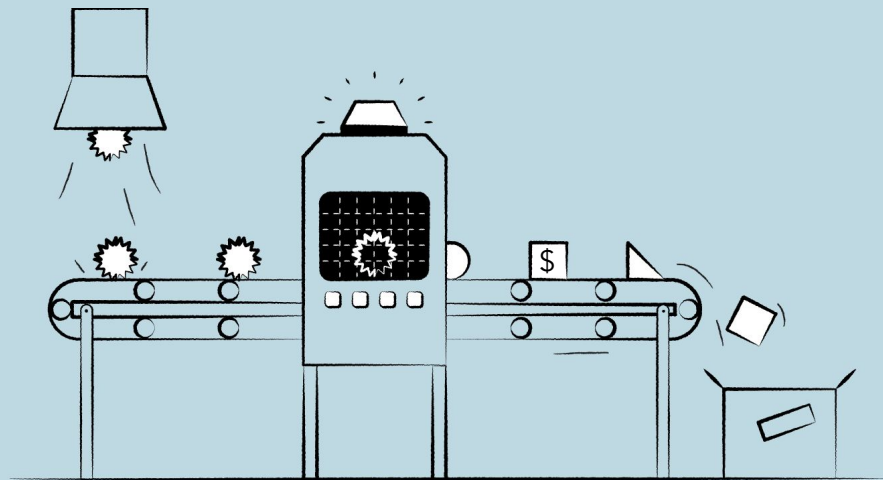


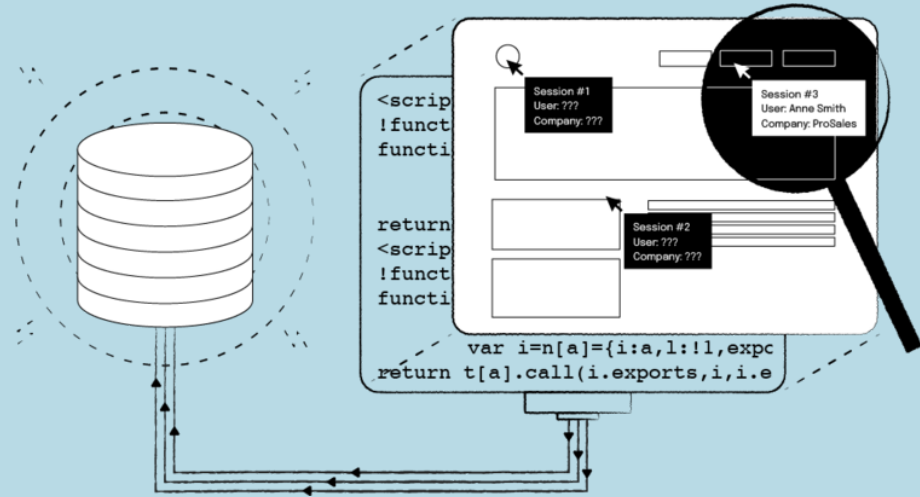
Dreamdata

The B2B Revenue
Attribution Platform

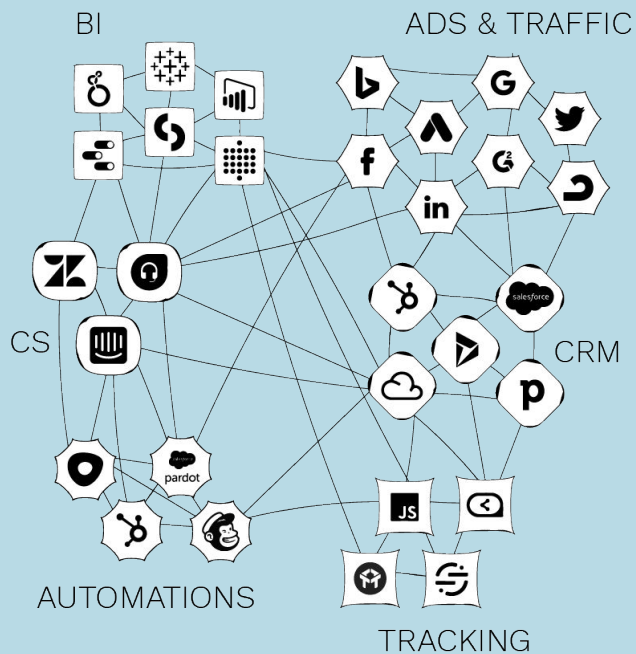


B2Bs are moving towards a holistic, data-driven and automated approach to sales and marketing

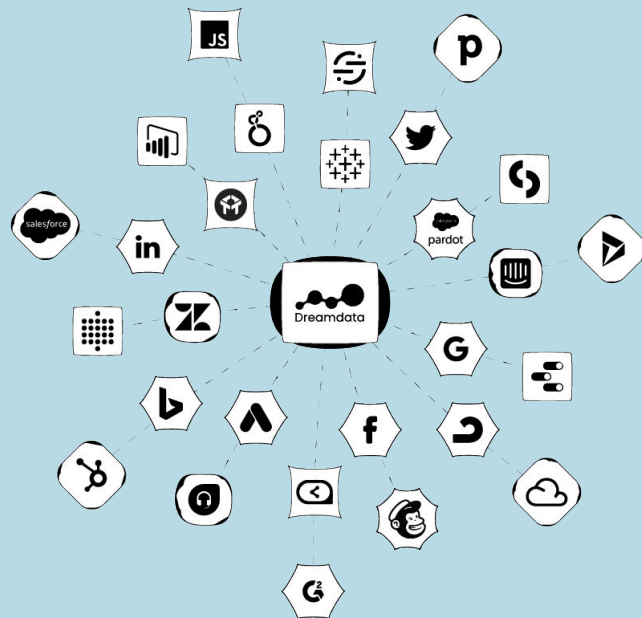
*“80% of B2B Sales Interactions
Between Suppliers and Buyers
Will Occur in Digital Channels by
2025” - Gartner*



