

B2B LeadsCon Summit
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Metrics and Measures of Lead Quality, Engagement and Conversions to Maximize ROI

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#B2BLeadsCon2014

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Depth & Breadth of Marketing ROI Expertise

Partial Client List:

Expert Resource to:

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Lead Gen Marketing Measurement Framework

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Influence on Buyer Decisions

Many Diverse Contacts

- Brand Marketing
- Inbound Marketing
- Content / Nurture Mktg
- Demand Marketing
- Sales Channel

Many Key Outcomes

Action / Response
Engagement
Leads
Pipeline Flow
Sales Conversion

Sales Revenue Profit

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“Trackable” Outcomes Measured


Marketing Initiative	Marketing Expense	Reach	Engagement Counts	Cost per Engagement	Marketing Qualified Leads (MQL)	Cost per MQL
E-mail to inactive prospects	\$8,500	12,212	611	\$14	63	\$135
Webinar Series	\$51,150	9,386	927	\$55	330	\$155
Multi-Channel Nurturing Program	\$140,000	8,540	1,423	\$98	652	\$215

Additional Common Metrics


- Impressions, Clicks, CTR
- New Visitors
- New Names

Engagement Can Vary

- 1st touch
- Any touch
- Last touch



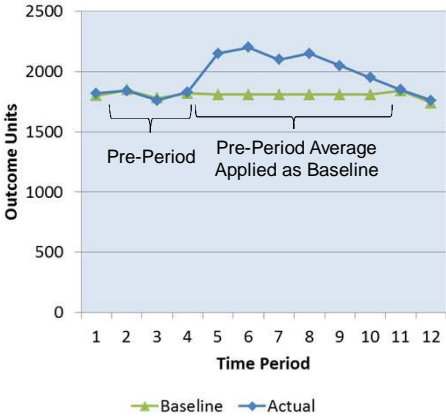
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Additional Trend Measurement Insights

Sales Lift (Pre/Post Trend)




Approach to assess lift over “baseline”

- Sales without tracking data
- Sales to current customer base
- Perception lift
- Anonymous activity lift
- Change in conversion rates



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Results Tracking Beyond Engagement & Leads

Marketing Initiative	SQLs	Close Rate	Sales	Projected Profit per Sale	Projected Profit	Sales Expense	Total Budget	ROI
E-mail to inactive prospects	32	4.4%	1.4	\$9,746	\$13,722	\$8,000	\$16,500	-17%
Webinar Series	202	8.1%	16.4	\$11,886	\$194,479	\$50,500	\$102,000	91%
Multi-Channel Nurturing Program	422	8.9%	37.6	\$14,164	\$531,972	\$105,500	\$245,500	117%

SQL = Sales Qualified Lead



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Contribution Measurement Challenges

- Compared on same metrics (not roles)
 - Attribution limited to 1st or last touch
- Neglect lead quality
- Miss critical multi-contact benefits
- More tactical than strategic measures
- No insight to optimize tactics, messaging, order & frequency

- 1. Measure the Right Outcomes**
- 2. Expand Use of Measurement Techniques**
- 3. Optimize Lead Gen Marketing**



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1. Measure Right Outcomes

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Assess Role in Buyer Journey to Optimize

Attract
Engage
Educate
Differentiate
[Sales Intelligence]
Convert

Maximize
Contacts by
Objective

Maximize
Synergies

Optimize
Engagement
Path

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More Strategic Metrics

<p>Engagement</p> <ul style="list-style-type: none"> 1st to Re-Engage % Engage to Lead % Engage to Sale % 	<p>Lead Quality</p> <ul style="list-style-type: none"> Lead Score Lift Lead to Sale % Avg Value per Sale 	<p>Conversions</p> <ul style="list-style-type: none"> Incremental Sales Lead to Sale % Lift ROI
<p>Brand Positioning</p> <ul style="list-style-type: none"> Preference Lift Funnel Conversion Lift Likely to Recommend 	<p>Sales Effectiveness</p> <ul style="list-style-type: none"> Opp'y to Sale % Days to Close (velocity) Value per Sale Lift 	<p>Customer Value</p> <ul style="list-style-type: none"> Value per Sale Lift Retention Lift Loyalty Lift

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Insights from Metrics & Analyses

