

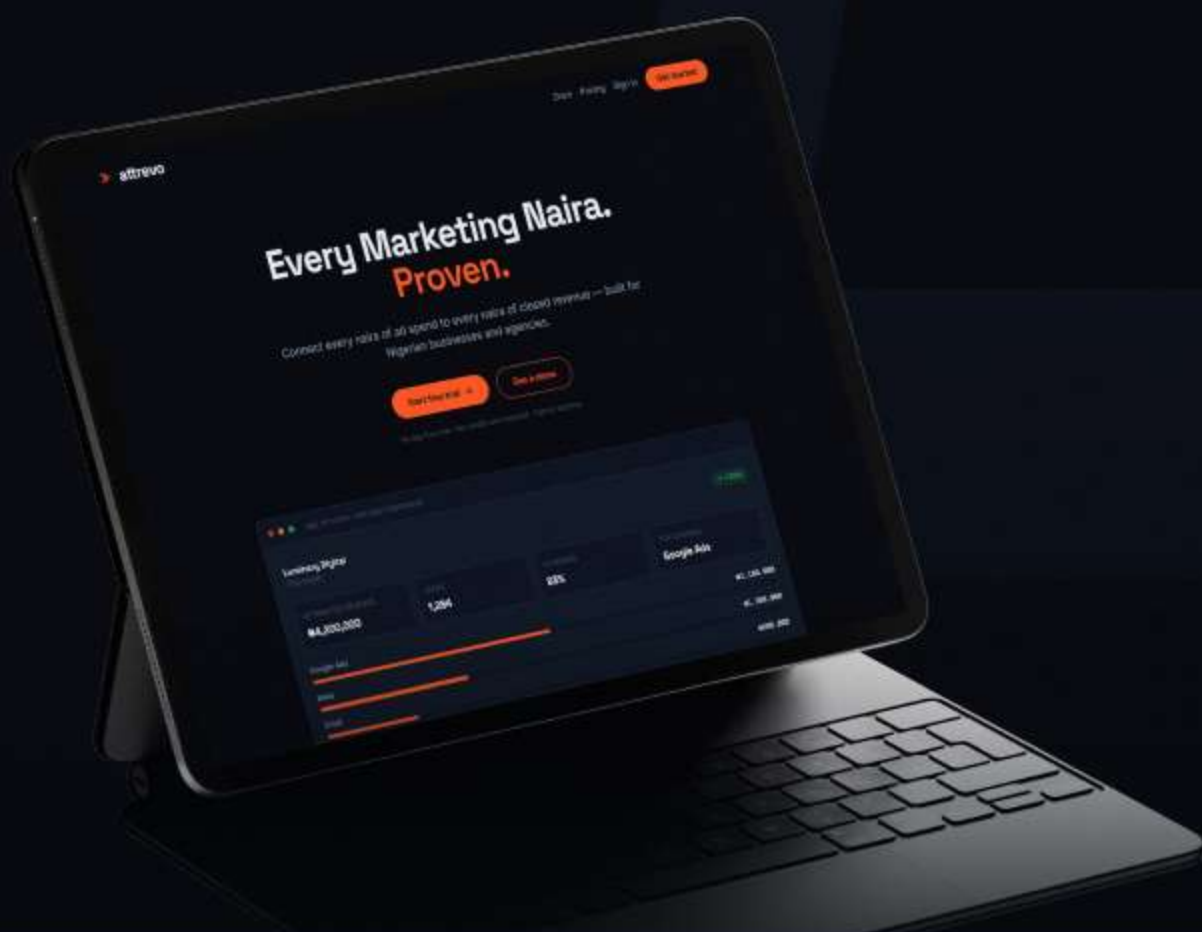


CUSTOMER ONBOARDING WORKBOOK

Onboarding Workbook

A step-by-step guide to activating attrevo from your first touchpoint to proven ROAS.

Every section explained with work screenshot you can tick as you go



START HERE

How to use this workbook

This workbook walks you through activating Attrevo end to end. It mirrors what you'll see in the product and in the docs, and adds worked screenshots, plain-language explanations, and a checklist for each step.

Two ways to read it

Setting up now? Work straight through Part 2 — the five activation worksheets take you from a new account to live ROAS.

Getting more from Attrevo? Jump to Part 3 for a deep-dive on each feature, or Part 4 if you're an Enterprise customer.

A note on the screenshots

Live pages (the homepage, docs, pricing and the Enterprise application) are real captures of attrevo.com.

Signed-in app screens are shown as labelled placeholders in the exact Attrevo style — replace them with your own captures once you're inside your workspace.

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Orientation

What Attrevo does

Attrevo answers one question: which marketing actually made you money. It watches how people arrive at your site, ties each of them to the payments they later make, and shows you revenue by channel and campaign — then, once you add spend, return on that spend (ROAS).

The core idea in one line

Every naira of ad spend, connected to every naira of closed revenue.

Three inputs make that possible, and they map exactly to the activation worksheets in Part 2:

- **A tracking snippet on your site** — so visits and their sources are recorded;
- **A revenue connection** — so payments flow in and get matched to people;
- **ad spend** — so revenue can be read against cost as ROAS.