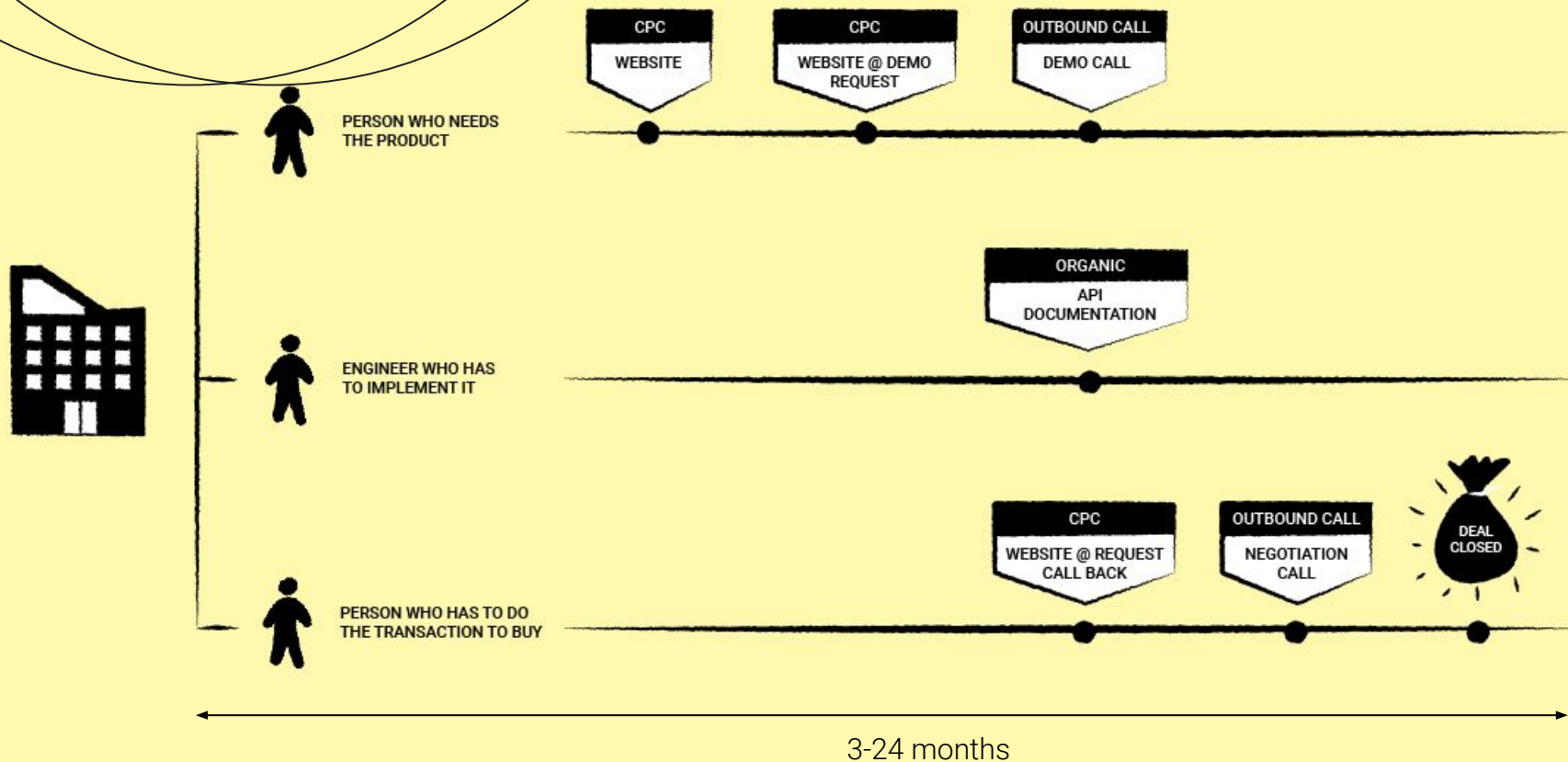
BEFORE



AFTER



Full visibility of the customer journey



All your commercial data in one place. Clean. Ready for action.