Conversion Rates - 1st Source

Content Type	1st Source to 2+ Engaged	1st Source to Lead	1st Source to Sales
Webinars	~58%	~22%	-5.0%
e-Books	~62%	~10%	3.4%
Videocast	~20%	~22%	9.1%
Newsletter Subs	~72%	~5%	1.6%
White Papers	~28%	~8%	1.6%
Exec Briefing	~18%	~10%	8.2%

Conversion Rates - 2+ Engaged

Content Type	Engaged to Leads	Engaged to Sales
Webinars	~35%	10.9%
e-Books	~25%	9.3%
Videocast	~30%	21.9%
Newsletter Subs	~65%	4.1%
White Papers	~38%	14.5%
Exec Briefing	~50%	35.6%

1st Source

- % Re-Engage
- % Leads
- % Sales

Right target
Quality content
Right follow-up
Purchase stage
Buyer timing

Engaged (not 1st)

- % Leads
- % Sales

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More Strategic Use of Trend Analysis

Pre-Post trend analysis can measure a concentrated improvement in effectiveness.

- Quantify leakage points and reasons
- Set funnel stage conversion lift objective in ROI scenario plan
- Modify strategy and tactics
- Measure pre vs. post conversion rates and project contribution

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2. Expand Use of Measurement Techniques

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Measure Smarter for Big Wins

Lead Gen Insights	Tracking	Pre/Post	Mkt Test	Models
Simple Lead or Sales Attribution	✘	✘		
Buyer Journey Influence	✘	✘	✘	
True Incremental Sales Lift			✘	✘
Improved Lead Quality			✘	✘
Sales Effectiveness Lift	✘	✘		✘
Improved Velocity	✘	✘	✘	
Value per Sale lift		✘	✘	
Multi-Contact Strategies			✘	✘
Engagement Path Optimization				✘



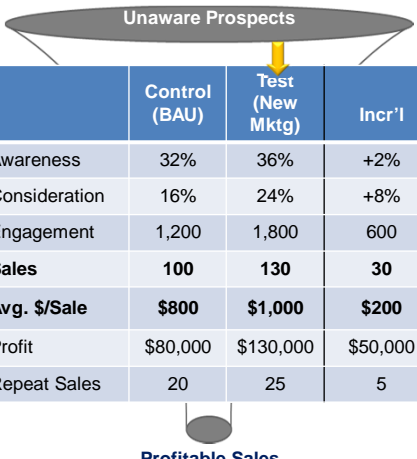
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Methodologies: Market Testing

Marketing Lift (Market Testing)



	Control (BAU)	Test (New Mktg)	Incr'l
Awareness	32%	36%	+2%
Consideration	16%	24%	+8%
Engagement	1,200	1,800	600
Sales	100	130	30
Avg. \$/Sale	\$800	\$1,000	\$200
Profit	\$80,000	\$130,000	\$50,000
Repeat Sales	20	25	5

Lead Quality Measures

- Lift in Incremental Sales
- Lift in Customer Value

Buyer Journey Influence

- Brand
- Engagement

Strategic "Tests"

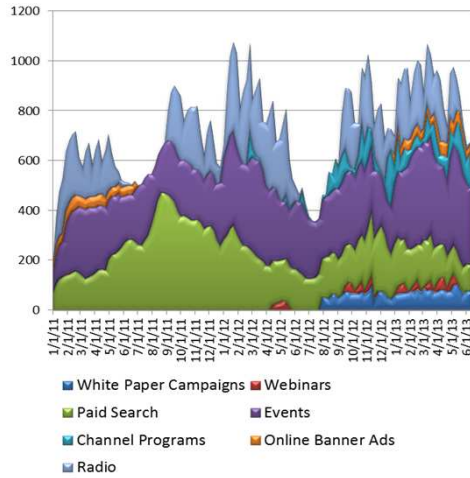
- Content strategy
- Messaging
- Integration
- Nurturing

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Modeling – “Any Touch” impact

Sales by Channel (Mix Modeling)



