



Wicked Reports

Smart Attribution

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Agenda

1. The State of Marketing Attribution
2. What is Wicked Reports
3. How Wicked Reports helps agencies and multi-channel marketers
4. Brief Product demo
5. Ideal Clients
6. Partnership program details



A portrait of Simon Bell, a middle-aged man with short grey hair and a beard, wearing a dark blue blazer over a light blue button-down shirt. He is standing with his hands in his pockets, looking directly at the camera with a slight smile. The background behind him is a solid orange vertical bar on the left and a white background on the right.

Accurate attribution is the single largest issue we have as marketers ... digital metrics were held out as our savior, but instead, they have only led to more confusion



Simon Bell, professor of marketing and director of The Centre for Workplace Leadership at the University of Melbourne, told [Deloitte](#).

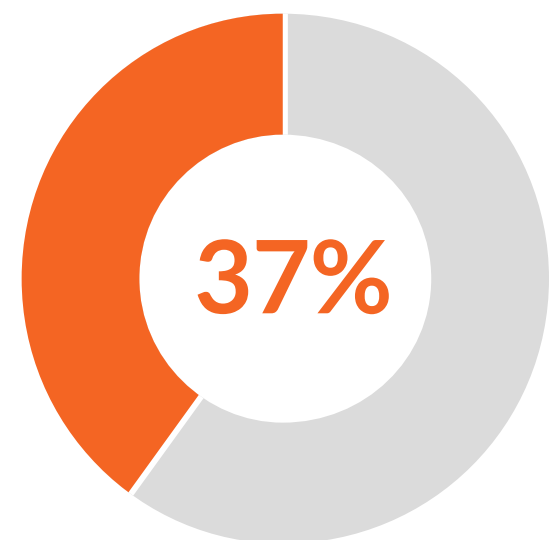
The State of Marketing Attribution

Marketers are feeling the pressure as the sheer volume of martech in play makes the accurate calculation of ROI on campaigns, channels and technology more important than ever.

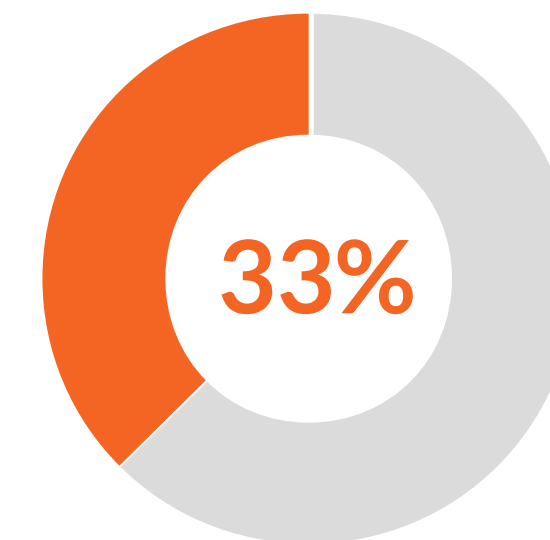
“ the average marketing group has 59 different martech point solutions, many of which are not integrated. ”

Nielsen 2018 CMO Report

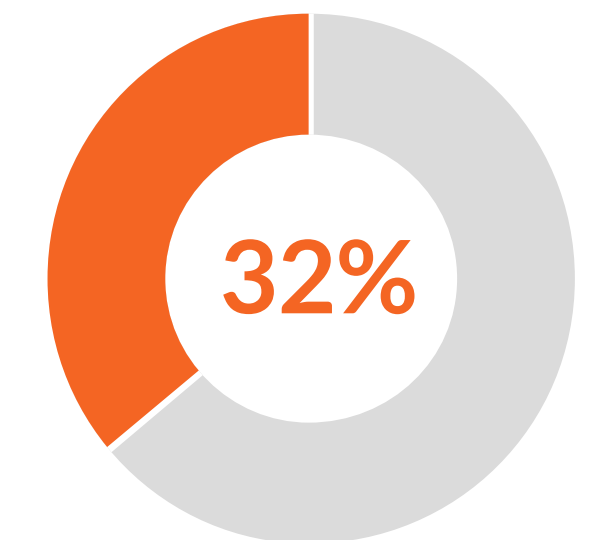
Businesses are using 7 separate technologies to extract insights from their data.



of respondents believe they analyze less than 20% of consumer data available to them.



of brands believe their current measurement solution delivers accurate attribution.



of businesses have a clear view of the customer lifetime value (CLV)

-ClickZ study

What is Wicked Reports?

