

Revenue Architecture Strategy Matrix

The Strategy Matrix is a **blueprint for unifying marketing, sales, and product** around shared revenue goals. It shows how GTM channels map to funnel stages, attribution flows, and revenue levers—while clarifying which tasks AI automates and which require human judgment. This matrix is used in leadership reviews to cut through silos and make smarter cross-functional decisions on where to invest, optimize, or pivot.

GTM Channel	Paid Search	Organic Search	Events/Webinars	Partners	Product-Led Growth
Funnel Stage	Awareness → Consideration	Awareness → Consideration	Consideration → Opportunity	Opportunity → Revenue	Activation → Expansion
Attribution Flow	First-touch → MQL attribution via GA4 + CRM sync	Assisted-touch attribution, content engagement scoring	Multi-touch (W-shape) attribution across event + follow-up	Partner-influenced pipeline tagged in CRM	Usage-based attribution tied to product analytics
Revenue Lever	Acquisition	Acquisition	Acquisition → Activation	Acquisition → Revenue	Activation → Expansion → Retention
AI/ Automation Role	Keyword bid optimization, anomaly detection in CTR/CPL	SEO performance monitoring, content decay detection	Event ROI calculation, attribution of sourced vs. influenced opps	Partner pipeline ROI, forecasting contribution	Churn prediction, upsell recommendations, product usage analysis
Human Responsibility	Budget allocation, message/offer approval	Content strategy, editorial POV, SERP positioning	Event design, speaker alignment, follow-up workflows	Partner management, co-marketing decisions, deal reviews	Product roadmap alignment, customer success strategy, retention programs

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