

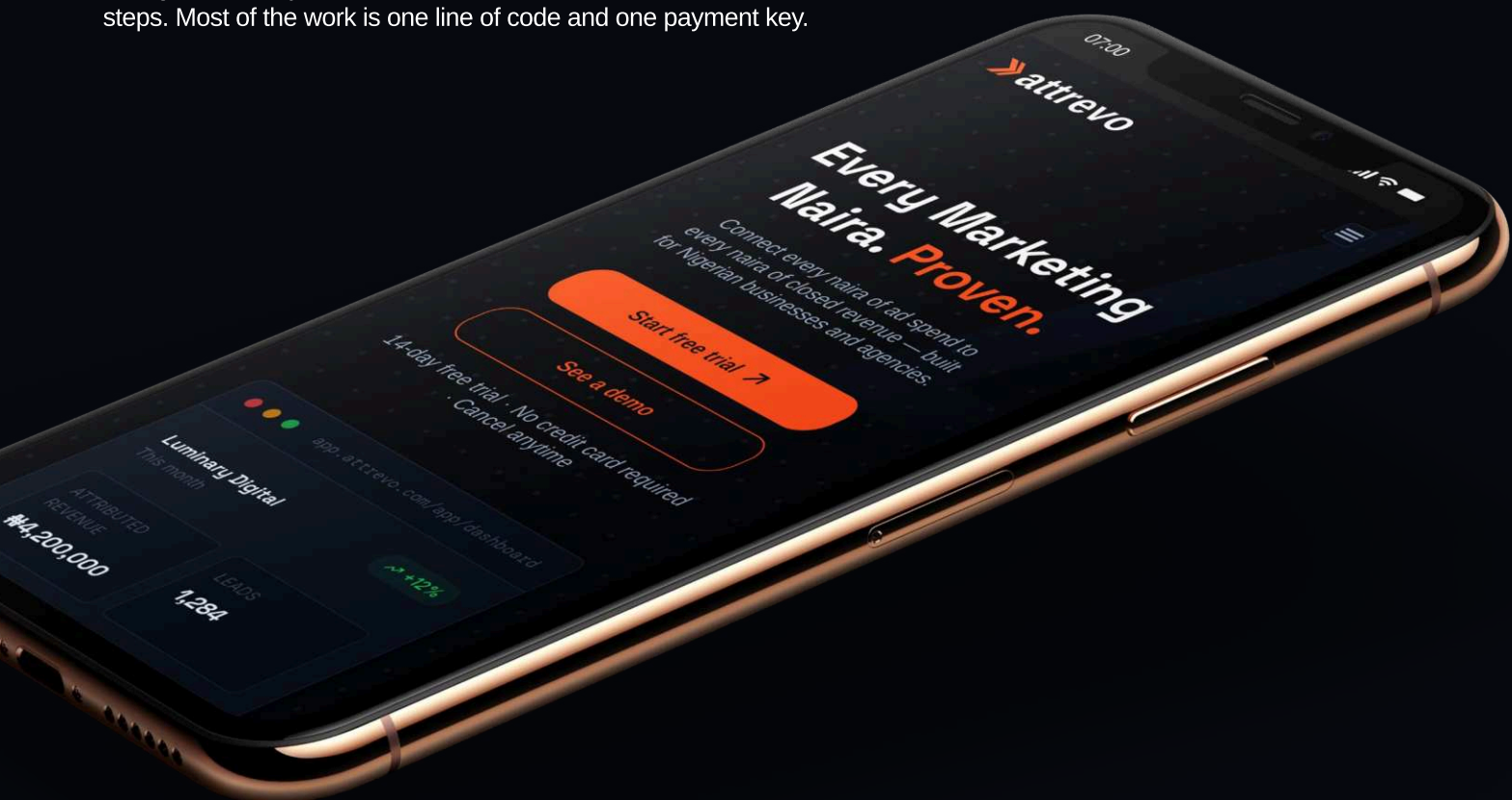


CUSTOMER ONBOARDING GUIDE

Get to your first attributed naira.

Attrevo answers one question: which marketing actually made you money.

This guide takes you from a new account to live attribution, then to ROAS in five steps. Most of the work is one line of code and one payment key.



