type to create grouping)



The screenshot shows the LeanData reporting interface. On the left, the 'Fields' panel includes a search bar for 'campaign name' and a list of available fields under 'Marketing Touches', such as 'Campaign: Campaign Name' and 'Campaign: Parent Campaign: C'. The 'Filters' panel shows 'Show' set to 'All marketing touches' and a 'Date Field' set to 'Campaign Member C' with 'Range' set to 'All Time'. A note says 'To add filters, click Add.' The 'Preview' panel displays a list of campaign types with their record counts: 'Campaign Type: Content (6 Records)', 'Campaign Type: Event - Networking (2 Records)', 'Campaign Type: Event - Tradeshow (1 Record)', 'Campaign Type: Inquiry (1 Record)', 'Campaign Type: Ops-Stars (3 Records)', 'Campaign Type: Trade Show (4 Records)', and 'Campaign Type: Webinar (3 Records)'. A dropdown menu in the preview panel shows 'Details' and 'Drop Zones' (which is checked), and a link to 'Conditional Highlighting...'.

5. Run Report

Run the report and explore your Attribution. See if you can identify what marketing campaigns had the most impact on different sales cycles.

<input type="checkbox"/> Campaign Type ↑ ▾	Campaign: Campaign Name ↑ ▾	<input type="checkbox"/> Record Count
<input type="checkbox"/> Content Syndication	Syndication - ReachNetwork 17Q4	1
	Subtotal	1
<input type="checkbox"/> Direct Mail	ABM Door Opener	4
	Subtotal	4
<input type="checkbox"/> Event - Field	Event - Field - 1802 - Saastr Executive Luncheon	1
	Event - Field - 1804 - Fogo Prospect Lunch	4
	Subtotal	5
<input type="checkbox"/> Event - Networking	1708 - Roadshow - San Francisco	2
	1710 - Roadshow - NYC	2
	Event - Networking - 1803 - TOPO Summit Wi...	1
	Subtotal	5
<input type="checkbox"/> Event - Tradeshow	1805 SiriusDecisions Main Show	1
	Event - Tradeshow - 1803 - Rainmaker by Sale...	4
	Event - Tradeshow - 1803 Revenue Summit	1
	Event - Tradeshow - 1803 - Sales 3.0	2
	Event - Tradeshow - 1804 - Marketing Nation ...	4
	Event - Tradeshow - 1804 - MarTech West	1