SMART Attribution

We **simplify** the tracking and data analysis of **multi-channel** marketing campaigns to provide our customers with **actionable** insights using 1st party data (CRM and sales transaction) they can **trust**.

How Wicked Reports helps agencies and multi-channel marketers

1. Give Credit to You for Good Leads That Take Time to Buy - Continually prove your worth when the leads you generated are now buying weeks or months later.
2. Prove ROI and back it up
3. Future proof your agency with 1st party data- Google “secret top advertiser meeting” results and future of pixels & cookies
4. Leverage Google Smart Campaigns
5. Give Clients Advanced Insights & Marketing intelligence
6. One-click exportable branded PDF reports
7. SMART attribution makes you an advanced marketer

Common Metrics

Clicks, views, impressions, open rates and the like are valuable for understanding how your message may be resonating but the key metric that is most important is **DID IT MAKE YOU MONEY**



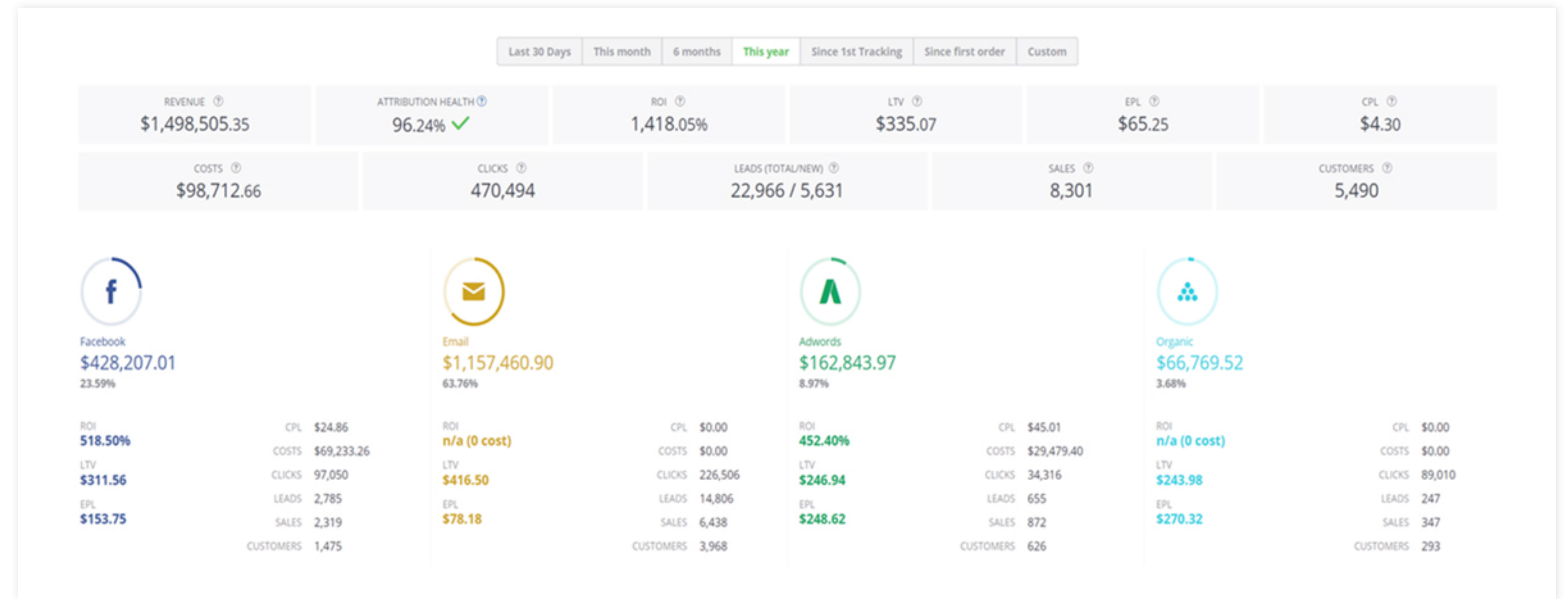
SMART Attribution

Key Reports

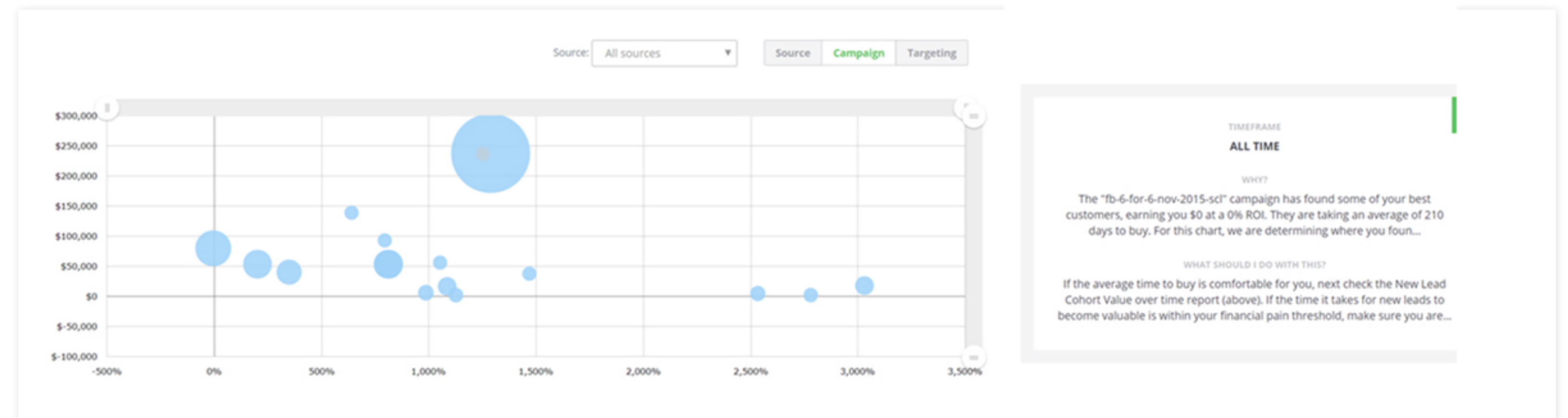


Mission Control

Quick snapshot of marketing channel effectiveness



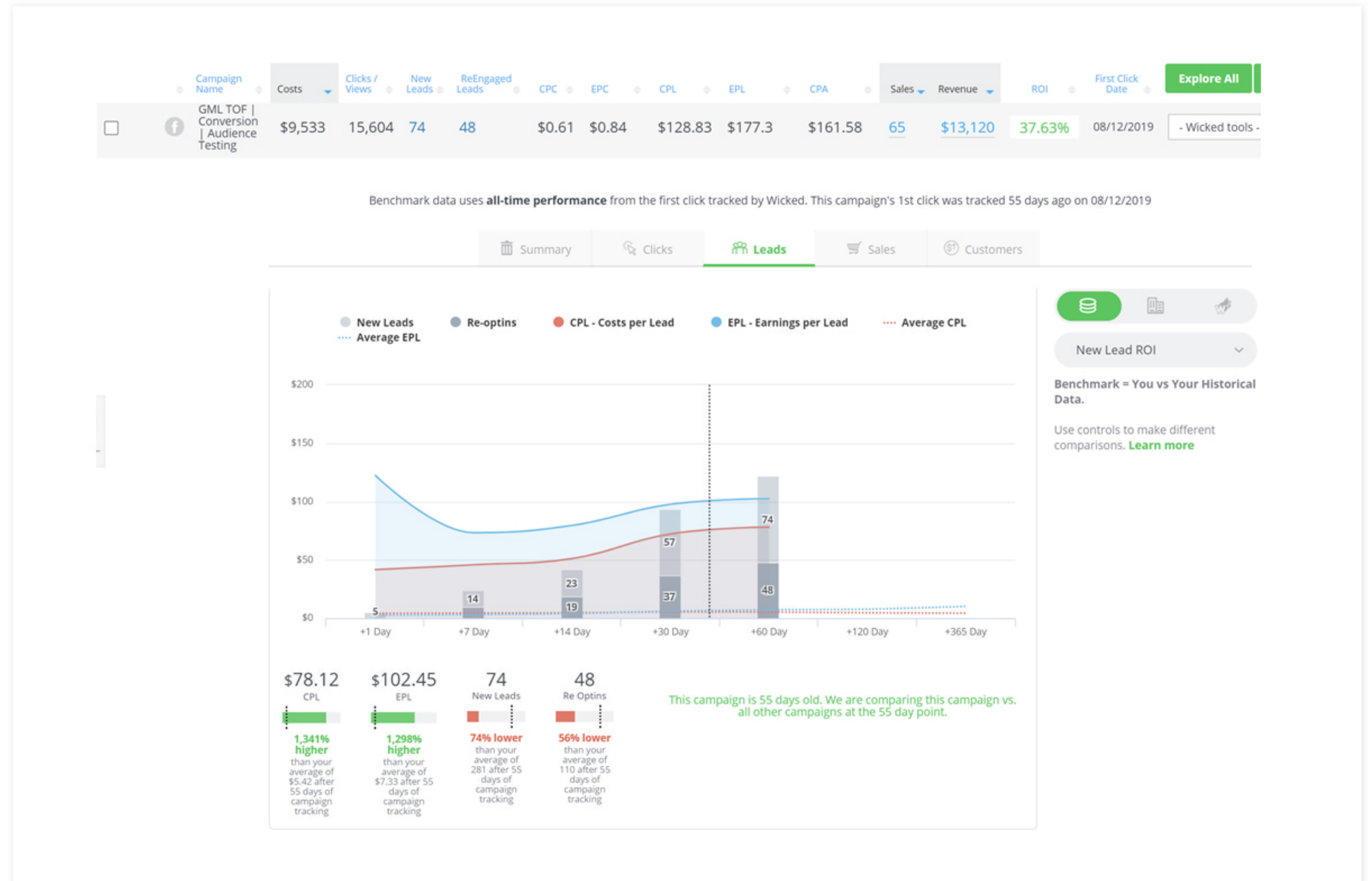
Data mining your tracking & attribution results to answer high value questions.