>> Key Terms

You'll meet these throughout the workbook. Skim them now; they'll click into place as you go.

Key Terms	Meanings
Touchpoint	A single recorded interaction — a visit from an ad, an email open, an organic landing — with its source, medium and campaign.
Lead	A person Attrevo can identify, usually because they gave an email or phone number. Before that they're an anonymous visitor with a pseudonymous ID.
Attributed revenue	Revenue Attrevo could trace back to a marketing touchpoint. Always $\leq$ total revenue; the gap is your unattributed revenue.
Attributed coverage	The share of revenue with a known source. Under 60% usually means the snippet is missing from some pages.
Click ID	An identifier an ad platform stamps on a link (e.g. gclid, fbclid). Attrevo reads it to credit the right platform automatically.
Attribution model	A rule for splitting a sale's credit across its touchpoints — first touch, last touch, linear, time-decay, U-shaped.
ROAS	Return on ad spend. $\text{Revenue} \div \text{spend}$. $3\times$ means every ₦1 spent returned ₦3 of attributed revenue.

PART TWO

Activation Worksheet

Five worksheets, done in order. Steps 1–4 give you attribution; step 5 adds cost so you see return, not just revenue. Each worksheet ends with a checklist and space for your own notes.

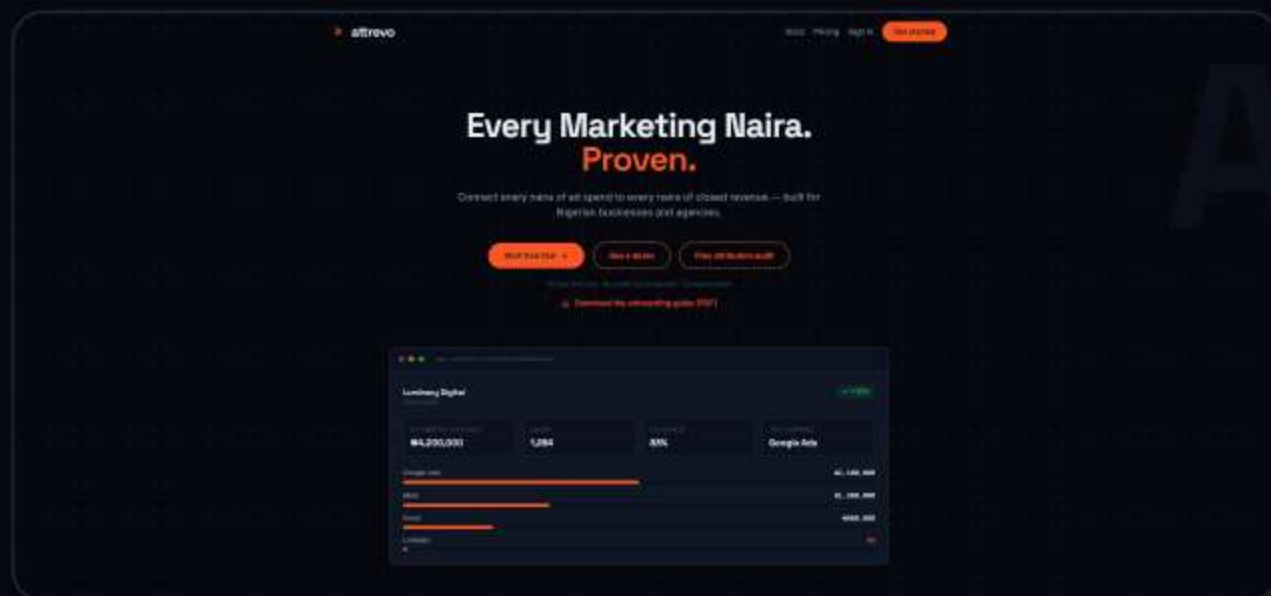
>> Worksheet 1 · Create your workspace

What it is

Your Attrevo account and its workspace (your “tenant”) — the container every touchpoint, lead and payment belongs to. Setting it up takes a couple of minutes and needs nothing technical.

Do this

1. Go to attrevo.com and choose Start free trial.
2. Create your sign-in and set a password.
3. Answer the short setup questions. Attrevo provisions your workspace and drops you on your dashboard.



attrevo.com — “Start free trial” begins sign-up. The dashboard preview shows what you’re working toward.

You'll know it worked

You land on your dashboard at app.attrevo.com with your workspace name shown. Empty is expected — the next steps fill it

- ☐ Account created and password set
- ☐ Landed on the dashboard at app.attrevo.com

