

Unified marketing attribution across every channel.

A multi-brand organization running high-volume, multi-channel user acquisition needed one source of truth for marketing ROI. 10decoders extended their CRM with a centralized attribution and orchestration layer — connecting every channel from campaign launch to conversion, without replacing the core platform.

15%

Marketing spend optimized in 3 months

3x

Faster campaign insights

360°

View of marketing ROI across channels

— AT A GLANCE

Client Profile

Client	Multi-brand marketing organization
Domain	Marketing Analytics
Capability	Data Engineering · Attribution · CRM Extension
Engagement	PoC → Full rollout

— OVERVIEW

Many channels, *no single source of truth.*

The organization had invested in an established CRM platform to manage leads and campaigns. But the out-of-the-box capabilities fell short on unified marketing attribution, dynamic personalization, and complete visibility across acquisition channels.

Lead data flowed into the CRM from many sources — affiliates, direct website checkouts, and campaign-specific enrollment links — without standardization, producing inconsistent records and an incomplete picture of the user acquisition journey. 10decoders extended the existing CRM with centralized lead orchestration, flexible campaign personalization, and end-to-end attribution — without disrupting or replacing the core platform.

— CHALLENGE & APPROACH

Fragmented data in, *unified attribution out.*

● The challenge

- ✗ No unified attribution across affiliates, checkouts, and campaign links
- ✗ Lead data entered the CRM unstandardized, creating inconsistent records
- ✗ Incomplete visibility into the user acquisition journey
- ✗ No way to dynamically tailor offers, pricing, or access by segment

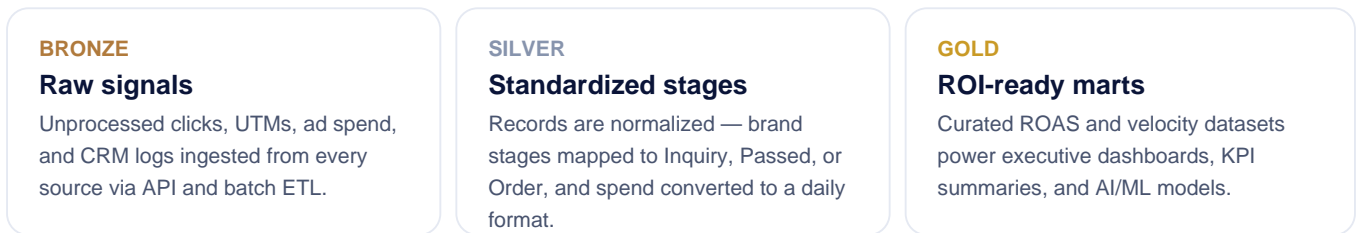
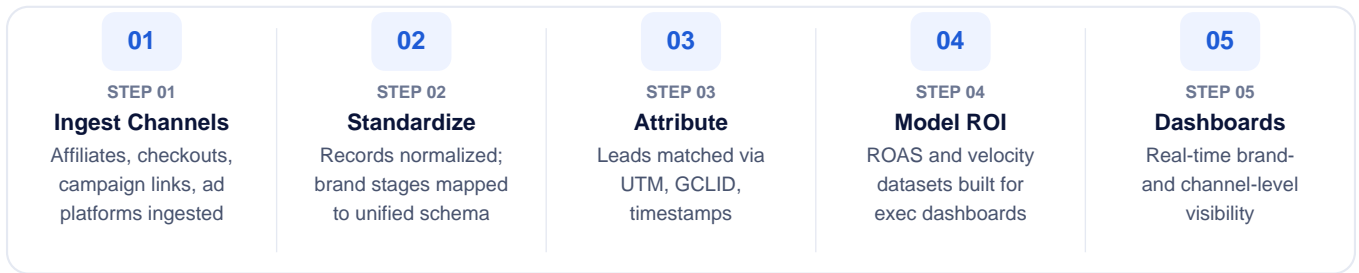
● Our approach

- ✓ Add a centralized orchestration layer to standardize lead capture
- ✓ Build an end-to-end attribution model integrated with the CRM
- ✓ Enable real-time tracking of lead flow, drop-offs, and performance
- ✓ Use feature flags to personalize offers, pricing, and access flows

