Make data-driven marketing decisions with real-time attribution reporting.

How It Works

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

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

3 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.

- 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.

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