>> Worksheet 2 · Install your tracking snippet

What it is

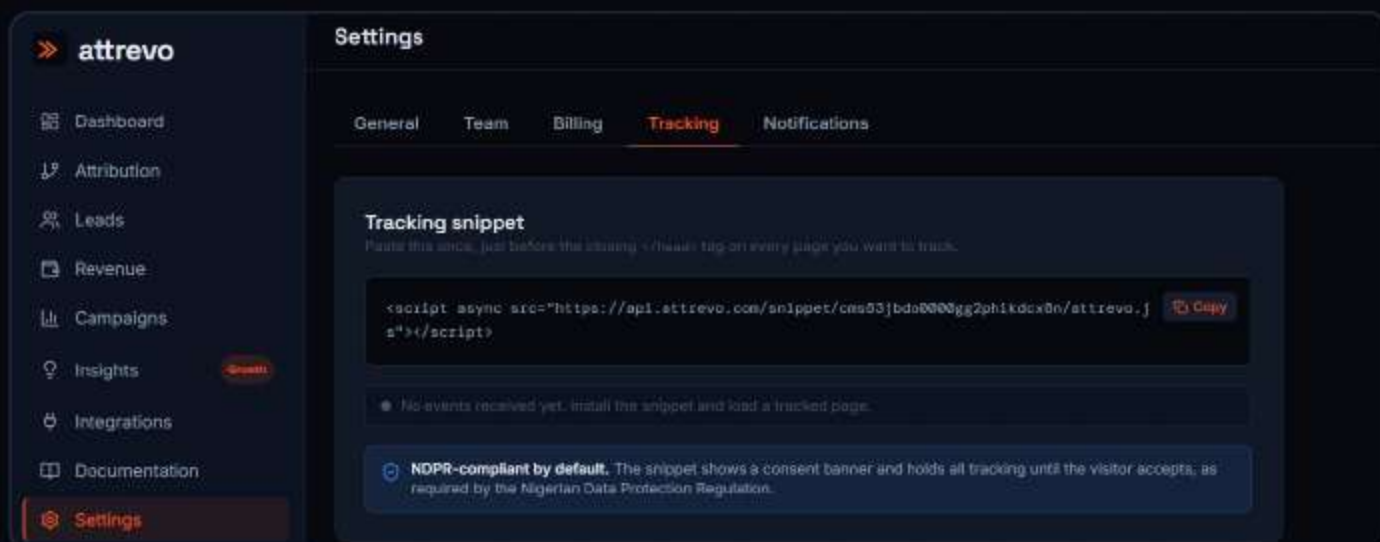
One small script that records how people arrive at your site. It's the single most important step — without it there are no touchpoints, and attribution has nothing to work from.

Do this

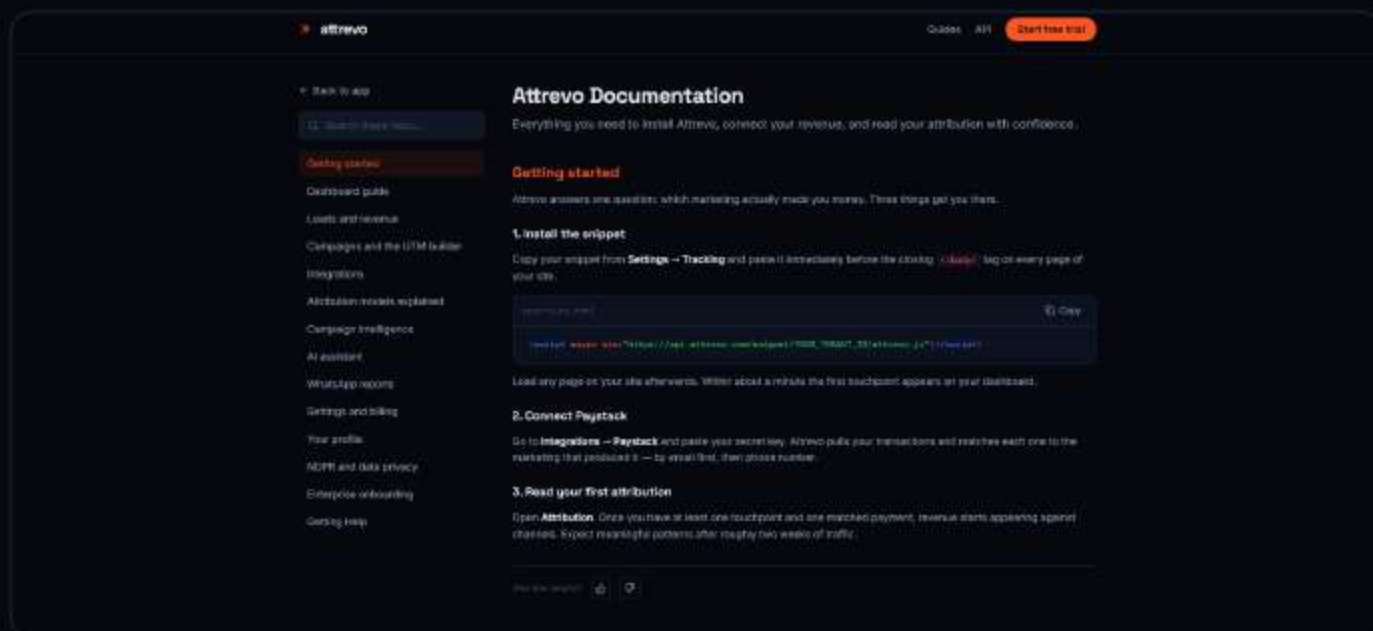
1. In the app, open Settings → Tracking and copy your snippet (it already carries your workspace ID).
2. Paste it on every page of your site, just before the closing <body> tag.
3. Publish your site, then load any page to fire the first touchpoint.

Your snippet

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



Settings → Tracking — copy your snippet here (placeholder; replace with your own capture).



