

Sendoso + Bizible

Measure the revenue impact of your direct mail efforts the same way your organization measures digital channels.



Execute Online+Offline outreach campaigns, measure attribution, and empower the SDR, AE, and field sales teams to send direct mail and gifts at scale

With an attribution platform, like Bizible, you can measure and optimize direct mail based on the same metrics as all other channels.

How it Works

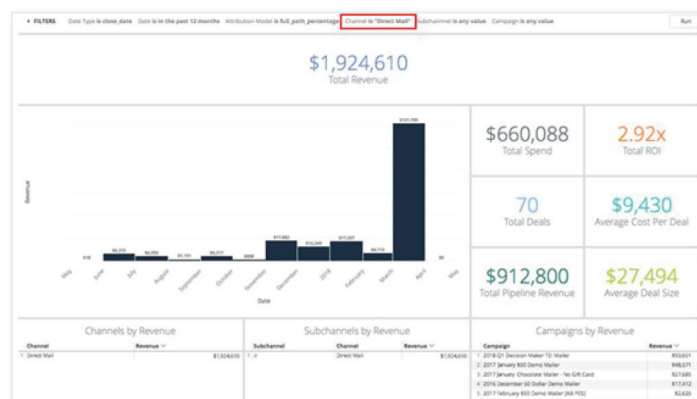
- To set up your Bizible Direct Mail channel, contact your CSM
- Identify your audience for your send, upload this CSV into Sendoso
- Tag your send to the correct campaign you've created in SFDC (your campaign should be tagged to your Direct Mail channel)
- Check to make sure your campaign statuses are matched correctly in Sendoso to sync in SFDC

How To Get The Most Out Of It

- Track your sales team's actions around a direct mail piece with Bizible's Activity Attribution; you can track and report on outbound phone calls and emails the same way as marketing activities.
- Choose your attribution model to track your direct mail success

Action	Attribution Touchpoint	Contact	Marketing Channel - Path	Touchpoint Source	Touchpoint Position	Attribution % Full Path	Revenue - Full Path	Attribution % Custom Model	Revenue - Custom Model	Touchpoint Date
Edi Der			Social Linkedin	linkedin	FT, L.C. Form	45.0000	\$36,000.00	36.0000	\$28,800.00	2/25/2014 8:50 AM
Edi Der			Other Email	Ms_automation	Form	0.1867	\$133.33	0.1865	\$135.59	3/3/2014 9:18 AM
Edi Der			Social Linkedin	linkedin		0.1867	\$133.33	0.1865	\$135.59	10/20/18 5:53 PM
Edi Der			Social Linkedin	linkedin		0.1867	\$133.33	0.1865	\$135.59	11/10/18 12:49 PM
Edi Der			Paid Search Adwords	Google Adwords	OC	22.5000	\$18,000.00	19.0000	\$12,000.00	10/20/18 9:35 AM
Edi Der			Social Linkedin	linkedin		0.1867	\$133.33	0.1865	\$135.59	2/4/2018 2:40 PM
Edi Der			Direct Mail	Salesforce Campaign	Demo, DM Demo, Registration, Closed, Form	22.5000	\$18,000.00	14.0000	\$11,200.00	3/9/2018 9:35 PM

Map your Sendoso Campaigns back to your Direct Mail Campaign back in SFDC.



Access your Attribution Model within the Bizible platform.