

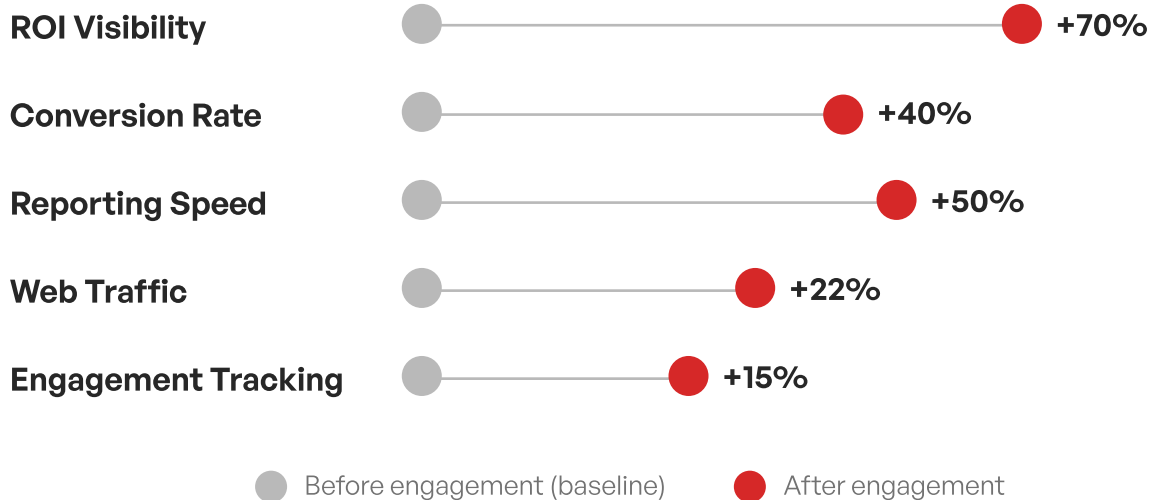


Eliminating Attribution Blind Spots in Relationship Banking

Modernizing the digital measurement framework with Multi-Touch Attribution (MTA) and Google Analytics 4 (GA4) to connect marketing investments directly to revenue pipeline.

Overview

- **Revenue-Connected Analytics:** Shifted from tracking mere site visits to attributing enterprise leads and revenue directly to marketing investments.
- **Full-Funnel Visibility:** Captured critical buyer engagement signals accurately to give leadership an authentic picture of pipeline health.
- **Proactive Optimization:** Replaced delayed spreadsheet reporting with automated, trustworthy insights to accelerate campaign budget decisions.



Business Impact vs Baseline



Client Profile

A Canada-based leader in relationship banking software, providing SaaS solutions that enhance core banking systems and enable financial institutions to streamline operations, enhance customer experiences, and increase profitability.

Marketing Measurement Blind Spots

Despite attracting high-value enterprise prospects, fragmented analytics obscured marketing performance and revenue impact.

- **Attribution Gaps:** Campaign-to-lead tracking was unreliable, making marketing ROI and budget allocation difficult to assess.
- **Missed Buying Signals:** Inconsistent CTA, video, and engagement tracking understated funnel performance.
- **Revenue Leakage:** High financial services bounce rates (typically 40–65%) went undiagnosed due to limited granular, page-level interaction tracking.
- **Delayed Reporting:** Siloed spreadsheets required manual reporting, slowing decisions and consuming analyst time.

Strategic Measurement & Attribution Framework

We re-architected the client's analytics ecosystem on Google Analytics 4 (GA4) and Google Tag Manager (GTM), establishing three core operational pillars:

- **Digital Measurement Strategy:** Standardized tracking schema, reporting workflows, and data governance across all digital touchpoints to ensure trusted insights.
- **Multi-Touch Attribution (MTA):** Connected every meaningful touchpoint—from first visit to lead submission—into a unified customer journey view.
- **Conversion Rate Optimization (CRO):** Identified site drop-offs and friction points to build a prioritized, continuous optimization roadmap.

Key Features

The modernized measurement infrastructure was built on scalable cloud analytics plumbing.

- **GA4 & GTM Architecture:** Standardized tag deployment and event schema across all web properties via Google Tag Manager and GA4.

- **Unified Event Tracking:** Precision capture of micro-conversions, including CTA interactions, video engagement, and gating form submissions.
- **Data Pipeline Integration:** Integrated behavioral web telemetry into centralized reporting workflows to remove manual spreadsheet consolidation.

Impact

The new measurement foundation gave leadership immediate, trusted visibility into marketing performance.

- **Marketing ROI Visibility:** Expanded by 70% over the baseline, allowing leadership to accurately connect digital campaigns to revenue.
- **CRO-Driven Conversion Performance:** Gained 40% through optimization efforts across key site touchpoints.
- **Reporting Turnaround Speed:** Accelerated by 50%, enabling significantly faster access to performance insights and decision-making.
- **Attributed Website Traffic:** Grew by 22% as multi-touch channels were properly integrated into the buyer journey.
- **Engagement & Conversion Tracking:** Precision capture of micro-conversions improved by 15% overall.