

DemandLab's Insentric™

The revenue attribution solution created for marketers—by marketers



As a marketing leader, you have two goals when you set up a campaign:

- 1 **Acquire** new leads
- 2 **Nurture** existing leads

It sounds simple. But there's more to it.

You're also faced with:

- 1 **Tracking customers** across multiple digital touchpoints
- 2 **Setting up best practices** for managing data
- 3 **Gaining visibility and insight** into the buyer journey and insight into the customers on that journey
- 4 **Accurately measuring** how marketing affects revenue

And that's just to start.

How can you best allocate your budget to meet your unique goals and determine which initiatives are driving revenue?

Presenting Insentric™.

What's Insentric™?

Insentric is a marketing intelligence platform: a revenue attribution solution developed for large enterprises and Fortune 2000 B2B marketers who need to measure and prove their impact on revenue. It measures source, channel, and revenue attribution across the entire buyer journey.

Designed for enterprises that use Adobe Marketo Engage and Salesforce Sales Cloud, Insentric works continuously in the background of your existing technologies and workflows to automate, orchestrate, and generate meaningful insights through end-to-end marketing attribution data.

INSENTRIC™ HAS THREE KEY COMPONENTS:

- **Automation:** Provides consistency, quality, and streamlined processes with advanced web traffic attribution, automatic analytics tracking in Marketo emails, and data capture
- **Attribution:** Measures source, channel, and revenue attribution across the entire buyer journey, using best practices to scale marketing performance measurement
- **Insights:** Reports long-term trend analysis, marketing performance, and detailed storytelling



Giving you a look back—and a way forward

Intrinsic offers a review of data and previous campaigns as well as automated reliable insights that help you plan a long-term strategy.

More than just a dashboard of metrics, Intrinsic goes beyond the snapshot in time most attribution solutions offer to provide marketing leaders with clear, actionable information. With Intrinsic, you can evaluate both your present performance and your future spending decisions through long-term trend analysis and performance.

Since 2009, DemandLab has been implementing marketing attribution solutions for our clients. And as marketers ourselves, we know why other revenue attribution products fail. That's why we developed Intrinsic: to solve those challenges.

Consultation before implementation

If you need to measure something, you must give yourself something to measure consistently. Is your data unified and standardized?

DemandLab works with marketers to fast-track attribution preparedness and ensure marketing efforts are consistent.

Unwieldy data? Duplicate fields? Inconsistent nomenclature? DemandLab will work with you, and the systems you already have in place.

*Ready to make accurate
and understandable
marketing attribution
work for you?*

Visit intrinsic.com



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We create marketing-led customer experiences for global B2B enterprises. Through connected platforms, mastered data, and reporting, we build marketing engines that support revenue growth, business insights, and customer engagement. Learn more at intrinsic.com.

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