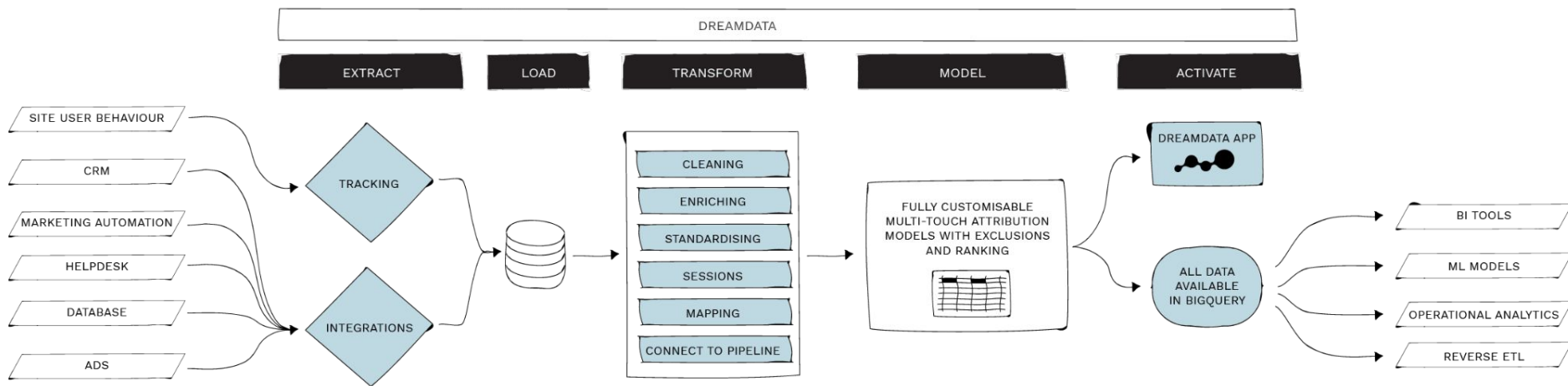


Illustration: Dreamdata solution flow

Our Value Proposition

| | |
|--|---|
| Plan, budget and experiment based on metrics from real deals and revenue | <p>Instant snapshot of all your revenue metrics.</p> <p>Including your total revenue generated, revenue per pipeline stage, total number of deals, and average deal length.</p> |
| Transparent B2B customer journeys | <p>Inspect every touch along your customer journeys</p> <p>Dreamdata's Journeys feature reveals the complete picture of each customer journey. Better than ever Sales and Marketing alignment.</p> |
| \$scale what works | <p>Optimise performance across all your revenue-generating activities with our Performance feature.</p> <p>Maximise effectiveness, improve ROI, and scale success.</p> |
| Break down Data-silos | <p>Dreamdata solves the problem of building out your own tracking, transformation, modelling, and orchestration stack.</p> <p>You get the final data outcome. The analyst can use time on applying the data to business decisions</p> |

Our Ideal Customer Profile

Company

| | |
|----------------|--|
| Business Type: | B2B SaaS |
| Employees: | 100 - 5000 |
| Geo: | North America, Europe and Oceania. |
| CRM: | HubSpot, Salesforce, Pipedrive, Microsoft Dynamics, Close |

Persona

| | |
|-----------------|--|
| Function: | Marketing and Revenue ops. |
| Decision Maker: | VP / Director / Head of |
| Product User: | Marketing / Growth / Demand Specialist / Ops and Do'ers |
| Tech validator: | Rev. Ops. and Data teams |

Use Cases



Marketing

- Scale with confidence
- Knowledge of what works and what doesn't

Sales

- Focus outreach on the right accounts with the right message at the right time

Ops

- Full mapping of your revenue engine
- Easens due diligence process when looking for funding

