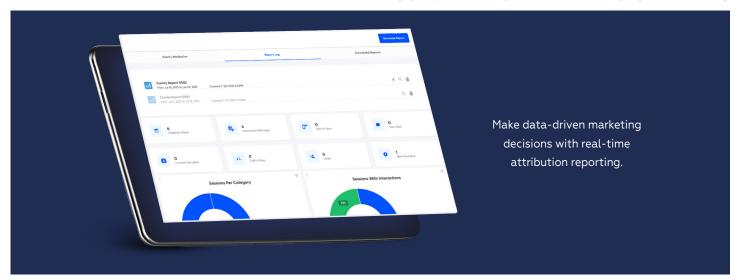


## **CLARITY ATTRIBUTION**

UNCOVER YOUR HIGHEST CONVERTING MARKETING CHANNELS



#### **How It Works**



The Conversion Cloud® captures information about your leads as they convert on your website.



Clarity Attribution reports a breakdown of the marketing sources, devices, locations, and modules leads came from before converting.



Your team can leverage these insights to optimize your marketing mix, lead capture strategies, and location targeting.

### **Features**

- Use our Clarity Attribution report builder to create custom automated lead generation reports.
- Determine the first, last, and multi-touch marketing sources that generate the
  most leads for your business with multi-touch attribution. Identify the number
  of touches it takes to convert a prospect into a lead.
- $\bullet\,$  Report on the number of leads generated across your modules.
- Gain visibility into the locations and devices your leads are coming from when they convert on your website.

### **Benefits**

- Prove the ROI of your marketing efforts.
- · Gain valuable insights into the prospect journey.
- Share reports with team members and stakeholders to drive marketing optimization.

# The Conversion Logix Difference

Clarity Attribution gives businesses the data they need to identify their top-performing marketing channels. With location and device reporting, multi-touch marketing attribution, and leads per module, Clarity Attribution reporting can help you identify opportunities to optimize your marketing efforts for lead generation.