

# MARKETING CLOUD: CAMPAIGN ROI TRACKER

Campaign ROI tracker is an add-on to existing Marketing cloud feature set which bridges gap between measuring campaign ROI in Sales/Service cloud and ability to sync with in the Marketing cloud. Tracker also enables marketing leaders gain insights into actual sales funnel gain through marketing contribution and enhance sales & marketing alignment. The accuracy of this Marketing cloud add-on is predicated in ensuring that the most appropriate campaign on the opportunity gets credit for driving that opportunity to close.

## CAMPAIGN, VERIFY EMAIL TRACKING AND OPPORTUNITY CLOSED WON

Sales Cloud integrated with Marketing Cloud using Marketing Cloud Connect. Create a Sales Cloud Campaign and Add contacts or leads to the campaign. Initiate email send to the campaign. Verify the Email tracking. Vice Versa MC will run email campaign via Salesforce email sends using synced Salesforce Campaigns. This field Primary Campaign automatically populated with the last campaign a contact was associated to upon conversion in the opportunity. Once the opportunity Closed Won. ROI in the campaign will get calculated.

### MC SYNCHRONIZED

Created the synchronized Data Extension in MC and mapped all the campaign field.

### MC AUTOMATION STUDIO DATA EXTENSION

Created Automation studio with Data Extension. Run a SQL query through automation studio with 1 hour interval to copy Synchronized Data Extension data to Data Extension.

### DISPLAY THE ROI IN MC

As a final check, the Product Manager logs into the eCommerce storefront to check for accuracy.