The same instructions live in attrevo.com/docs under "Getting started -> Install the snippet."

You'll know it worked

Your first touchpoint appears on the dashboard, usually within a minute of loading a page.

If coverage stays low

Attribution coverage under 60% almost always means the snippet is missing from some pages — a landing page builder, a checkout, a subdomain. Add it everywhere before trusting the numbers.

- ☐ Snippet copied from Settings → Tracking
- ☐ Pasted before `</body>` on every page (incl. landing pages & checkout)
- ☐ First touchpoint seen on the dashboard

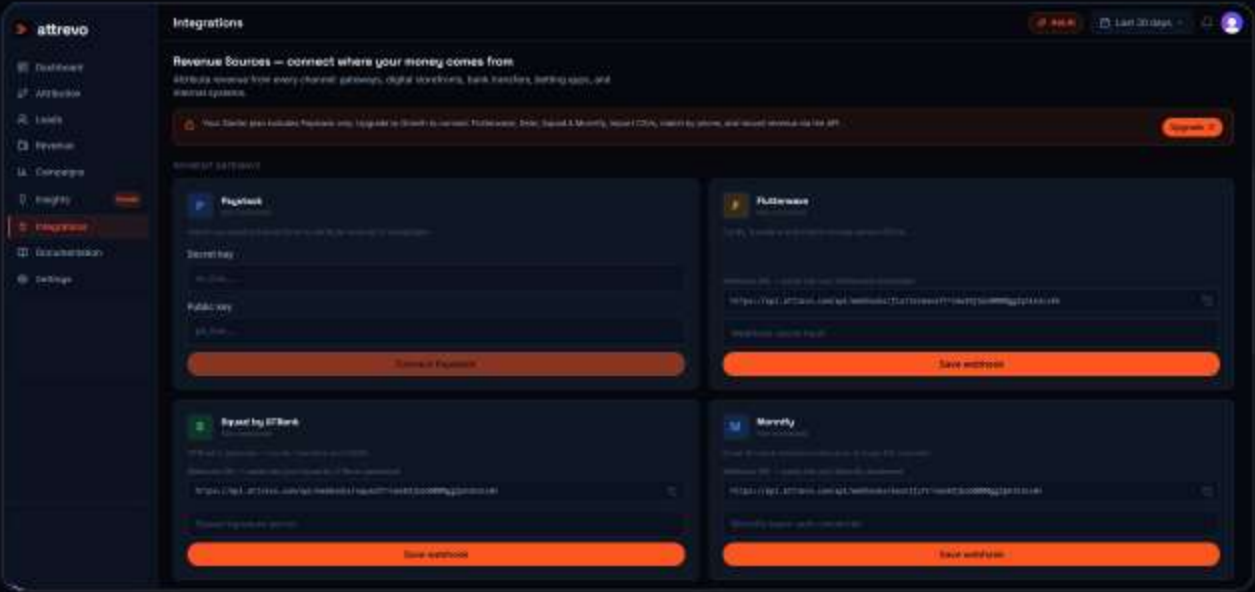
>> Worksheet 3 · Connect your revenue

What it is

The link that brings your payments into Attrevo so they can be matched to the marketing that earned them. Connect whichever tools you already use to get paid.

Do this

- 1. Open Integrations and choose your source.
- 2. Paste the secret key for Paystack, Flutterwave or Selar — or connect HubSpot for sales-led and offline deals.
- 3. Attrevo imports your history, then keeps up live by webhook. Keys are stored encrypted and can be rotated or removed any time.



Integrations — connect the payment tools you already use (placeholder; replace with your own capture).

Order	Method	Why
1	Email match	The payment email equals a known lead's email. Most reliable.
2	Phone match	Normalised to +234 first. In Nigeria a WhatsApp number is often the only identifier you get.
3	Unmatched	Recorded in total revenue, but not attributed. That gap is real information, not an error.