You're in great company

 gorgias

ivalua

 uberall

essensys

 VAINU

 CAPMO

agendor

insightsoftware

byrd

 trenco

 SPACELIFT

 LENGOW

Personio

 Siteimprove

mapp CLOUD

 dixa

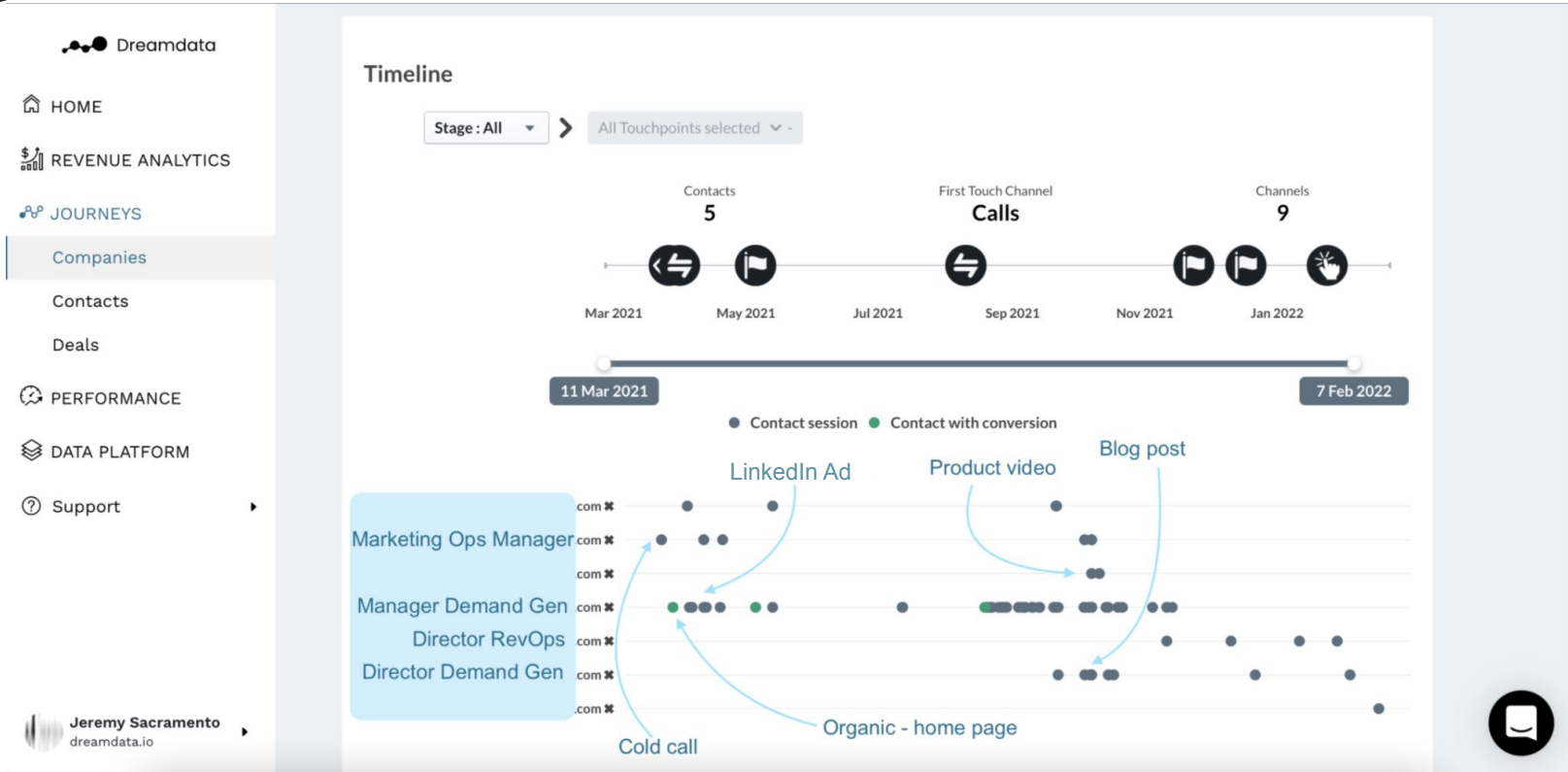
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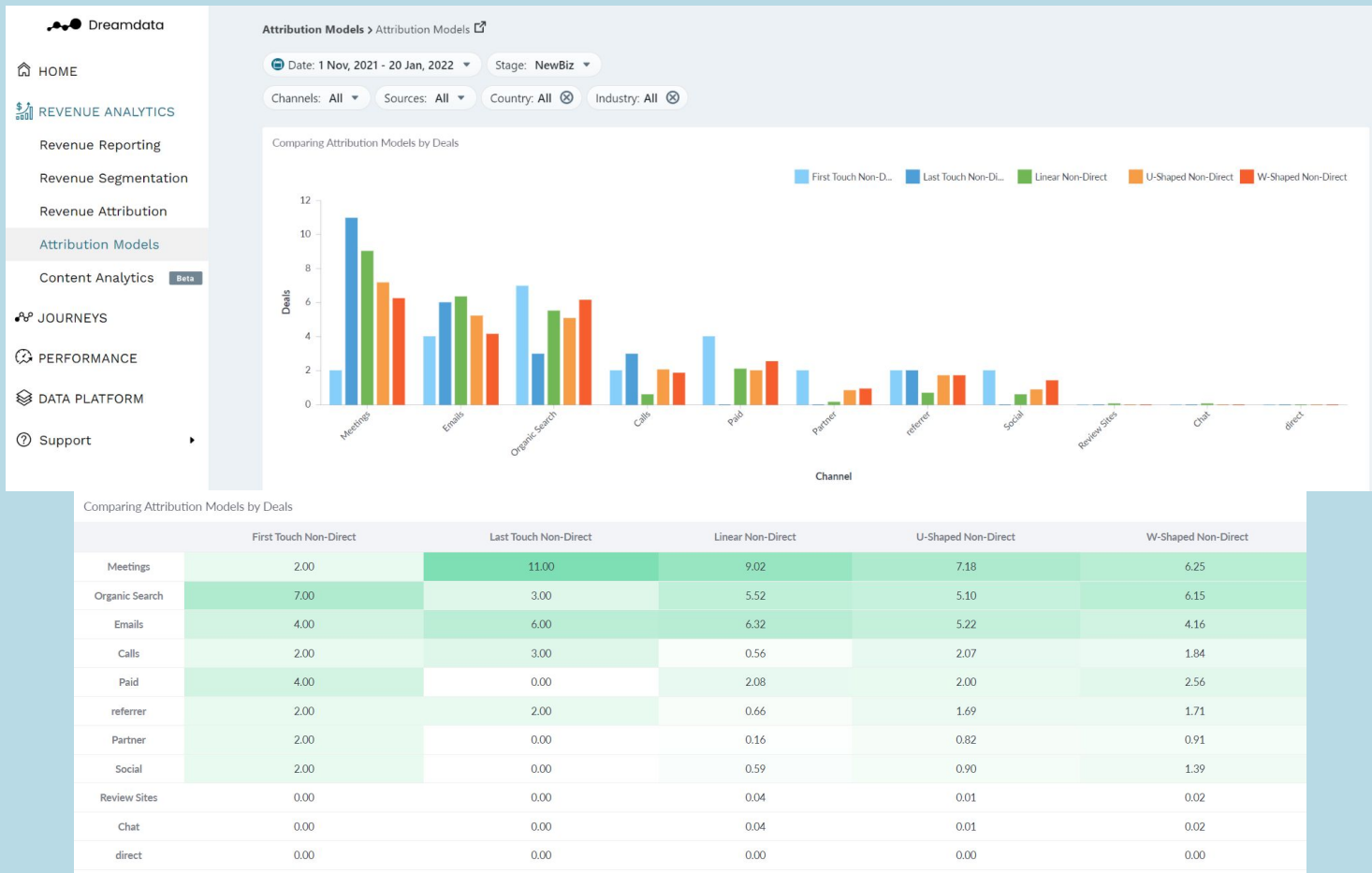


