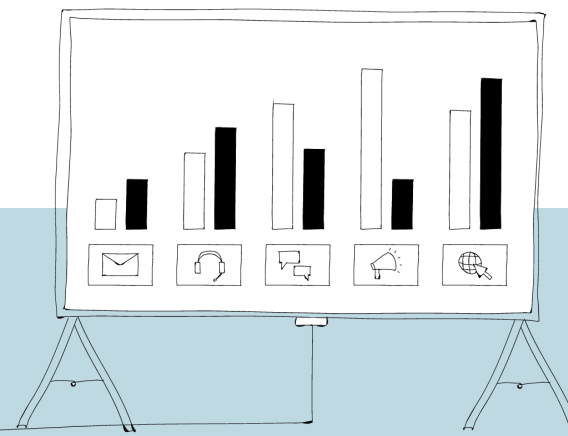


Dreamdata Tiers: summary comparison

	Free	Paid (Teams + Business)
DATA AND MODELS		
Data model	Built using tracking data.	Built using tracking data + complete ecosystem data (CRM, Automation tools etc.)
Account data enrichment	Users are linked to accounts using Dreamdata's tracking & form-submit scripts, and reverse look-up of IPs.	Users are linked to accounts using tracking & tech stack data. Allowing for more accurate and speedier linking.
Customer Journey Mapping	Includes only events tracked on the website.	Includes ALL account's touches.
Ad Spend Reporting	Aggregates your costs on Ad Platforms.	Aggregates your costs on Ad Platforms and connects it to pipeline and revenue.
Attribution Models	1 attribution model.	5 multi-touch attribution models.
Stage Models	Define up to 2 pipeline conversion stages.	Up to 5.
Historic Data	Not included.	Included.
FEATURES		
Digital Analytics	Included.	Included and linked to pipeline and revenue.
Journeys	Included - with access only to list view.	Included.
Performance	Not included.	Included.
Revenue Analytics	Not included.	Included.
Content Analytics	Not included.	Included.





Data and modelling - benefits comparison

Free	Teams + Business
Data model	
Built using tracking data.	Built using tracking data + ecosystem data (CRM, Automation tools etc.)
<ul style="list-style-type: none">+ Collects and transforms reliable first-party web tracking data.- Doesn't take into account touches happening on other tools.	<ul style="list-style-type: none">+ Collects and transforms all your go-to-market data.+ Opens up your data warehouse with clean data ready for analysis.
Account data enrichment	
Users are linked to accounts using Dreamdata's tracking & form-submit scripts, and reverse look-up of IPs.	Users are linked to accounts using tracking data and data from across the Go-to-market stack.
<ul style="list-style-type: none">+ Identifies users and accounts who engage with your site.- Any stakeholders who engage off-site are not included.	<ul style="list-style-type: none">+ Identifies accounts more efficiently and with greater accuracy.+ All stakeholders who engage off-site are incorporated.
Customer Journey Mapping	
All website events are tracked and mapped, available in list form.	All touches across tools are tracked and mapped.
<ul style="list-style-type: none">+ Clarity into the account journey+ Enriched account data available to view in list format.	<ul style="list-style-type: none">+ Dynamic end-to-end account journey tracking.+ Interactive journey map available for every account and user.+ Downloadable account lists for use in retargeting campaigns and outreach.

Ad Spend Reporting

Aggregates your costs across Ad Platforms.

- + All your ad costs under one roof for easy comparison.

Aggregates your costs on Ad Platforms and connects it to pipeline and revenue.

- + Compare ad cost against pipeline and revenue generation.
- + Single source of truth for ad performance

Attribution Models

1 Attribution model.

- + Measure the influence of touches on business outcomes.
- Basic count-based model - no weighting is applied to touches.

5 multi-touch attribution models: First & Last touch, Linear, U-shaped, and Data-driven.

- + Apply the attribution models to your data that best match your unique business needs.
- + Availability of [Data-driven attribution](#) modelling.
- + Full benefits of multi-touch attribution modelling.

Stage Models

Define up to 2 pipeline conversion stages.

- + Set custom pipeline stages to measure performance against business KPIs. (First Business Conversion set as standard)
- Not connected to later pipeline stages (and CRM).

Define up to 5 pipeline conversion stages

- + Mirror your sales pipeline and track performance across and between stages.



Historic Data

Not included.

Add historic data from your go-to-market tools

- + Build a more accurate data picture.
- + See the performance of your historic activities.
- + Apply data insights of activities early in your Dreamdata journey.

Features - benefits comparison

Free

Teams + Business

Digital Analytics

Included.

Included and linked to pipeline and revenue.

- + Dedicated B2B web analytics platform.

- + Measure all analytics performance against pipeline and revenue generated.

Find out more about [Digital Analytics →](#)

Journeys

Included with access only to list view.

- + View all the accounts engaging with your brand.

Included.

- + Deep dive into every journey using
- + Downloadable account lists for use in retargeting campaigns and outreach.

Find out more about [Journeys →](#)

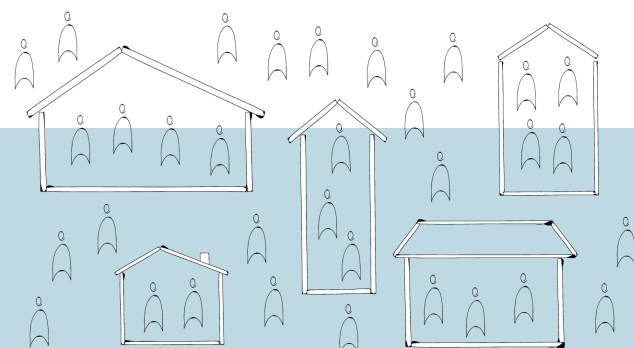
Performance

Not Included.

Included.

- + Run multi-touch attribution modelling on all your activities.
- + See the impact of your paid and organic performance on pipeline and revenue.
- + Discover the impact of every campaign and ad group.

Find out more about [Performance →](#)



Revenue Analytics

Not Included.

Included.

- + Discover where your revenue is coming from. Compare channels, campaigns and segments.
- + Unpack data on every deal to understand what activities are behind its success.

Find out more about [Revenue Analytics →](#)

Content Analytics

Not Included.

Included.

- + Measure your content's influence on pipeline and revenue.
- + Identify the channels behind your best-performing content.
- + Test your content funnel and see where your content has its biggest impact.

Find out more about [Content Analytics →](#)