You'll know it worked

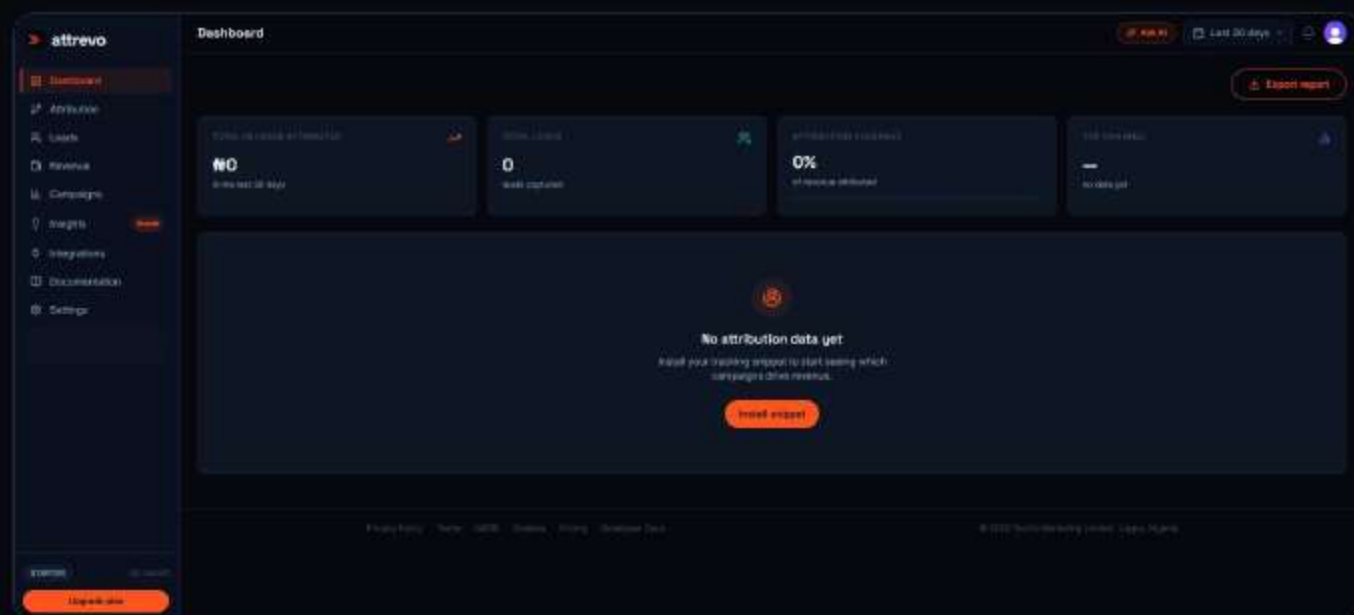
Recent transactions appear under the connected source, and matched payments start showing against leads.

- ☐ At least one revenue source connected
- ☐ Historical transactions imported
- ☐ A test/recent payment shows as matched

>> Worksheet 4 . Read your first attribution

What it is

The payoff of steps 1–3: revenue shown against the channels that produced it. Once you have at least one touchpoint and one matched payment, the numbers begin to populate. Expect trustworthy patterns after roughly two weeks of traffic.



The dashboard funnel — KPI cards across the top, revenue by channel below (placeholder; replace with your own capture).

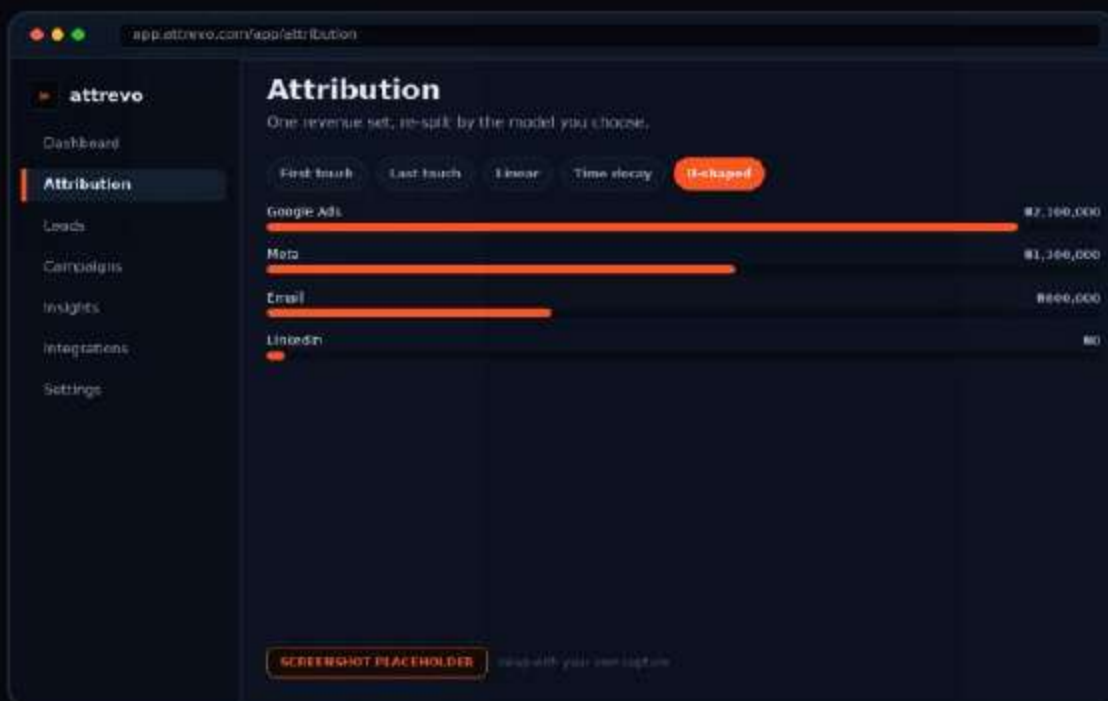
Reading the dashboard KPI cards

Card	What it means
Attributed revenue	Naira traced back to a marketing touchpoint. The gap to total revenue is your unattributed revenue.
Leads	Identified people, not anonymous visits.
Attribution coverage	Share of revenue with a known source. Under 60% points back to Worksheet 2.
Top channel	Highest attributed revenue for the date range selected.

