

NEXT-GENERATION WEIGHTED CAMPAIGN INFLUENCE

Weighted Campaign Influence from Full Circle CRM ensures that every Marketing or Sales program gets the full credit it deserves for bringing in new responses, creating new opportunities, or generating revenue - allowing marketers to accurately measure campaigns and answer any campaign questions right inside salesforce.com.

KEY FEATURES

General configuration

Enabled

Date Filter From opportunity create date
 From opportunity close date

Days to filter

Weighting

Originating Response Weight

Originating Contact Weight

Primary Contact Weight

Other Contact Weight

First Campaign Touch Weight

Last Campaign Touch Weight

▼ Campaign Influence

| | |
|------------------------------|-----------|
| Influence Revenue | \$224,935 |
| Influence Pipeline | \$56,250 |
| Influence Lost | \$52,500 |
| | |
| Influence Revenue (model 2) | \$263,300 |
| Influence Pipeline (model 2) | \$73,553 |
| Influence Lost (model 2) | \$28,000 |
| | |
| Influence Revenue (model 3) | \$152,374 |
| Influence Pipeline (model 3) | \$46,557 |
| Influence Lost (model 3) | \$51,935 |

| | Influenced Open Pipeline | Influenced Lost Revenue | Influenced Won Revenue |
|--|--------------------------|-------------------------|-------------------------|
| <input type="checkbox"/> Opportunity: Type: New Business (576 records) | \$1,227,877.0000 | \$140,000.0000 | \$6,597,671.0000 |
| <input type="checkbox"/> Opportunity: Type: Add-on/Upsell (15 records) | \$1,000.0000 | \$0.0000 | \$48,000.0000 |
| <input type="checkbox"/> Opportunity: Type: Renewal (23 records) | \$0.0000 | \$0.0000 | \$45,000.0000 |
| Grand Totals (614 records) | \$1,228,877.0000 | \$140,000.0000 | \$6,690,671.0000 |

| | Influenced Open Pipeline | Influenced Lost Revenue | Influenced Won Revenue |
|--|--------------------------|-------------------------|-------------------------|
| <input type="checkbox"/> Account: Account Revenue Tier: \$0-99k (65 records) | \$306,000.0000 | \$15,000.0000 | \$589,500.0000 |
| <input type="checkbox"/> Account: Account Revenue Tier: \$100k-499k (62 records) | \$323,333.0000 | \$0.0000 | \$433,333.0000 |
| <input type="checkbox"/> Account: Account Revenue Tier: \$500k+ (487 records) | \$599,544.0000 | \$125,000.0000 | \$5,667,838.0000 |
| Grand Totals (614 records) | \$1,228,877.0000 | \$140,000.0000 | \$6,690,671.0000 |

Customizable Campaign Weighting and Prioritization

Weighted Campaign Influence from Full Circle CRM allows you to see exactly which campaigns are impacting opportunity creation, maturation, and close. Our out-of-the-box model provides the ability to calculate campaign influence based on any combination of first touch, last touch, and tipping point campaigns, in addition to any remaining campaign touches. We recognize that every business is unique so don't feel limited by the existing model, feel free to design your own and plug it into our existing infrastructure. Customize weighting and timing rules by any criteria you want - type of campaign, product line, segment, opportunity, create or close dates, etc.

Run 3 Models Simultaneously

Once your model is set up and activated, our response database allocates the opportunity amount to every campaign member that meets your specific criteria. Within Weighted Campaign Influence, you can evolve and refine your models to get the most accurate revenue attribution to your campaigns. Run three models side by side to hone in on the model that works best for you.

Endless Campaign Influence Reports

We capture all relevant influence information and create relationships between key objects, such as Opportunity, Campaign, Contact, Account, and Campaign Member. This unique relationship allows users to build dynamic reports directly in salesforce.com to measure the influence of campaigns by their individual dimensions including top campaigns that influence deals, average number of influenced campaigns by opportunity type, opportunity region, new business vs. up-sell, add-on, renewal, etc. Whether you want to understand the campaigns that influence a specific product line this quarter or what campaigns influenced your key market segments last year, our flexible data model allows you to get to the key information that's important to your business.