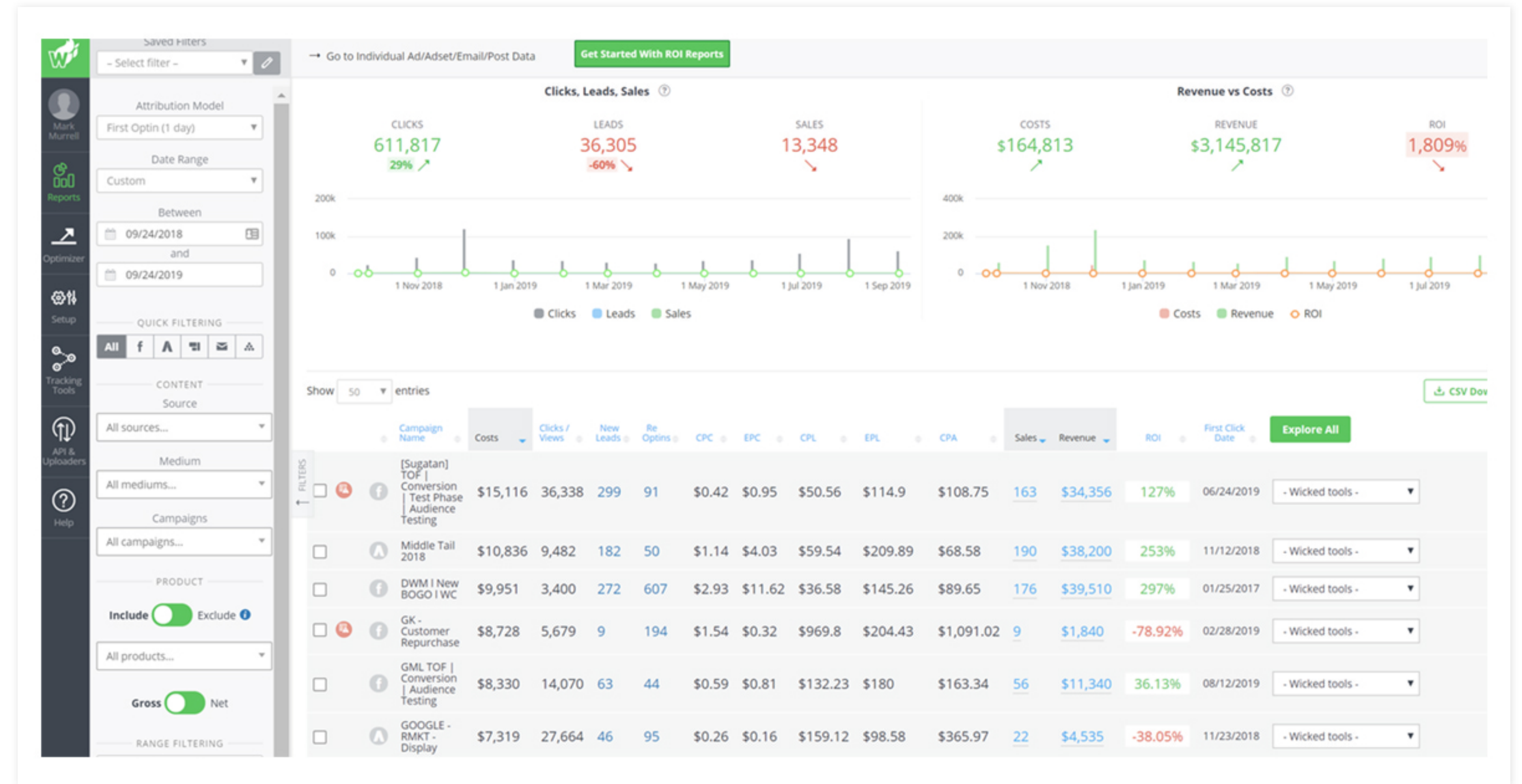
ROI

Understanding the revenue generated from marketing activities is the key to SMART attribution.

Determine whether to scale, chill, or kill your campaigns based on benchmarked performance.



