



B2B Marketing Campaign ROI Attribution with Salesforce Data Cloud



\$1M+ in attributable revenue identified within the first 3 months



Direct attribution of revenue to B2B marketing campaigns



Revenue-based marketing investment decisions replacing activity-based budgeting



Executive dashboards providing campaign ROI visibility

Client

Leading North American telecommunications provider delivering connectivity, communications, and technology solutions to businesses ranging from small organizations to large enterprises

Operating at scale, the organization invests heavily in B2B marketing programs designed to generate demand, nurture prospects, and support revenue growth. As marketing investments increased, leadership required a more reliable way to measure which campaigns influenced sales outcomes and generated recurring revenue.

Like many large enterprises, the organization also faced data quality challenges across sales and marketing systems, making accurate attribution increasingly difficult.



Challenges

The organization lacked a reliable framework for connecting marketing activity to revenue outcomes.

Marketing budgets were distributed across multiple teams and initiatives, but campaign performance was largely evaluated based on activity volume rather than measurable business impact. Leadership had limited visibility into which campaigns influenced opportunities, generated revenue, or delivered the strongest return on investment.

The challenge was compounded by inconsistent customer and account data. Variations in how sales representatives entered lead, account, and company information created duplicate records and fragmented customer views. Multiple versions of the same organization often existed across systems, making it difficult to accurately connect marketing engagement to downstream revenue.

Without a comprehensive attribution model, the organization struggled to confidently measure marketing effectiveness and optimize future investment decisions.

Munvo Solution



Munvo implemented a Salesforce Data Cloud-based attribution framework designed to connect marketing engagement activity with recurring revenue outcomes.

The engagement focused on creating a scalable attribution model capable of measuring the influence of multiple marketing touchpoints throughout the B2B buying journey.

- **Custom Revenue Attribution Model**

Munvo developed a custom time-decay attribution model that assigned weighted credit to campaigns delivered before a purchase decision. Rather than attributing revenue to a single interaction, the model evaluated the cumulative influence of marketing engagements over time.

- **Data Modeling and Customer Unification**

To improve attribution accuracy, Munvo designed data models that helped reconcile customer, account, and organizational relationships across systems. This reduced the impact of duplicate records and improved visibility into customer hierarchies.

- **Reporting and Performance Visualization**

Munvo enabled dashboard reporting that connected campaign engagement metrics directly to monthly recurring revenue. Marketing and leadership teams gained clear visibility into campaign influence, revenue contribution, and overall ROI performance.



Benefits

- **Revenue Visibility:** Marketing teams can now directly connect campaign activity to recurring revenue outcomes.
- **Campaign Performance Measurement:** The organization can identify which marketing initiatives influence B2B sales opportunities and generate the strongest returns.
- **Smarter Budget Allocation:** Marketing investments can be prioritized based on measurable revenue contribution rather than campaign volume.
- **Improved Decision-Making:** Leadership teams now have access to trusted reporting and ROI insights that support growth-focused planning.
- **Stronger Alignment Between Marketing and Sales:** A shared view of campaign influence and revenue contribution improves collaboration across teams.



Results

- ✓ Attributed more than **\$1 million in revenue** to marketing campaigns within three months of implementation
- ✓ Established a repeatable framework for campaign ROI measurement
- ✓ Created direct visibility between email marketing activity and monthly recurring revenue
- ✓ Enabled dashboard-based reporting for campaign influence and revenue attribution
- ✓ Improved confidence in marketing investment and budget allocation decisions



Attribution is most effective when organizations can connect marketing engagement to real business outcomes. By combining Salesforce Data Cloud with a custom attribution framework, we helped the client gain meaningful visibility into revenue contribution and make more informed investment decisions based on measurable results.



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