

# The Three R's of Revenue: Reap the Returns of Revenue Attribution

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## Background

Your marketing team has a data problem. Siloed systems, cross-channel journeys, poor tracking and unreliable data lead to spending decisions made by intuition rather than insight. Do you know the effectiveness of your current spend? What marketing channels and tactics produce the best return? Are you spending the right amount? Whether you are a B2B or B2C company, in this workshop we help you turn forecasting into a science while tackling methods to track customers across channels and platforms and attributing revenue back to spend using the Tealium platform in conjunction with your BI tool.

## Tealium Product

Tealium IQ, EventStream and AudienceStream

## What's Included

A 1.5- to 3-hour in-person or virtual workshop with key stakeholders that details the value of marketing attribution to your bottom line and uncovers pilot data that can be visualized into a marketing databoard. Based on the agreed upon pilot project, your data will be evaluated and built into a model by one of our data visualization experts (2-3 business days of complimentary consulting).

## Deliverable

The Zirous team will conduct a 30- to 60-minute session detailing the findings from our analysis, present the data visualization and insights from the pilot project, discuss implementation considerations and propose a detailed scope of projects to gain additional value from utilizing Tealium data in a BI visualization tool.

