

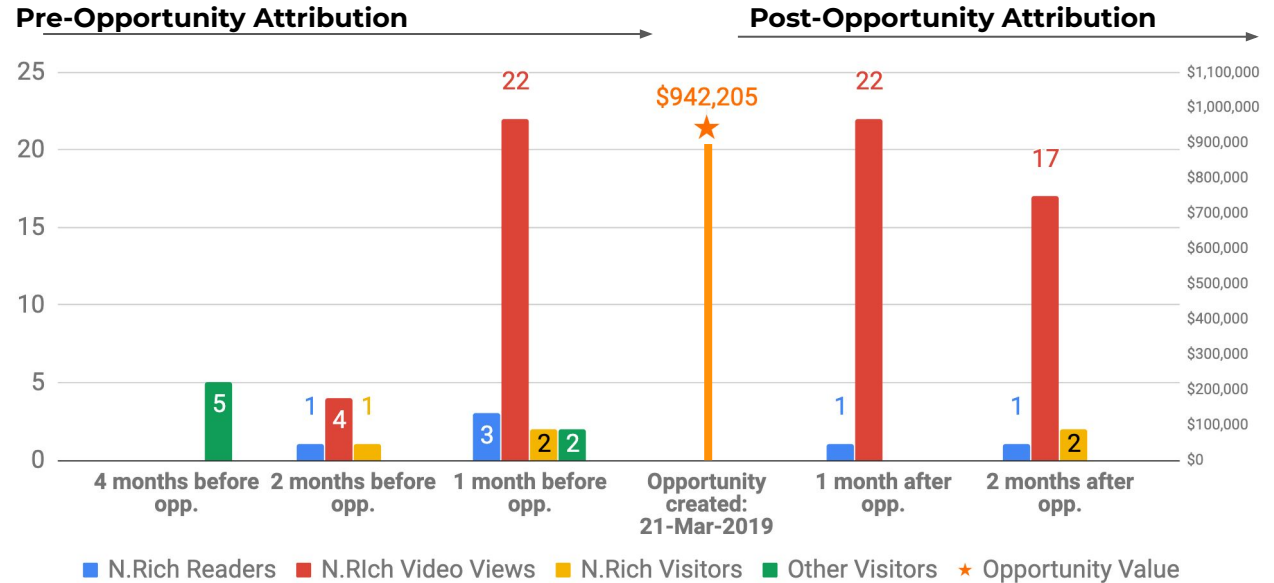
Measuring Digital Customer Journey with N.Rich ABM

Digital Customer Journey and opportunity events on a same timeline

Show clear correlation between opp. creation or stage change

Enables attributing website data and advertising to sales

Example: attributing content engagement to the \$940k sales opportunity

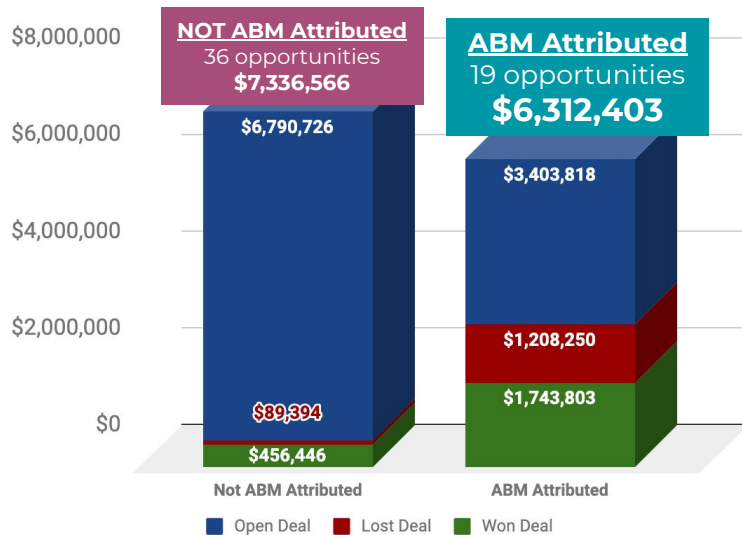


N.Rich ABM enables measuring business impact of entire digital customer journey

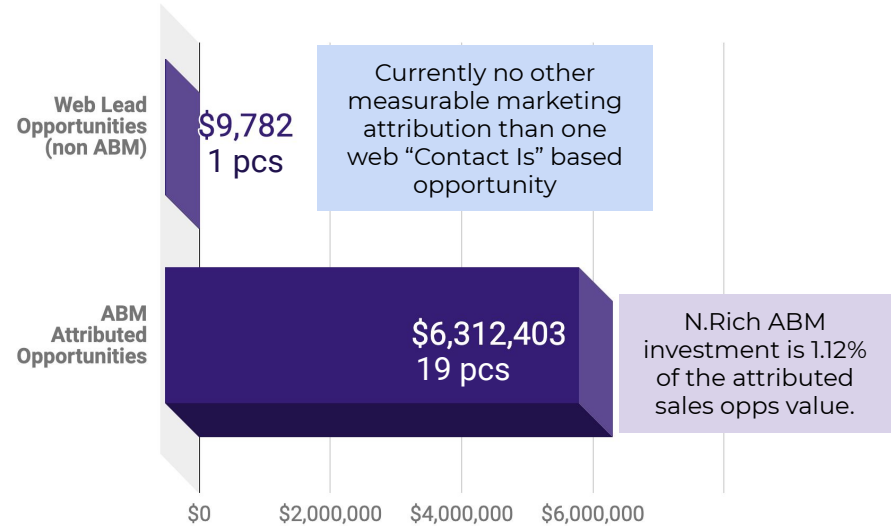
N.Rich ABM Attribution Sales Opportunities in CRM

Total N.Rich ABM Investment: \$71,341 and ABM Attribution To Sales opps \$6,355,871

ABM Attributed vs. Not attributed opportunities



Marketing Attributed Opportunity Breakdown



Appears that N.Rich ABM attributed sales opps are closing faster