

Marketing ROI Catalyst: Turn Spend into Measurable Revenue Impact

Unify marketing and CRM data to optimize attribution, funnel performance, and ROI

THE CHALLENGE

Fragmented data across CRM, Google Analytics, and email platforms creates deep visibility gaps. Without a unified view, manual ROI calculations take weeks, and multi-touch attribution remains guesswork, leading to revenue leakage and missed opportunities.

OUR SOLUTION

Multi-source accelerator unifying CRM, Google Analytics, and web/email data into a Common Data Model for instant natural language queries and governed insights. Powered by Native Data Residency with plug-and-play value.

Marketing Intelligence Capabilities

1 Campaign Optimization

3 Revenue Attribution Deep Dive

2 Funnel Bottleneck Resolution

4 Cross-Channel ROI Forecasting

What Sets It Apart



70% reduction in ETL complexity via Common Data Model



Switch between W-shaped, Linear, Shapley for precision tracking



Cortex NL to SQL—80% faster than traditional BI tools



Root cause analysis enabling faster decisions and revenue uplift

Value Delivered



Sales Rep

Saves 6–8 hrs/week; accelerates deal velocity (~20%)



Marketing Ops Analyst

Cuts unification by 70%; automates accurate ROI reports



Campaign Manager

Spots ROI channels in minutes; lifts conversions 15-25% with GA



Executive Leader

Gets visual dashboards; unlocks 15-20% revenue via AI forecasts

Marketing ROI Catalyst - How it Works (Architecture Behind the Scenes)



Conversational Intelligence Flow

1. Natural Language Ask

"Compare Q4 EMEA Campaign ROI vs GA Traffic?"



2. OPTICS Intelligence Agent Réponse

"EMEA ROI is 210% (driven by Webinars). GA Sessions up 15%. Want to see the W-Shaped attribution breakdown?"

Secure Scale

Governed

Iterative

Click Here to Watch Demo [or](#) Request a Meeting