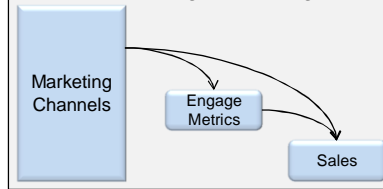
Tactical Modeling

- Channels & content driving incremental sales

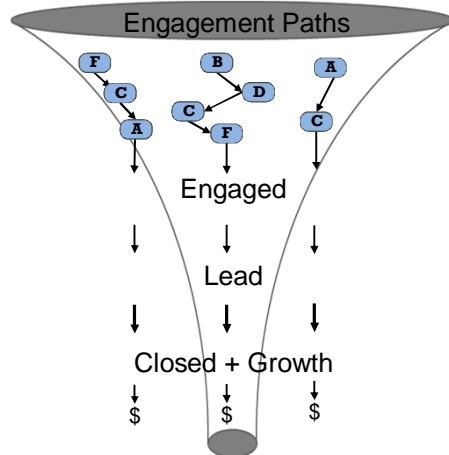
Strategic Modeling

- Engagement path optimization
- Multi-stage modeling
 - Predictive “intermediate” outcomes

Multi-Stage Modeling

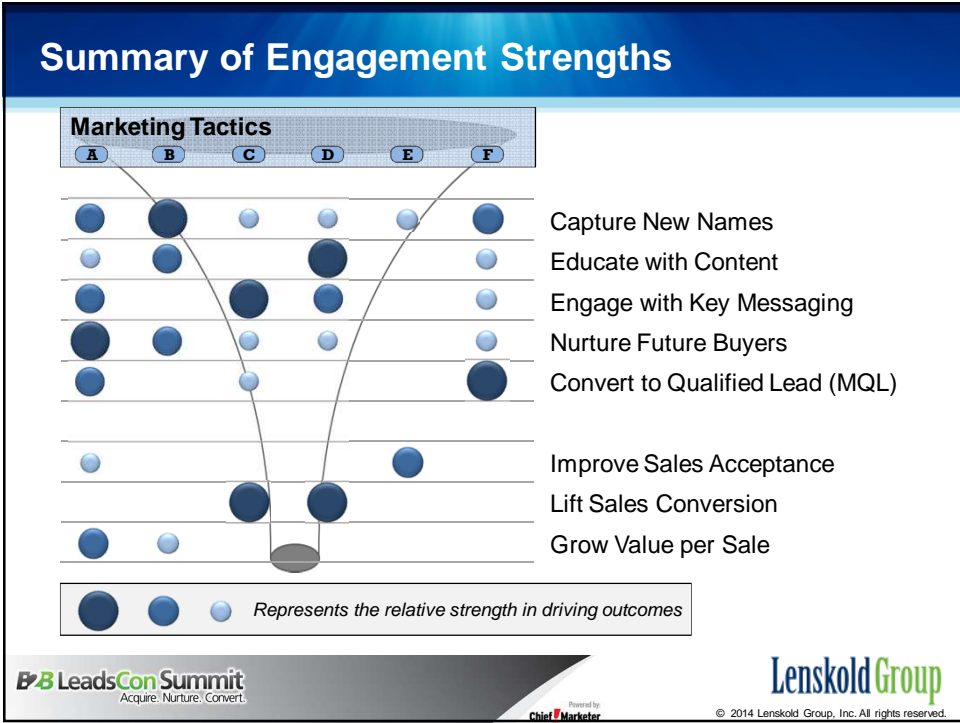


Engagement Path Analysis



Tactics

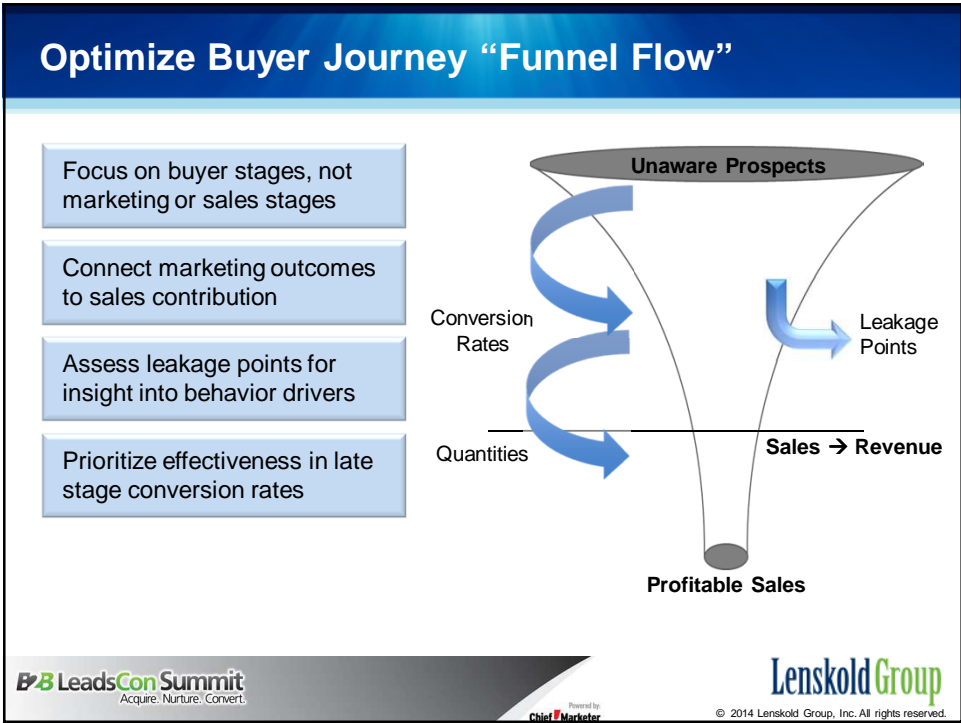
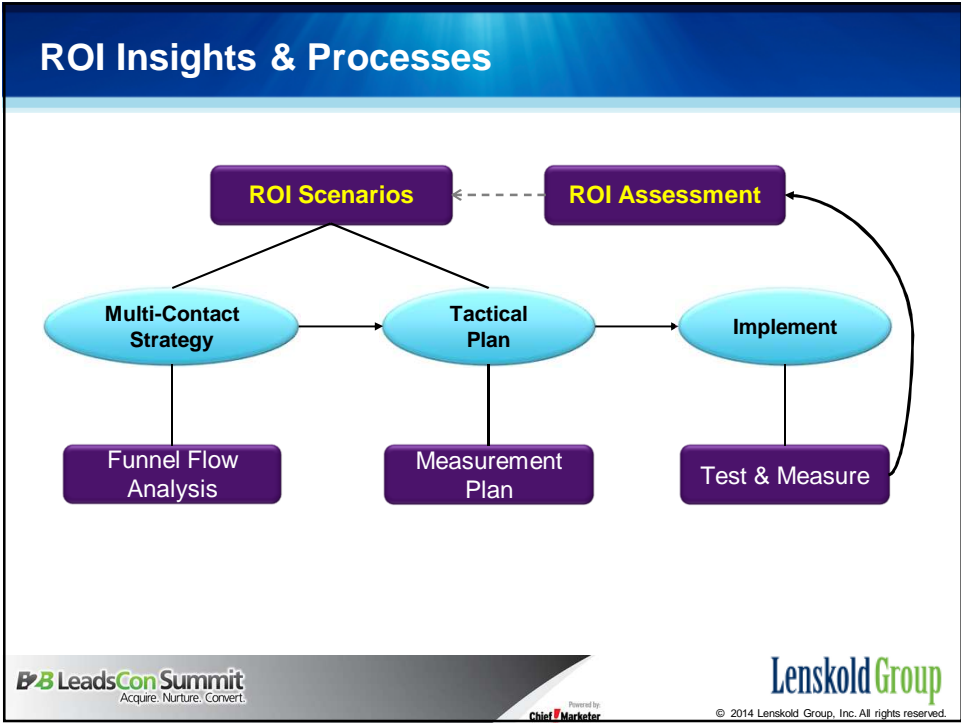
- A** E-Newsletter
- B** Research Study
- C** Videocast
- D** Case Study Webinar
- E** Virtual Conference
- F** White Paper Download

