



Attribution Buyer's Checklist

	Must-Have Feature	Benefit
<input type="checkbox"/>	Natively Integrated to the CRM (Salesforce)	Ensures data integrity and uniformity across company, particularly sales
<input type="checkbox"/>	Comprehensive Assortment of Actionable Reports	Insights that drive marketing mix decisions, with fine level of segmentation and granularity
<input type="checkbox"/>	Drill-Down Into Details of Each Deal or Opportunity	“Double-click” into individual campaigns that influenced a deal, right at your fingertips when requested by execs
<input type="checkbox"/>	Out-of-the-Box Multi-Touch Models	Actionable insights on day one to optimize campaign program mix
<input type="checkbox"/>	Customizable Weighted Models	Custom-fit attribution models for unique marketing funnel and company goals
<input type="checkbox"/>	Simultaneous, Side-by-Side Model Reports	Assess the accuracy of attribution models and fine-tune them for evolving business and goals

For more on campaign attribution and funnel metrics, visit www.fullcircleinsights.com.