Dreamdata product screenshots

Shows every sales and marketing touch on every account



So you can understand the contribution of every channel, source and campaign



Comparing Attribution Models by Deals

| | First Touch Non-Direct | Last Touch Non-Direct | Linear Non-Direct | U-Shaped Non-Direct | W-Shaped Non-Direct |
|----------------|------------------------|-----------------------|-------------------|---------------------|---------------------|
| Meetings | 2.00 | 11.00 | 9.02 | 7.18 | 6.25 |
| Organic Search | 7.00 | 3.00 | 5.52 | 5.10 | 6.15 |
| Emails | 4.00 | 6.00 | 6.32 | 5.22 | 4.16 |
| Calls | 2.00 | 3.00 | 0.56 | 2.07 | 1.84 |
| Paid | 4.00 | 0.00 | 2.08 | 2.00 | 2.56 |
| referrer | 2.00 | 2.00 | 0.66 | 1.69 | 1.71 |
| Partner | 2.00 | 0.00 | 0.16 | 0.82 | 0.91 |
| Social | 2.00 | 0.00 | 0.59 | 0.90 | 1.39 |
| Review Sites | 0.00 | 0.00 | 0.04 | 0.01 | 0.02 |
| Chat | 0.00 | 0.00 | 0.04 | 0.01 | 0.02 |
| direct | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |

Which campaigns are driving your MQLs?

