

# Unlocking Full Funnel Attribution Through Unified Lifecycle Marketing Data



## Tech stack we used



## Challenge

A fast-growing marketing organization faced limited visibility into email campaign performance, particularly those executed through Mailgun. With data fragmented across Mailgun, Braze, and internal lifecycle segmentation tools, there was no unified view of user engagement or a reliable way to attribute actions like job posts or conversions back to marketing efforts.

Manually-triggered Mailgun emails operated in a silo—untracked and unconnected to performance dashboards. This gap restricted campaign optimization and hindered visibility into which segments (clients vs freelancers) were actually engaging.

## Solution

We designed and implemented a Unified Lifecycle Marketing (LCM) Data Cube, merging and mapping datasets from Braze, Mailgun, and user role segmentation tools into a single schema:

### 1. Schema Consolidation

A unified dataset was built by:

- Mapping and retaining every field across both platforms (Braze and Mailgun).
- Standardizing key fields such as event\_time, dispatch\_id, email\_uid, campaign\_name, and event\_type.
- Ensuring both delivery and engagement events (opens, clicks, unsubscribes, bounces) were consistently tracked and comparable across sources.

### 2. Lifecycle Segmentation

Using user-level data:

- Users were tagged with lifecycle labels: CL, FL, or CL and FL.
- These segments were joined to engagement data using email\_address or external\_user\_id.
- A new user\_lifecycle\_segment field was added for deeper segmentation across performance dashboards.

### 3. UTM Parameter Strategy

To close the attribution gap:

Standardized UTM parameters were applied to all Mailgun email URLs:

perl

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```
utm_medium=email&utm_source=mailgun&utm_campaign=%recipient.template_id%&email_uid=%recipient_email_uid%
```

- Email templates were updated to automatically append UTM parameters using Mailgun's custom variables.
- This enabled downstream analytics tools to report campaign influence and source performance accurately.

### 4. Pipeline & QA

- Data from Braze, Mailgun, and Sherlock-like tools was extracted, normalized, and loaded into a centralized warehouse.
- Extensive QA ensured no data loss and reliable event-to-user linkage for reporting.

## Result

### Driving Growth and Data-Driven Decisions

#### 1. Holistic Attribution:

Marketing teams now attribute engagement and conversions—such as job post creation—across all lifecycle stages and platforms.

#### 2. User-Centric Insights:

Campaign performance is visible by user type, helping prioritize outreach and content personalization.

#### 3. Optimized Campaigns

Unified tracking revealed the true impact of Mailgun campaigns, informing reallocation of budget and messaging.

#### 4. Reliable UTM Infrastructure

Mailgun campaigns are now tracked consistently, with clear source and campaign attribution across Google Analytics and internal dashboards.

## Takeaway

When lifecycle data is unified and attributed accurately, marketing becomes a performance engine—not a black box. Unifying your stack might be the best ROI decision you make this year.