

You're Spending Crores on Ads. Do You Know Which Campaign Closed Your Biggest Deal?

Revenue attribution for B2B SaaS that actually connects spend to revenue — not just clicks.

PIPELINEI

GTM INTELLIGENCE PLATFORM



The Hidden Revenue Leak



B2B buying journeys span **8–12 touchpoints** over weeks or months. Yet most teams still attribute revenue to the last click — and make million-rupee decisions on broken data.

Multi-Touch Reality

Buyers engage across LinkedIn, Google, email, and sales calls — all before converting.

Last-Click Lies

Last-click models misattribute up to **60%** of revenue influence, rewarding the wrong channels.

Siloed Data

Marketing and sales operate in separate systems. No single source of revenue truth exists.

20–30% Wasted

Industry research shows 20–30% of B2B ad spend is misallocated due to poor attribution.

The Solution:



- **Unified Data**
Connects ad platforms and CRM into one revenue view
- **AI Scoring**
Predicts deal probability at the account level
- **Weighted Attribution**
Allocate credit across every touchpoint fairly
- **Smart Budgeting**
Recommends spend shifts in real time

PipelineIQ is an **AI-powered revenue attribution and GTM intelligence platform** purpose-built for mid-size B2B SaaS companies.

How PipelineIQ Works

A seamless five-step intelligence loop — from raw ad data to revenue-optimised decisions.



Integrate

Connects Google Ads, LinkedIn, Meta, HubSpot, and Salesforce in under 48 hours



Map

Reconstructs every buyer's journey across all touchpoints, channels, and time



Attribute

Assigns weighted revenue credit using proprietary multi-touch AI models



Predict

Identifies high-conversion segments and accounts most likely to close



Optimise

Surfaces actionable budget reallocation recommendations weekly

Business Impact That Shows Up on the P&L

22%

Lower CAC

Average customer acquisition cost reduction within 6 months



30%

ROAS Lift

Improvement in return on ad spend across connected channels

18%

Faster Deals

Reduction in average sales cycle length through pipeline intelligence

₹66L

Net Annual Gain

Recovered ad waste minus platform cost, in year one

Before vs. After

Companies using PipelineIQ see measurable improvements across every revenue metric within two quarters — not as projections, but as tracked, attributable outcomes.

- All benchmarks based on median results across PipelineIQ customer cohort data.

CASE STUDY

CloudDesk: From Spend Confusion to Revenue Clarity

Company Profile

B2B SaaS · 200 employees · \$25M ARR

₹3 Crore annual ad spend across Google, LinkedIn, and Meta

Challenge: No visibility into which campaigns were actually driving closed revenue.

Results in 6 Months

CAC ↓ 22%

From ₹18L to ₹14L per enterprise customer

ROAS 2.8x → 4.1x

LinkedIn ABM campaigns reallocated based on attribution data

₹1.2Cr Saved

Recovered wasted spend redirected to high-converting channels

18% Faster Close

Sales team prioritised AI-scored high-probability accounts



The ROI Model: Simple Math, Strong Returns

For a company spending ₹3 Crore annually on ads, PipelineIQ pays for itself in under 4 months.



Who PipelineIQ Is Built

For

We focus on high-growth B2B companies with complex, multi-touch sales cycles and meaningful ad budgets — where attribution errors are most costly.



B2B SaaS

100–500 employees ·
\$10–50M ARR ·
Multi-channel paid
acquisition



FinTech

High-ticket enterprise
deals · Long sales cycles ·
Compliance-aware
buying



EdTech

B2B institutional sales ·
Multi-stakeholder
journeys · Seasonal spend
spikes



MarTech

Performance-led growth ·
CRM-heavy ops ·
ROI-sensitive buyers

Pricing & Go-to-Market Strategy

Pricing Tiers

	Starter ₹1.5L / month · Up to 3 ad platforms · Core attribution
	Growth ₹2.5L / month · Full integrations · AI scoring + budget recs
	Enterprise Custom pricing · Dedicated CSM · Custom attribution models

GTM Motion



LinkedIn ABM

Targeted outreach to CMOs, CFOs, and Heads of Growth at ICP accounts



CMO Webinar Series

Revenue attribution education positions PipelineIQ as the category leader



Revenue-Led Content

SEO and thought leadership targeting "B2B attribution" and "ROAS optimisation" keywords



Performance Sales

ROI-first demo flow — show the ₹66L gain model in the first call

Stop Guessing. Start Scaling Predictable Revenue.

PipelineIQ turns your marketing spend into measurable revenue intelligence — so every rupee you invest has a clear line to pipeline.

Connect

Unify your ad and CRM data in 48 hours

Attribute

Know exactly which campaigns drive closed revenue

Optimise

Reallocate spend and accelerate pipeline velocity

Scale

Compound gains quarter over quarter with AI intelligence

"The CMO who controls revenue attribution controls the growth narrative — and the budget conversation."