Know your most performance metrics: ROI, LTV, and CAC

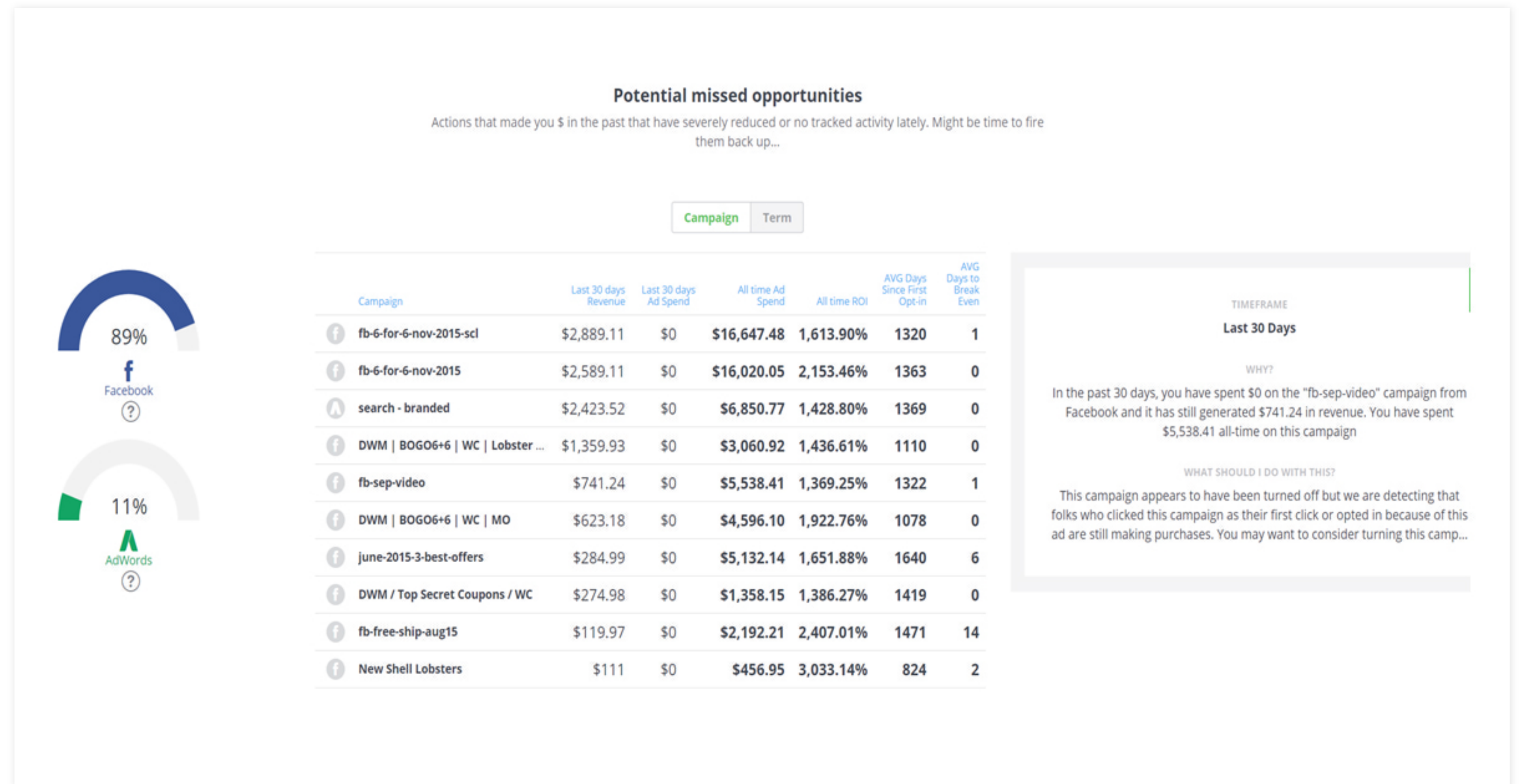


Missed Opportunities Report

Enables marketers to understand the campaigns that may be best for top of the funnel.