Dreamdata

HOME

REVENUE ANALYTICS

Revenue Reporting

Revenue Segmentation

Revenue Attribution

Attribution Models

Content Analytics Beta

JOURNEYS

PERFORMANCE

DATA PLATFORM

Support

Revenue Attribution > Channel

Date: 1 Jan, 2021 - 20 Jan, 2022

Stage: MQL

Attribution: W-Shaped

Channels: All

Sources: All

Campaigns: All

Country: All

Industry: All

Employees: All

Annual Revenue: All

Account Owner: All

Referrer URL: All

Referrer Host: All

Deal Owner: All

Landing Page: All

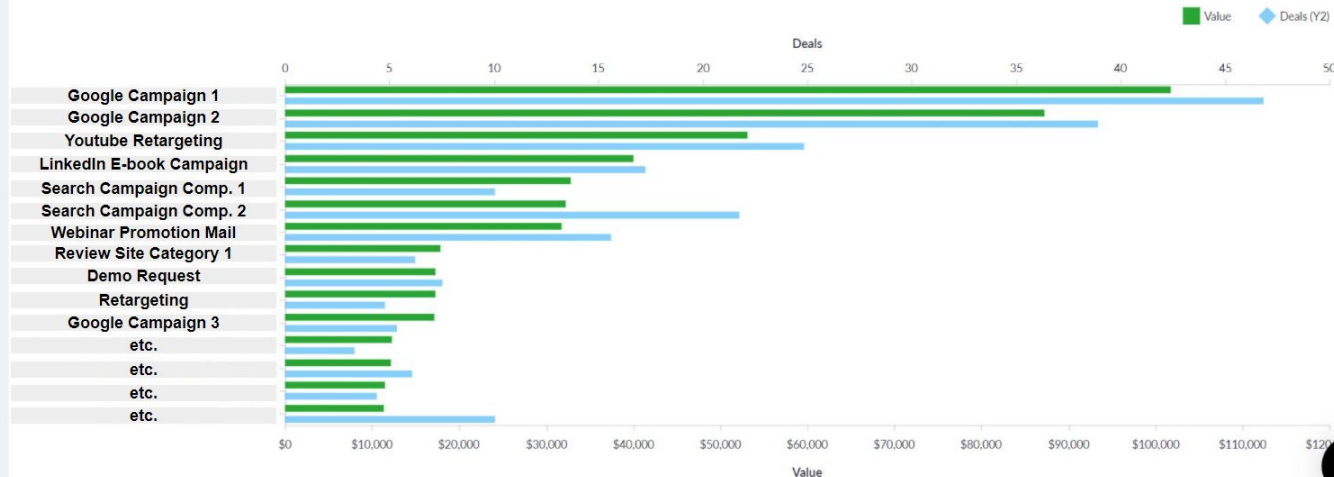
Aggregation: Day

Group By: Channel

Deals
349.5

Value
\$736,921

Value & Deals Split by Campaign



Pipeline analytics and advanced filtering

 Dreamdata

 HOME

 REVENUE ANALYTICS

Revenue Reporting

Revenue Segmentation

Revenue Attribution


Attribution Models

Content Analytics Beta

 JOURNEYS

 PERFORMANCE

 DATA PLATFORM

 Support

 Samuel Malpiedi
pedpiper.com

Revenue Analytics > Revenue Analytics 

Date: 1 Jan, 2021 - 20 Jan, 2022

Stage: NewBiz

Country: All

Industry: All

Employees: All

Annual Revenue: All

Account Owner: All

Aggregation: Week

Stage Averages

First Touch → NewBiz

161.6 Days | 3.1 Contacts | 4.1 Channels | 33.3 Sessions

Based On Selected Filters, 132 Companies And 132 Deals

First Touch → SQL

90.3 Days | 1.6 Contacts | 2 Channels | 4.4 Sessions

Based On Selected Filters, 118 Companies And 118 Leads

SQL → NewBiz

76.9 Days | 3 Contacts | 3.6 Channels | 33.2 Sessions

Based On Selected Filters, 105 Companies And 105 Deals

Contacts

409

Companies

134

Leads

134

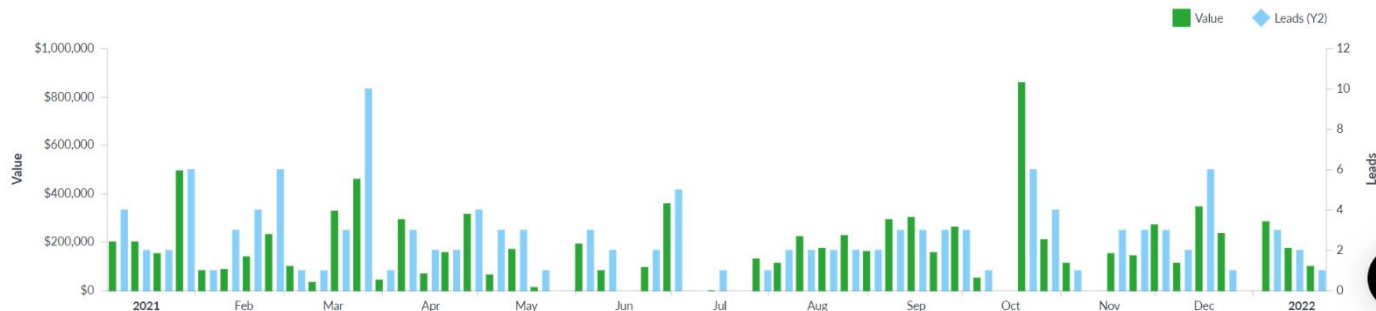
Average Leads Size

\$70,991

Value

\$9,512,803

Value & Leads over Time (NewBiz)



Optimise any ad platform directly to pipeline and new business

Campaign Performance

| Campaign | Cost | Impressions | Clicks | Ctr | Cpc | Impr Share | Visitors | Contacts | Companies | Deals | Cpa | Value | Roas |
|----------|---------|-------------|--------|------|--------|------------|----------|----------|-----------|-------|---------|----------|---------|
| | \$347 | 3,220 | 634 | 20 % | \$0.5 | 73 % | 499 | 89 | 80 | 12.6 | \$28 | \$25,982 | 7,477 % |
| | \$2,867 | 10,213 | 333 | 3 % | \$8.6 | 73 % | 216 | 11 | 10 | 6.0 | \$478 | \$16,380 | 571 % |
| | \$1,180 | 5,860 | 265 | 5 % | \$4.5 | 67 % | 148 | 5 | 5 | 4.6 | \$256 | \$10,486 | 889 % |
| | \$6,497 | 14,648 | 699 | 5 % | \$9.3 | 51 % | 482 | 14 | 3 | 2.0 | \$3,248 | \$5,202 | 80 % |
| | \$493 | 4,747 | 117 | 2 % | \$4.2 | 62 % | 68 | 4 | 2 | 1.3 | \$379 | \$3,431 | 697 % |
| | \$4,257 | 14,414 | 416 | 3 % | \$10.2 | 50 % | 202 | 4 | 2 | 1.0 | \$4,257 | \$2,306 | 54 % |
| | \$139 | 177 | 11 | 6 % | \$12.6 | 73 % | 6 | 1 | 1 | 1.0 | \$139 | \$2,025 | 1,457 % |
| | \$356 | 5,014 | 167 | 3 % | \$2.1 | 28 % | 95 | 6 | 4 | 0.4 | \$1,018 | \$2,017 | 566 % |
| | \$1,052 | 3,993 | 109 | 3 % | \$9.6 | 63 % | 65 | 5 | 4 | 1.3 | \$841 | \$1,798 | 171 % |
| | \$124 | 972 | 14 | 1 % | \$8.9 | 21 % | 8 | 2 | 2 | 2.0 | \$62 | \$1,686 | 1,354 % |
| | \$92 | 650 | 15 | 2 % | \$6.2 | 75 % | 6 | 1 | 1 | 1.0 | \$92 | \$1,227 | 1,329 % |

Connect content to revenue

HOME

REVENUE ANALYTICS

Revenue Reporting

Revenue Segmentation

Revenue Attribution

Attribution Models

Content Analytics **Beta**

JOURNEYS

PERFORMANCE

DATA PLATFORM

Support

Samuel Malpiedi
piedpiper.com

Content Performance > URL

Date: 1 Nov, 2021 - 24 Jan, 2022

Stage: SQL

Content Category: All

URL: All

Add Filter

Aggregation: Week

Group By: URL

Secondary Group By: Session Channel

Metric On Graphs: Influenced Leads/Prospects/Deals

This analysis is based on events with a URL.

If the URLs considered here does not include the needed paths, contact support to setup the necessary definitions.

Page Views

22,077

Sessions

9,375

Contacts

821

Companies

532

Influenced Leads

200

Influenced Value

\$373,659

Which "URL" are generating the most "Influenced Deals/Leads/Prospects" ?