Switching attribution models

The model selector re-splits the same revenue by a different rule. Nothing is recalculated or lost — switch freely. Say a customer clicks a Google ad, opens your email, then buys after an Instagram post, paying ₦100,000:

Model	Splits the ₦100,000 as	Use it when
First touch	₦100,000 → Google	You want to know what creates awareness.
Last touch	₦100,000 → Instagram	You want to know what closes.
Linear	₦33,333 each	You believe every step contributed equally.
Time decay	Most to Instagram, least to Google	Short sales cycles where recency matters.
U-shaped	40% Google, 40% Instagram, 20% email	A sensible default for considered purchases.



Attribution — the same revenue, re-split by the model you pick (placeholder; replace with your own capture).

Read it like this

If a channel earns credit under every model, it's genuinely working. If it only looks good under one, treat that with suspicion.

- ☐ Revenue is appearing against channels
- ☐ You've switched models and compared first vs last touch

>> Worksheet 5 . Add ad spend & read ROAS

What it is

Attribution tells you which marketing earned the money; ROAS tells you what it cost. Attribution arrives on its own — spend you supply, because no ad platform hands over a figure Attrevo can read without being connected to it.

Do this

1. Give Attrevo your spend one of two ways (your developer will find both in the developer docs):
 - A CSV export — the file your media buyer already downloads. You map which columns hold platform, campaign, date and spend. One file can carry several platforms.
 - A figure for a period — “\$400,000 on Meta in March.” Spread evenly across the days in the period.
2. Make sure each ad platform's campaign name matches your `utm_campaign` — campaigns are joined on the name. Where they differ, revenue shows as unmatched and Attrevo names the campaign so you can fix the tag.
3. Open Insights → Return on ad spend.

Platform	Revenue	Spend	ROAS
Google Ads	\$2,190,000	\$400,000	5.5x
Meta	\$1,300,000	\$520,000	2.5x
TikTok	\$100,000	\$240,000	0.75x
LinkedIn	\$500,000	ad spend	—

Insights → Return on ad spend — revenue, spend and ROAS per platform and per campaign (placeholder; replace with your own capture).

Reading the figures

- A ROAS of 3× means every ₦1 of ad spend returned ₦3 of attributed revenue.
- No spend recorded reads “add spend to see ROAS”, never 0× — a campaign that earned on spend nobody logged doesn't have a zero return.
- Spend that isn't in naira is set aside and named, never silently converted.

Plan note

ROAS is part of Campaign Intelligence, available on Growth and Enterprise plans.

- ☐ Ad spend supplied (CSV or period figure)
- ☐ Campaign names match utm_campaign
- ☐ ROAS is rendering in Insights

PART THREE

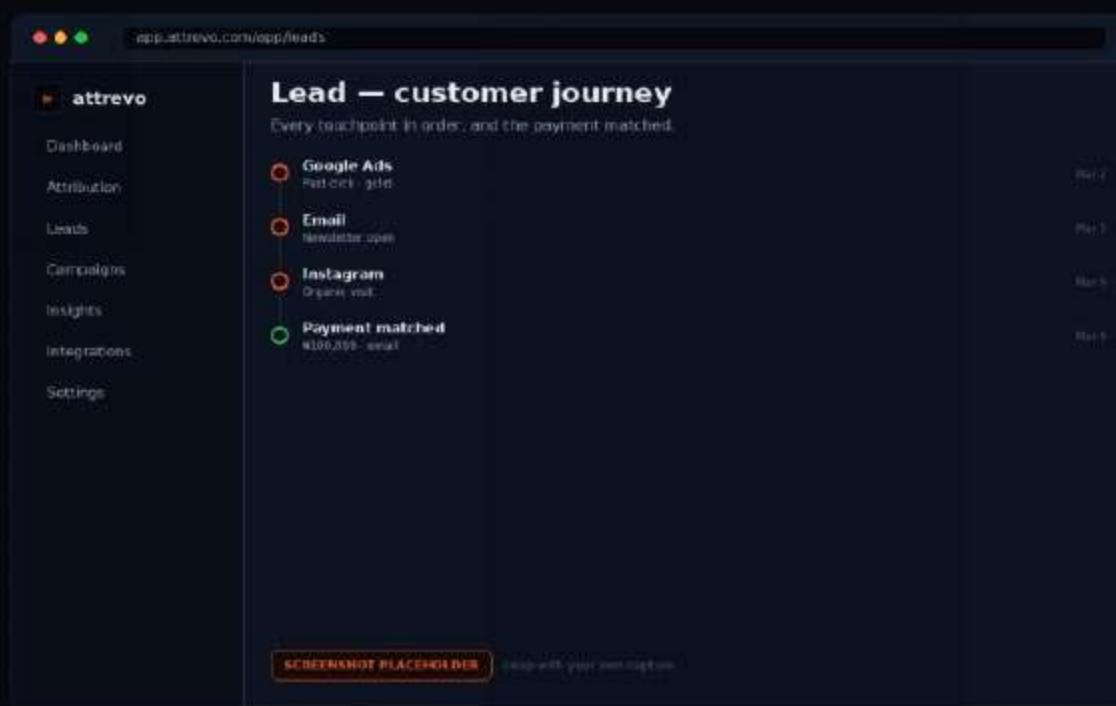
Feature deep-dives

>> Dashboard

Your daily view. The KPI cards read left to right as a funnel, over whatever date range you select. Everything else on the page expands on those four numbers. Export any view from here (see Reports).