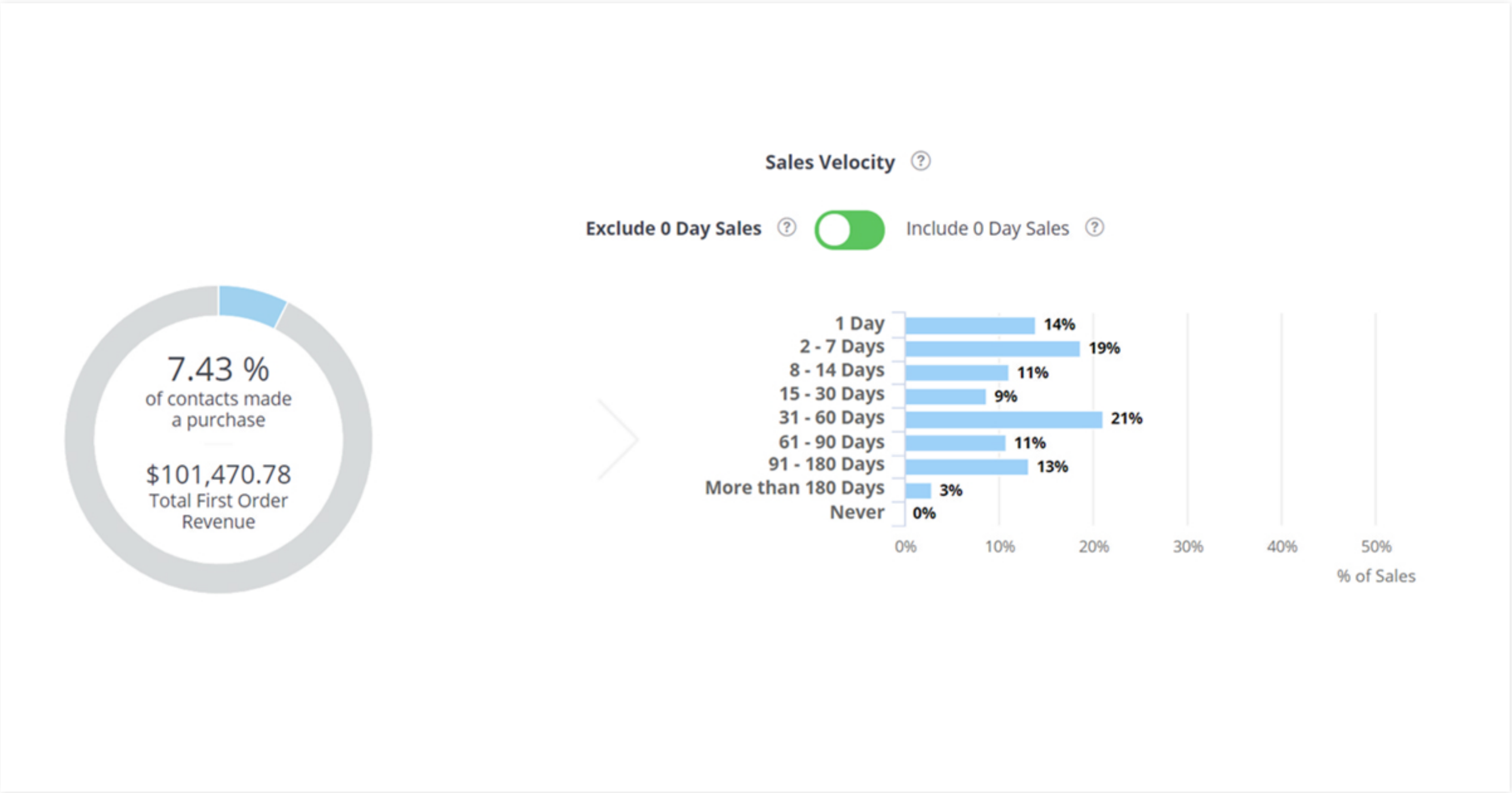
They generate leads but those leads take time to buy

Knowing which campaigns work best for each stage of the customer journey allows you to allocate your budget appropriately based on current marketing goals



