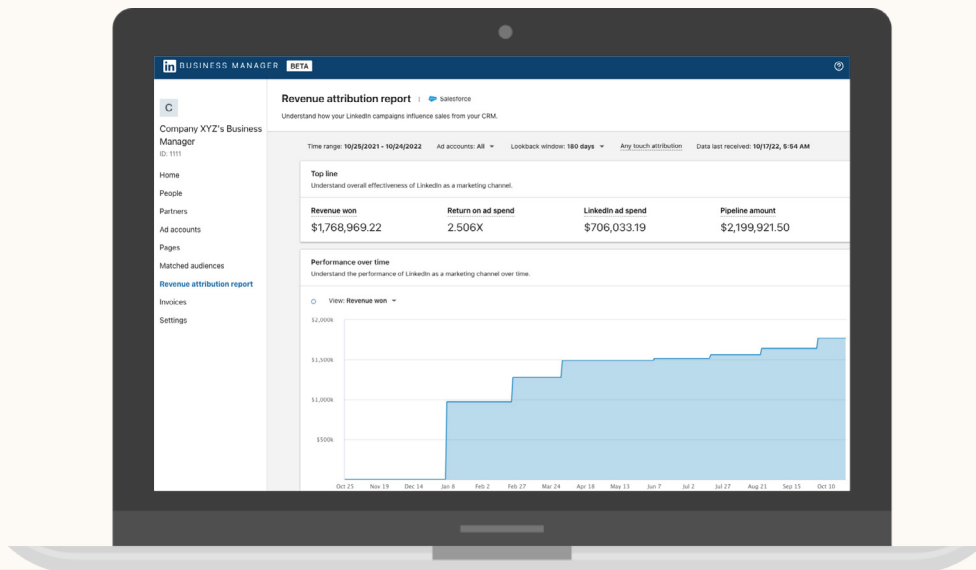**in** Marketing Solutions

Introducing Revenue Attribution Report

A new report that measures the influence your LinkedIn marketing has on revenue.

Revenue Attribution Report leverages the power of CRM Data to help you demonstrate the true business value of your LinkedIn marketing, particularly in this environment when marketers have increased accountability to drive sales outcomes and justify their ad spend
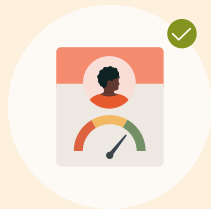

Revenue Attribution Report enables marketers to:

**Prove marketing impact to sales and marketing leadership**

Sync CRM data to Business Manager to show LinkedIn marketing's impact on sales metrics, such as revenue, pipeline, and ROAS.

Connect LinkedIn marketing initiatives to sales success

Understand how leads influenced by LinkedIn marketing are converting down the funnel to closed won opportunities.

Revenue Attribution Report sits within Business Manager. All you need to do is activate your Business Manager account, sync your CRM, and begin!
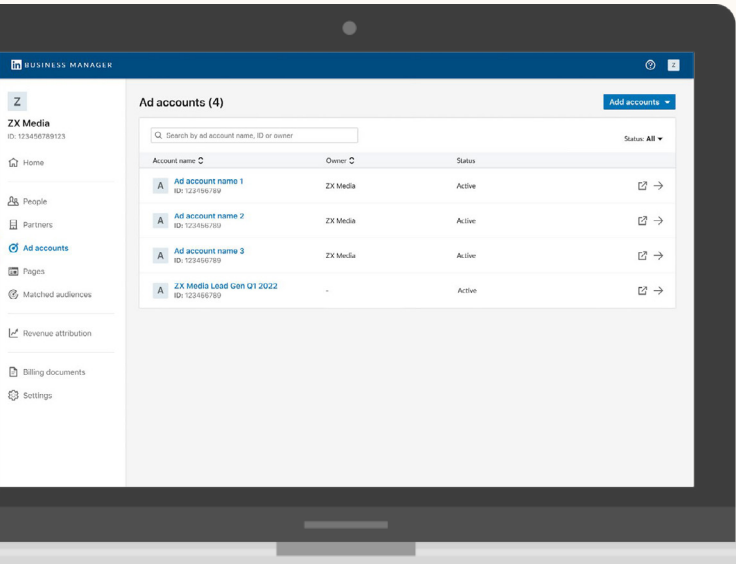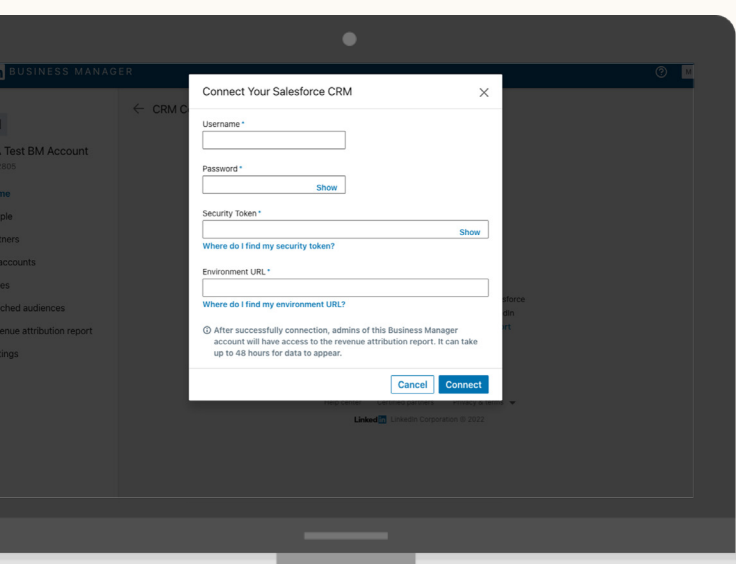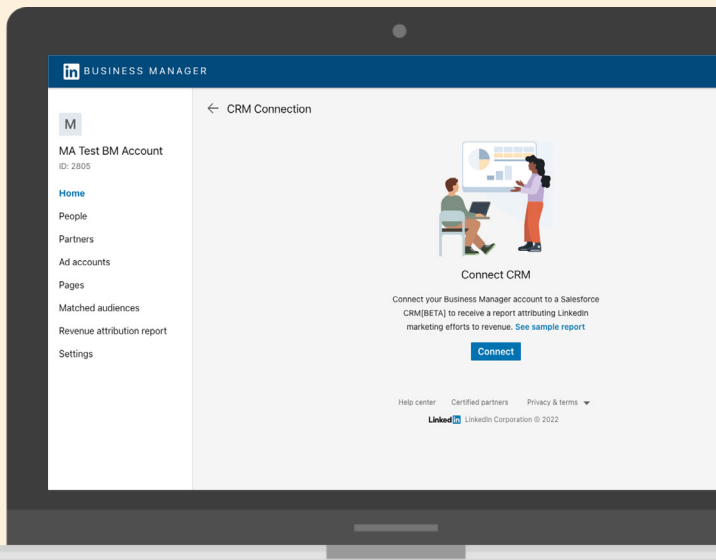
1 **Create a Business Manager**

Business Manager onboarding is simple! Add your people, ad accounts, and pages here.

2 **Ensure your CRM has the appropriate permissions**

Currently, the only CRM available to connect with Business Manager is Salesforce. Leverage our prerequisite checklist here.

3 **Head to the Revenue attribution report tab to connect your CRM**

You'll need your username, password, security token, and environment URL to connect.

4 **Use Revenue Attribution Report to track key metrics influenced by LinkedIn**

These metrics include revenue won, ROAS, pipeline, and more.