— HOW IT WORKS

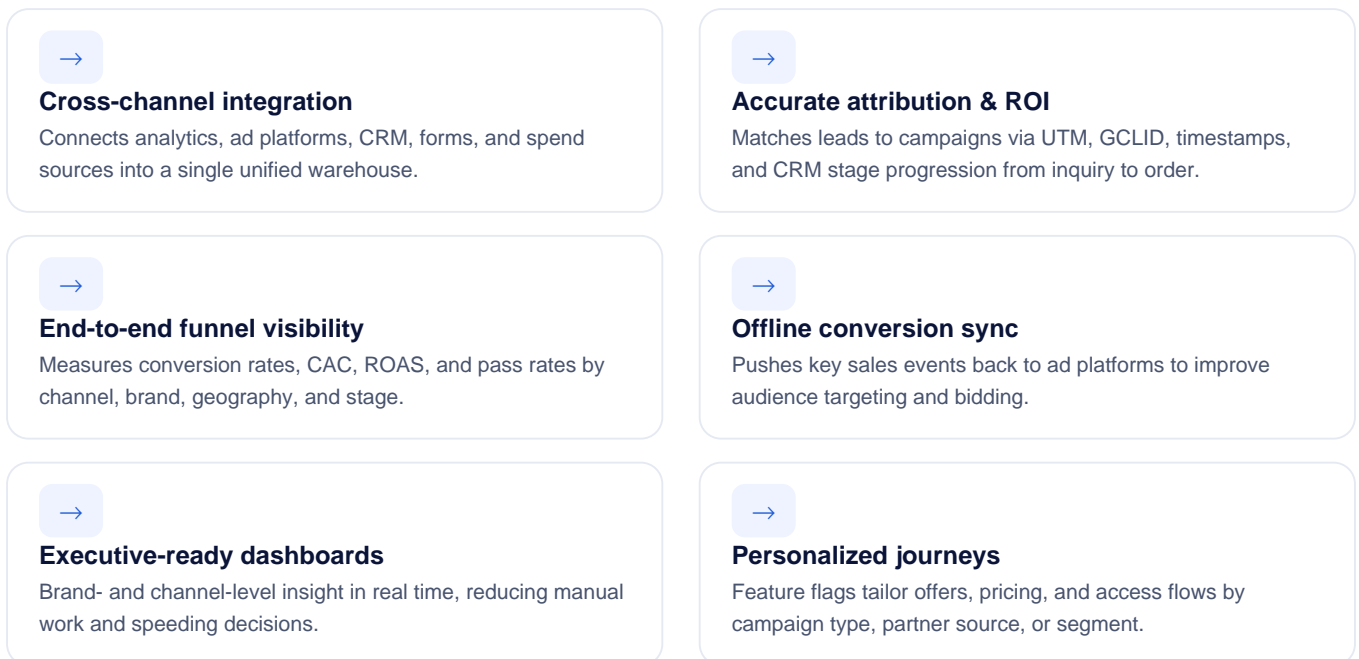
One pipeline from click to *conversion*.

Every channel feeds a unified warehouse, where a medallion architecture turns raw signals into ROI-ready insight — matched to leads via UTM, GCLID, timestamps, and CRM stage progression.



— WHAT IT DELIVERS

Attribution, visibility, and *control*.



— BUILT FOR EVERY STAKEHOLDER

One platform, *role-based insight*.

Each team gets the metrics and cadence that matter to them — from executive ROI to operational data integrity.

EXECUTIVE	MANAGERIAL	OPERATIONAL	GOVERNANCE
Growth & ROI <ul style="list-style-type: none">● ROAS proxy & brand revenue● Total portfolio CAC● Strategic investment bets	Funnel optimization <ul style="list-style-type: none">● Lead pass rate (quality)● Funnel-stage velocity● Cost per passed lead	Tactical execution <ul style="list-style-type: none">● Daily CTR & CPC signals● Offline conversion sync● Campaign source accuracy	Data integrity <ul style="list-style-type: none">● UTM & GCLID capture● API health & hygiene● Compliance & access control

— RESULTS

From data to *decisions*.

Outcomes delivered by extending the CRM with unified attribution and orchestration — no rip-and-replace.

15% Marketing expenses optimized within 3 months	3x Faster campaign insights for marketing & growth teams	↓ Reduced operational cost through automation
✓ 360° view of marketing ROI	✓ Improved lead quality & conversion	✓ Real-time visibility into drop-offs
✓ Scalable enrollment for enterprise & events		

Prove value first, *then scale*.

We de-risk delivery with a short, single-source proof of concept before committing to full rollout.