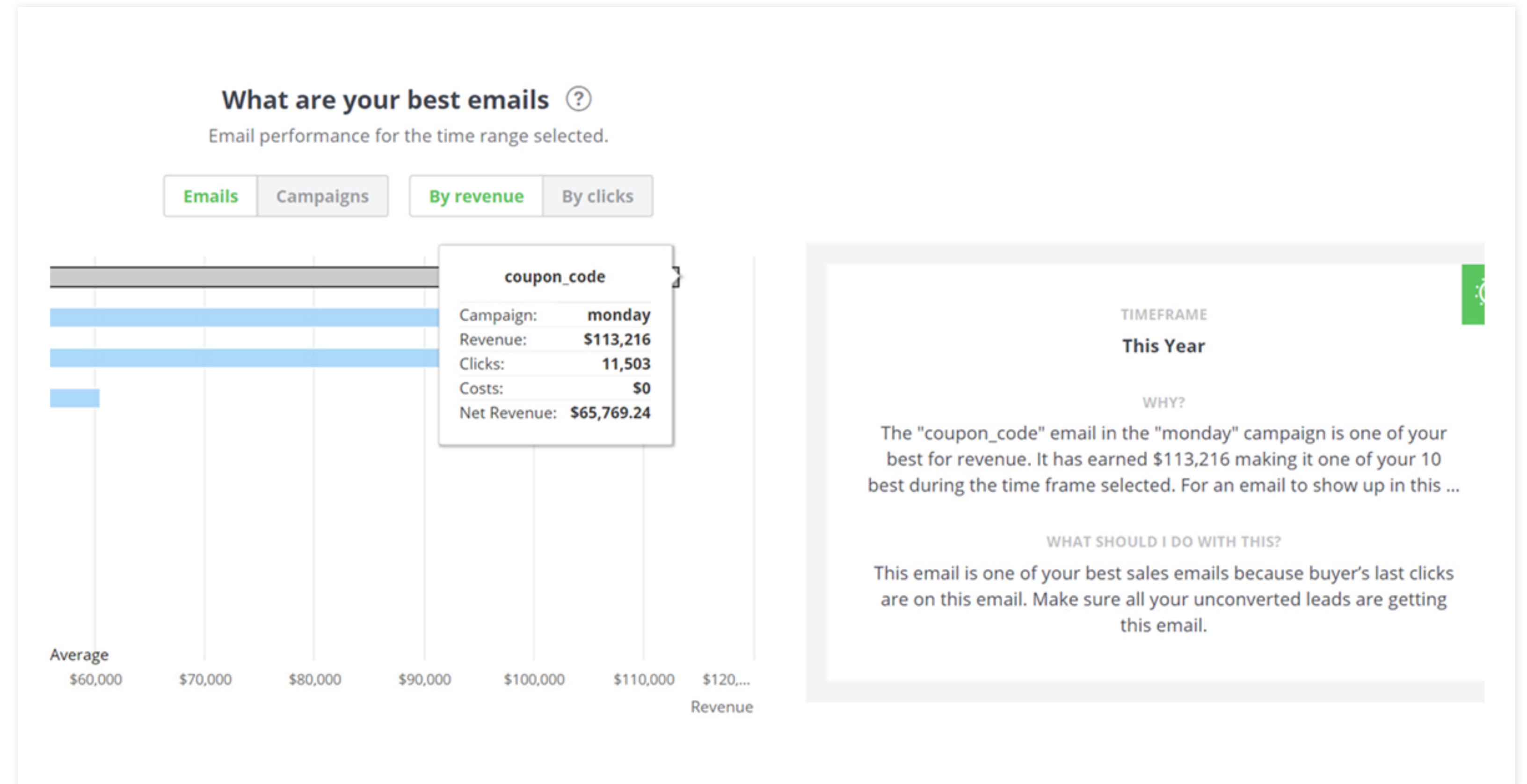
Predictive Behaviors

Provides insight into how different sources, campaigns, and offers impact the conversion from opt-in to customer



Best Email Report

Did my email campaign generate new revenue or increase CTV?



Wicked Ideal Clients

IDEAL

- More than 100 sales a month
- Does not trust Facebook or Google conversion reporting
- Multi-channel marketing
- Ad spend \$5k month minimum
- Repeat buyers and/or subscription products

NOT IDEAL

- Less than 30 sales a month
- Video view campaigns
- Less than \$3k ad spend month
- Do not capture email addresses as part of marketing
- Thinks Facebook & Google conversion reporting is gospel

PARTNERSHIP



Three types of partner opportunities



CERTIFIED PARTNER

Program that includes highest level of commissions, customer referrals, directory listing and more.



REFERRAL PARTNER

Earn commissions for sharing our product.



INTEGRATION PARTNER

Have a software that works with ours? Get listed in our partner directory as an integration partner.

Wicked Reports Certified Partner



- Free Wicked Reports Account for your agency (\$3,588 value)
- 20% commissions recurring for 12 months
- KickStart fees waived for your clients
- Certification training and exam
- Opportunity to onboard new Wicked Reports customers
- Direct leads sent to you for your business model
- Dedicated sales rep & partner manager to help you serve your clients and team
- Online Partner community
- Partner listing on our website directory
- Opportunities to contribute content (blog posts, podcasts, webinars, etc.)
- Ongoing Wicked Reports software sales and training

Digital Credly Badge & Certificate



Certificate of Completion

WICKED REPORTS CERTIFIED PARTNER

This certifies that

Your Name Goes Here...

has successfully completed the CERTIFIED PARTNER TRAINING PROGRAM with Wicked Reports.
This certification includes successful completion of all modules to become a Wicked Reports Certified Partner and passing a final exam.



SCOTT DESGROSSEILLIERS, CEO

DATE

We Need You



Our customers are always asking us for someone to help provide them with additional services and we need partners to send them to.

Special DM Partner Offer

Certified Partner Program Price is

\$1,497

Digital Marketer Partner Pricing is just

\$997

Become a Certified Partner Today at: WickedReports.com/dmp

Let's Partner Together



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