>> Leads & customer journeys

A lead is a person Attrevo can identify. Open any lead to see their full journey — every touchpoint in order, with source, medium, campaign and timestamp, and any payments matched to them.



A lead's customer journey — touchpoints in sequence, ending in the matched payment (placeholder; replace with your own capture).

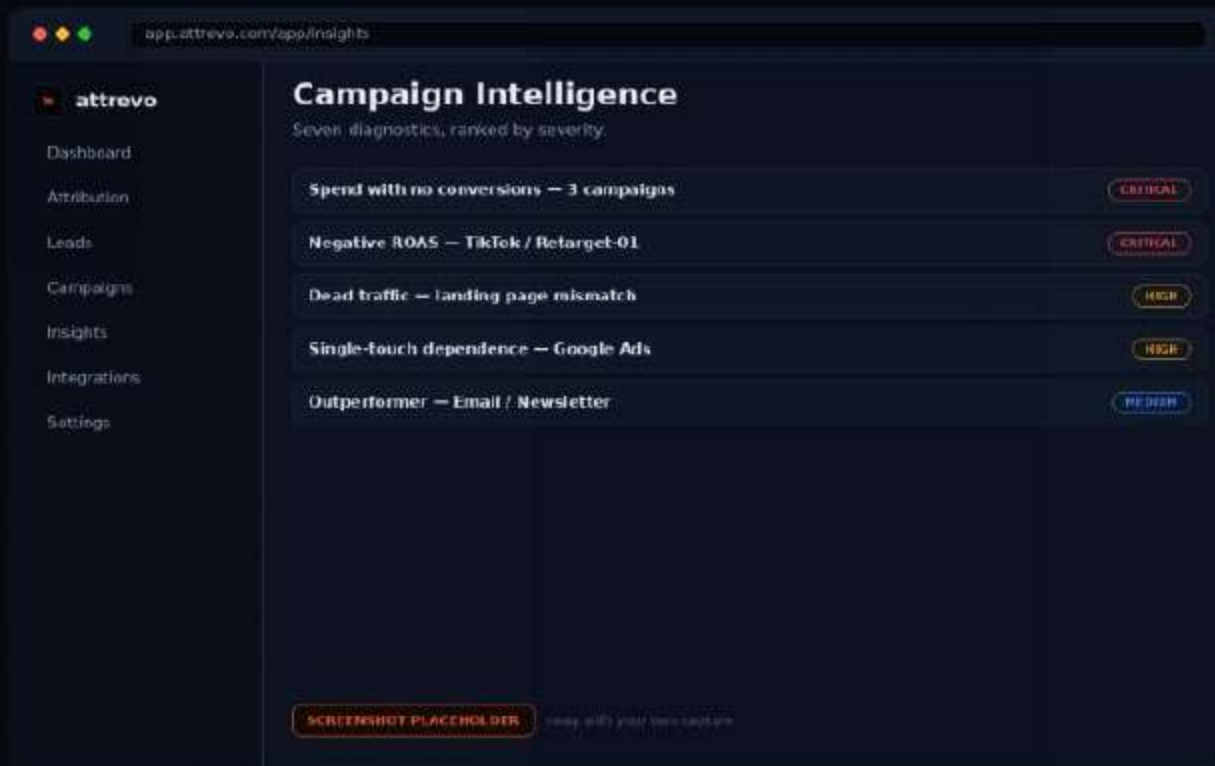
>> AI assistant

Ask about your own numbers in plain English — “which campaign had the best ROAS last month?” — and get an answer grounded in your data, not a generic one.

>> Campaign Intelligence

Attrevo runs seven diagnostics across your campaigns and reports what's wrong, not just what happened. Findings are ranked Critical, High or Medium.

Diagnostic	What it means
Spend with no conversion	Money out, nothing back — usually the fastest saving available.
Dead traffic	Visits arriving but no leads — normally a landing page or offer mismatch.
Negative ROAS	The campaign costs more than it returns. Needs recorded ad spend.
Single-touch dependence	Revenue resting on one channel — fragile.
Declining trend	Performance falling week on week while spend holds.
Outperformer	Converting well above your average. Scale it.
Attribution gap	Revenue Attrevo can't trace — usually a missing snippet.



Campaign Intelligence — findings ranked by severity (placeholder; replace with your own capture).

>> Reports & exports

Export any date range in the format that suits the reader. The period is stamped on the file so there's no doubt what it covers.

Format	Best for
PDF	Reading and sharing — formatted for the eye.
XLSX	One workbook, a sheet per section — for analysis.
CSV	One file per section, zipped — for importing elsewhere.



Export report — choose a format and a destination (placeholder; replace with your own capture).

PART FOUR

Enterprise onboarding

Enterprise is for organisations 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.

» attrevo

Apply for Attrevo Enterprise

Built for how Nigerian businesses actually get paid — bank transfers, WhatsApp orders, offline walk-ins and manual ledgers. Tell us how you track revenue today and we will come back within one business day.