Organic Search Performance

 Dreamdata

 HOME

 REVENUE ANALYTICS

 JOURNEYS

 PERFORMANCE

Acquisition

Web Traffic

Conversions

Content

Organic

Paid

 DATA PLATFORM

 Support

 Samuel Malspied
dreamdata.io

Organic Performance > Google Search

Date: 2 Dec, 2020 - 10 Feb, 2022

Stage: MQL

Attribution: Linear

Content Groups: All

Devices: All

Group By: Page

Performance by Page

| Landing Page | Impressions | Avg Pos | Ctr | Queries | Clicks | Visitors | Contacts | Companies | Leads | Value |
|---|-------------|---------|--------|---------|--------|----------|----------|-----------|-------|---------|
| https://dreamdata.io | 42,015 | 30 | 14 % | 756 | 5,895 | 5,327 | 598 | 447 | 132 | €54,425 |
| https://dreamdata.io/b2b-customer-journey | 158,906 | 45 | 0.3 % | 1,297 | 501 | 901 | 14 | 13 | 7 | €2,150 |
| https://dreamdata.io/security | 390 | 29 | 14.1 % | 29 | 55 | 84 | 25 | 14 | 7 | €2,100 |
| https://dreamdata.io/security/bounty-program | 366 | 39 | 3.6 % | 41 | 13 | 55 | 12 | 11 | 5 | €1,600 |
| https://dreamdata.io/pricing | 17,707 | 15 | 0.3 % | 232 | 55 | 122 | 32 | 34 | 4 | €1,494 |
| https://dreamdata.io/integration/hubspot-attribution | 11,074 | 49 | 0.1 % | 288 | 7 | 23 | 6 | 7 | 3 | €1,260 |
| https://dreamdata.io/performance | 3,616 | 55 | 0 % | 50 | 0 | 9 | 2 | 2 | 2 | €1,200 |
| https://dreamdata.io/blog/b2b-attribution-models | 11,487 | 46 | 0.1 % | 125 | 8 | 63 | 7 | 8 | 2 | €981 |
| https://dreamdata.io/sign-up-free | 7,873 | 2 | 0.1 % | 46 | 5 | 17 | 10 | 10 | 3 | €800 |
| https://dreamdata.io/integration/microsoft-dynamics-attribution | 234 | 76 | 0 % | 36 | 0 | 18 | 2 | 2 | 1 | €800 |
| https://dreamdata.io/revenue-attribution-models | 169,641 | 42 | 0.1 % | 646 | 163 | 362 | 13 | 13 | 2 | €639 |
| https://dreamdata.io/blog/b2b-revenue-attribution-build-vs-buy | 4,112 | 64 | 0 % | 137 | 0 | 41 | 8 | 7 | 1 | €620 |
| https://dreamdata.io/blog/hxing-b2b-abm-tracking | 11,796 | 52 | 0 % | 110 | 3 | 66 | 7 | 10 | 1 | €600 |
| https://dreamdata.io/integration/zoho-crm-attribution | 7,547 | 51 | 0 % | 240 | 2 | 12 | 2 | 2 | 1 | €600 |
| https://dreamdata.io/revenue-analytics | 6,461 | 28 | 0.2 % | 51 | 12 | 56 | 2 | 2 | 2 | €600 |
| https://dreamdata.io/integration/capterra-ads-attribution | 3,526 | 18 | 0 % | 61 | 1 | 7 | 5 | 6 | 2 | €600 |
| https://dreamdata.io/integration/Zendesk-Self-Attribution | 732 | 61 | 0 % | 38 | 0 | 1 | 1 | 1 | 1 | €600 |
| https://dreamdata.io/blog/time-to-revenue-b2b | 8,333 | 36 | 4.2 % | 410 | 347 | 749 | 3 | 3 | 1 | €525 |
| https://dreamdata.io/blog/dreamdata-secures-4-million-in-seed-funding | 1,875 | 25 | 2.6 % | 47 | 49 | 136 | 9 | 10 | 1 | €523 |
| https://dreamdata.io/blog/direct-traffic-crm | 12,537 | 69 | 0 % | 530 | 5 | 59 | 4 | 4 | 1 | €450 |
| https://dreamdata.io/blog/hightouch-dreamdata-partnership | 2,658 | 34 | 0 % | 54 | 1 | 13 | 4 | 3 | 1 | €343 |
| https://dreamdata.io/blog/b2bs-should-stop-using-google-analytics | 29,703 | 49 | 0.2 % | 368 | 50 | 166 | 4 | 5 | 1 | €300 |
| https://dreamdata.io/blog/success-story-gorgias | 5,190 | 64 | 0 % | 103 | 0 | 42 | 4 | 3 | 1 | €300 |
| https://dreamdata.io/product-videos/capterra-ads | 58,203 | 18 | 0.2 % | 128 | 127 | 146 | 8 | 10 | 1 | €200 |
| https://dreamdata.io/compare/bizible-alternative | 6,019 | 40 | 0 % | 63 | 3 | 29 | 4 | 3 | 0 | €200 |
| https://dreamdata.io/integrations | 25,087 | 42 | 0 % | 881 | 4 | 73 | 15 | 16 | 1 | €150 |
| https://dreamdata.io/blog/product-led-growth-crm-hubspot | 27,103 | 58 | 0.2 % | 726 | 42 | 176 | 10 | 10 | 0 | €129 |
| https://dreamdata.io/blog/martech-2021-scott-brinker | 36,126 | 34 | 0.7 % | 194 | 249 | 444 | 6 | 3 | 0 | €86 |
| https://dreamdata.io/blog/b2b-content-roi | 26,732 | 57 | 0 % | 217 | 4 | 48 | 3 | 2 | 0 | €64 |
| https://dreamdata.io/blog/10-use-cases-for-data-platform | 5,699 | 52 | 0.1 % | 126 | 8 | 50 | 4 | 3 | 0 | €50 |
| | 2,707 | 69 | 0 % | 74 | 0 | 6 | 2 | 2 | 0 | €44 |