~15 min to go live

~1 min to first touchpoint

~2 weeks of traffic for trustworthy patterns

THE FIVE STEPS

Set up your account

Do these in order. Steps 1–4 give you attribution; step 5 adds cost, so you see return, not just revenue.

STEP 1

Create your workspace

Sign up at attrevo.com. You set a password, answer a few short questions, and land on your dashboard with your workspace ready. Nothing to configure on a server.

STEP 2

Install your tracking snippet (Settings → Tracking)

Copy your snippet and paste it on every page of your site, just before the closing `</body>` tag. Your snippet already carries your workspace ID, the one below is the shape of it.

YOUR-SITE.HTML

```
<script async src="https://api.attrevo.com/snippet/YOUR_WORKSPACE_ID/attrevo.js"></script>
```



You'll know it worked when your first touchpoint appears on the dashboard, usually within a minute of loading any page.

STEP 3

Connect your revenue (integrations)

Paste the key for however you collect money — Paystack or Flutterwave (secret key), Selar for digital products, or connect HubSpot so sales-led and offline deals are attributed too. We import your history, then keep up live by webhook. Keys are stored encrypted and can be rotated or removed any time. Each payment is matched to the marketing that earned it — by email first, then phone, normalised to +234, because in Nigeria a WhatsApp number is often the only identifier you get.

STEP 4

Read your first attribution

Once you have at least one touchpoint and one matched payment, revenue starts appearing against channels. Switch attribution models — first touch, last touch, linear, time-decay, U-shaped — as often as you like; it re-splits the same revenue, nothing is recalculated or lost.



If a channel looks strong under first touch but weak under last touch, that's a conversation starter — not a verdict.

STEP 5

Add ad spend to unlock ROAS Insights

Attribution arrives on its own; spend you supply, because no ad platform hands over a figure we can read without being connected. Send us either your platform's CSV export (you tell us which columns hold platform, campaign, date and spend) or a single figure for a period — "£400,000 on Meta in March". Campaigns join on name, so keep the ad platform's campaign name the same as your `utm_campaign`.

Then open Insights → Return on ad spend: revenue, spend and ROAS, once per platform and once per campaign. A ROAS of 3× means every £1 of ad spend returned £3 of attributed revenue. Available on Growth and Enterprise.

ONCE YOU'RE LIVE

What you will have



Dashboard

Attributed revenue, identified leads, attribution coverage and your top channel — a funnel read left to right, for any date range.



Customer journeys

Open any lead to see every touchpoint in order — source, medium, campaign, time — and the payments matched to them.



Campaign Intelligence

Seven diagnostics that say what's wrong, not just what happened — wasted spend, dead traffic, negative ROAS — ranked Critical, High or Medium.



Return on ad spend

ROAS per platform and per campaign, with spend that isn't in naira set aside and named rather than silently converted.