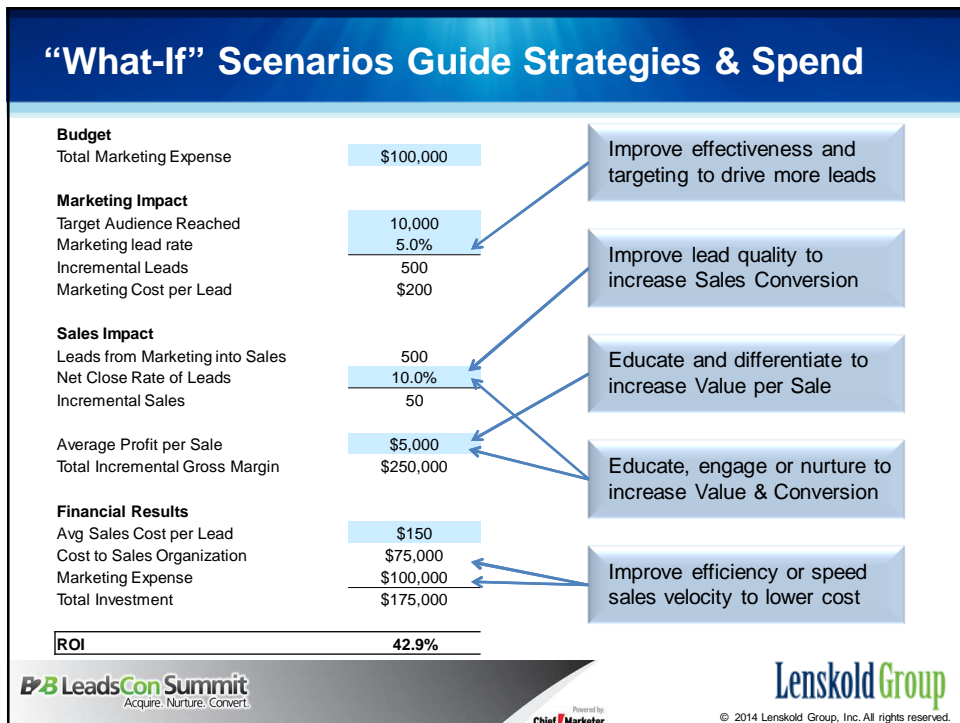
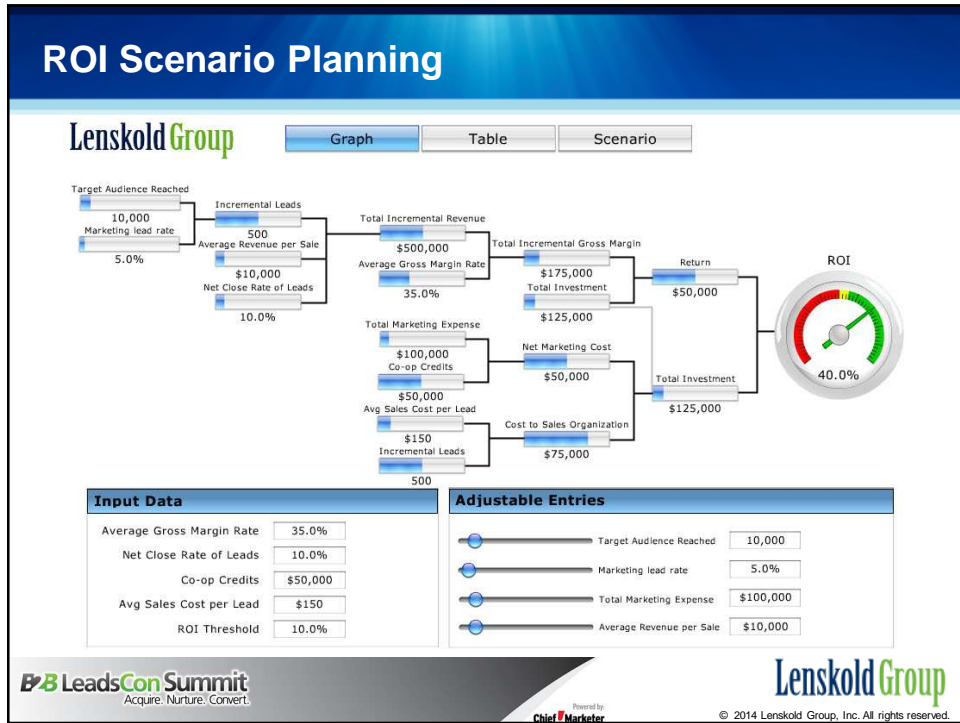


3. Optimize Lead Gen Marketing

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Key Takeaways

- Align measurement objectives to strategy & financial outcomes
 - Beyond engagement & lead quantity
 - Reflect full value of content and contact strategy
- Strengthen basic measurement capabilities
 - Measure contribution to sales, revenue and ROI
 - Assess marketing based on role plus funnel flow
- Add strategic insights
 - Run advanced analytics to optimize multi-contact strategies
 - Impact key stages of buyer journey
- Use ROI Scenario Planning to optimize effectiveness and efficiency
 - Prioritize high impact strategies
 - Justify higher spend for higher expected returns

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