Build your own analytics through BigQuery

Dreamdata go to market report

Reset Share

Customer journey analysis - signal based

which part of the journey do you want to analyze?

for accounts that reached NewBiz in this period

From first touch to: NewBiz

(1)

Jan 1, 2021 - Sep 8, 2021

How many accounts reached the NewBiz funnel stage?

How many do we have any previous recorded events for?



How many days did it take to reach NewBiz from the first touch

And how many touches

By how many different people



What happened on the journey from first touch to NewBiz?

94% Visited our website



29% Downloaded our ebook



71% Used our product



88% visited our pricing page



82% visited our blog



100% had a sales meeting





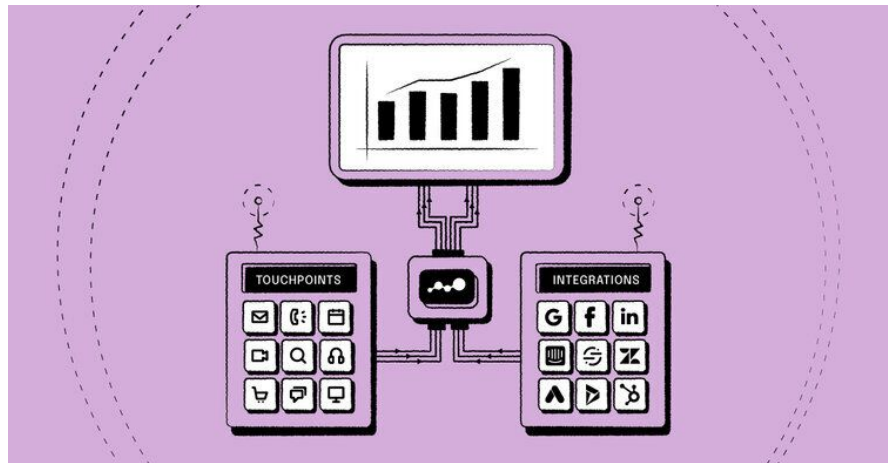
POC – Proof of Concept

Dreamdata Technical POC

Don't just take our word for it. Connect your own data to Dreamdata and see for yourself.

Validate:

- **CRM:** Are we getting accounts and deals from your CRM?
- **Tracking:** Is the script installed, tracking form submissions and showing sessions?
- **Ad spend:** Are we getting spend info from ad platforms?
- **Customer Journeys:** Can we see all your accounts in Dreamdata and their journeys?





GET DREAMDATA FREE

Getting to great



| Technical POC | Onboarding | Continuous Improvement |
|---|--|---|
| When completed: You're on the road to great data. Data will now improve every day. | When completed: All your available data is put into the right buckets. You can soon start to make decisions from it. | You have started acting with Dreamdata. Questions pop up. You get smarter on the data. You scale your activities. We help you. |
| <ul style="list-style-type: none">• Track visitors• Track form-submits• Connect Ad platforms• See CRM accounts in Journeys.• See deals in each automatic revenue stage; Sign-up, Deal Created and Deal Won. | <ul style="list-style-type: none">• Align revenue and deals per pipeline stage.• Connect all data sources• Map all UTMs to the right channels/sources.• Fix tracking gaps.• Team training sessions• Integrate historical data | <ul style="list-style-type: none">• Dedicated account management• Optimization and best practice• Map out Internal Usage and Reporting• Feedback sessions• Deep data analysis• Connect with BI team if available |

| Onboarding | | Timeline |
|------------------------------|--|--------------------|
| 1. Introduction and Planning | <ul style="list-style-type: none"> • Present Teams and Roles • Review Implementation Process and Steps • Assign responsibilities for each task • Set-up regular meeting schedule and communication flow to track progress | Week 1 |
| 2. Technical Implementation | <ul style="list-style-type: none"> • Installing scripts  • Adding integrations  • CRM & Revenue Setup • UTMs | Week 1-4 |
| 3. Data Validation | <ul style="list-style-type: none"> • Data to be validated: Website Traffic, Form Submissions, UTMs , CRM Data, Paid Marketing Data, Revenue Data, Other Integrations Data, Clarify definitions, data structure | Week 2-5 |
| 4. Product Onboarding | <ul style="list-style-type: none"> • Establish overview of users, their roles and use cases • Define reports and processes to be used in Dreamdata • Schedule Training sessions and follow up Q&A's | Week 3-6 |
| 5. Feedback and Optimisation | <ul style="list-style-type: none"> • Analyze usage • Receive Feedback • Interviews • Brainstorming sessions • Custom Report needs | Week 6 and onwards |

Additional Resources

- Product videos: <https://dreamdata.io/product-videos>
- Dreamdata Blog: <https://dreamdata.io/blog>
- Pricing & Tiers: <https://dreamdata.io/pricing>