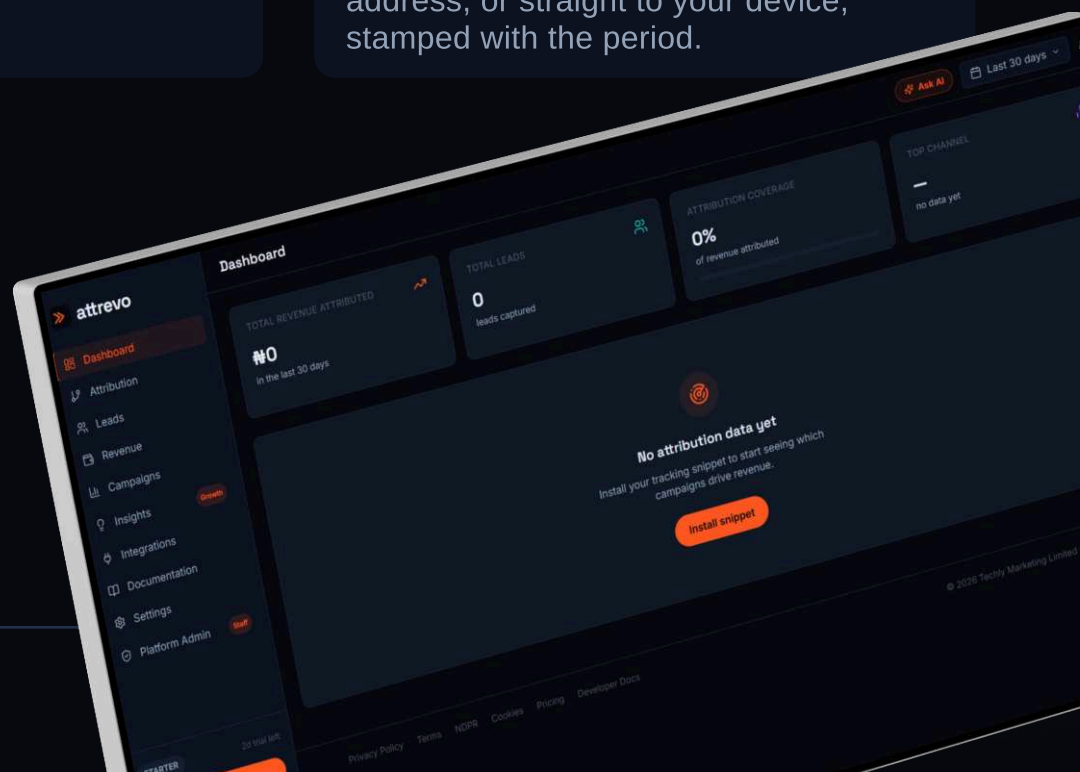
AI assistant

Ask about your own numbers in plain English and get an answer grounded in your data.



Reports

Export any date range as PDF, XLSX or CSV — to your registered email, another address, or straight to your device, stamped with the period.



FOR LARGER TEAMS

The Enterprise path

Running heavy spend across many channels, or reconciling revenue by hand? You don't wait to be sold to — you apply, review what we put together, and start using Attrevo the same day

Apply, agree, and start your 14-day trial

01

Apply at attrevo.com/enterprise/apply with your CAC-registered details — legal name, RC number, TIN, address. We ask once, because those details are what a tax invoice is made of.

02

Confirm your proposal. The link opens your plan, seats and price — editable, including the total. Confirming fixes the figure; it doesn't charge you or start the trial.

03

Confirm your pro-forma (marked "not a tax invoice") — this starts your 14-day trial immediately. Nothing charged, no approval in the way.

04

Accept your workspace invite to sign in. That's the only way in — don't self-sign-up, or your workspace and login end up apart. Existing accounts are upgraded in place.

05

Use everything on trial — you can see it all; exporting and bulk historical import unlock once your subscription is active.

06

Pay when ready — bank transfer (quote your reference) or card via Paystack. No way to pay appears until both confirmations are done.

07

Your tax invoice issues once we've verified your details against your CAC certificate — from Techly Marketing Limited (t/a Attrevo), carrying our RC and TIN and the total you agreed.

Pricing is monthly, ex-VAT; VAT is added at 7.5% and shown as its own line on everything we send. Not sure Enterprise is right? The attribution audit will tell you honestly — including when a self-serve plan is the better answer.

GOOD TO KNOW

A few things that save you time

>>

Coverage under 60% almost always means the snippet is missing from some pages. Attribution coverage on the dashboard is your health check — chase it before you chase anything else.

>>

Unmatched payments still count. A payment we can't tie to a touchpoint shows in your total revenue — just not in attributed revenue. That gap is real information.

>>

Ad clicks are recognised automatically. When someone arrives from a paid ad, the platform stamps a click ID on the link; we read it and credit the right platform — even where a UTM tag says otherwise. Organic and direct visits stay blank, which is the truth about them.

>>

Re-uploading a corrected file overwrites, it never duplicates. Both the revenue and ad-spend importers keep a history of what was uploaded, when, and which rows they couldn't read — so fixing a rejected row is a re-upload, not a cleanup.

Questions during setup?

Use in-app Help, or your account manager for Enterprise.

attrevo.com/docs



Attrevo is a product of Techly Marketing Limited.

Nigeria's first marketing attribution platform — connect every naira of ad spend to every naira of closed revenue.

www.attarevo.com