Your company

Enough for us to build you up before we get:

Company name

L&P Marketing Solutions

Industry (optional)

Select an industry

RC number (optional)

104488000

Website (optional)

https://www.lpmarketing.com

Monthly revenue (optional)

Prefer not to say

You

Who we should speak to about this:

Full name

Job title (optional)

attrevo.com/enterprise/apply — the application collects your registered company details up front.

The seven steps

#	Step	What happens
1	Apply	At attrevo.com/enterprise/apply , with your CAC-registered details (legal name, RC, TIN, address) — what a tax invoice is made of.
2	Confirm proposal	Opens your plan, seats and price — editable, including the total. Confirming fixes the figure; it doesn't charge you or start the trial.
3	Confirm pro-forma	Marked "not a tax invoice." Confirming it starts your 14-day trial immediately.
4	Set up sign-in	Accept the emailed workspace invite — the only way in. Existing accounts are upgraded in place.
5	Use everything	On trial you see it all; exporting and bulk historical import unlock once active.
6	Pay when ready	Bank transfer (quote your reference) or card via Paystack. No payment prompt until both confirmations are done.
7	Tax invoice	Issued once your details are verified against your CAC certificate, from Techly Marketing Limited (t/a Attrevo).

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Pricing

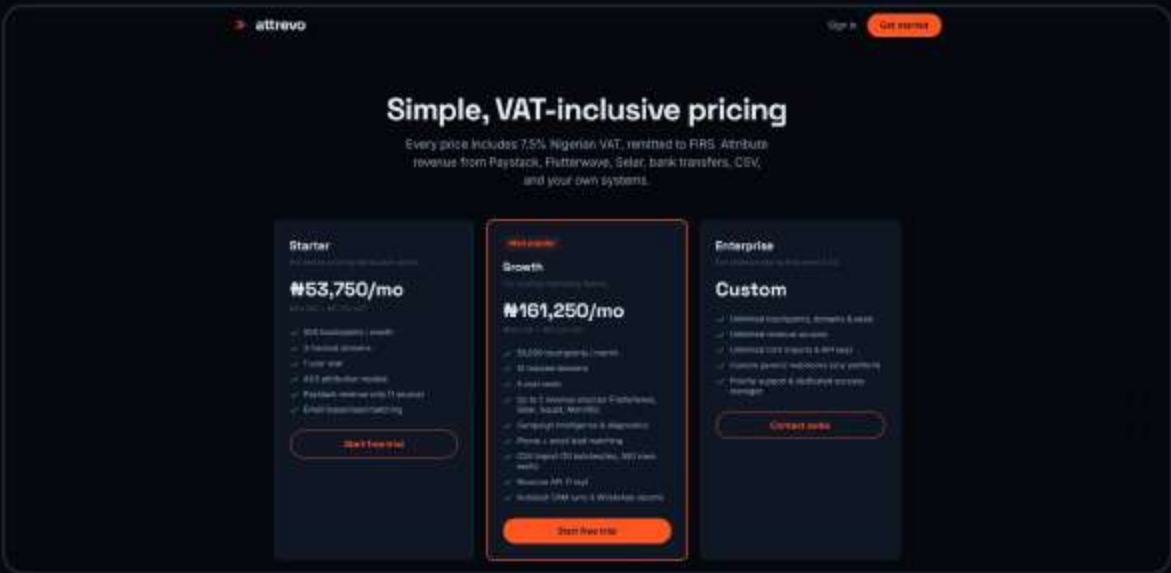
Enterprise pricing is monthly, ex-VAT; VAT is added at 7.5% and shown as its own line on everything we send. Self-serve plans are shown VAT-inclusive — see Part 5.

PART FIVE

Reference

>>Plans & pricing

Self-serve prices are shown VAT-inclusive (7.5% Nigerian VAT, remitted to FIRS). Figures below are captured from attrevo.com/pricing — always confirm the live page for current numbers.



attrevo.com/pricing — Starter, Growth and custom Enterprise.

Plan	Headline	Good for
Starter	₦53,750/mo	Teams proving attribution works. Paystack revenue, email matching, all 5 models.
Growth	₦161,250/mo	Scaling teams. Campaign Intelligence & ROAS, phone+email matching, CSV import, HubSpot.
Enterprise	Custom	Revenue teams that need it all — unlimited sources, seats, priority support.

>>Click-ID reference

When someone arrives from a paid ad, the platform stamps its own identifier on the link. Attrevo reads it and credits the right platform — even where a UTM tag says otherwise. Organic and direct visits stay blank.

Platform	Click-ID parameters
Google Ads	gclid, gbraid, wbraid
Meta (Facebook / Instagram)	fbclid
TikTok	ttclid
X	twclid
LinkedIn	li_fat_id
Microsoft (Bing)	msclkid

The click ID wins over your UTM tag

A visit carrying a Google click ID and utm_source=facebook is reported as Google. The platform stamped one; a person typed the other.

>> Data & privacy

Attrevo is built for Nigerian businesses and handles personal data under the NDPR. Payment keys are stored encrypted, never in plain text, and can be rotated or disconnected at any time.

>> Getting help

Questions during setup? Use in-app Help, or your account manager for Enterprise. The full documentation lives at attrevo.com/docs, and the honest attribution audit at attrevo.com/audit will tell you which plan actually fits.



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.ATTRVO.COM