Webinar Podcast Event

Revenue marketing: What do top marketers measure and why?

Wednesday 2nd June 2021

Please submit questions throughout

Cognism

Our Panel

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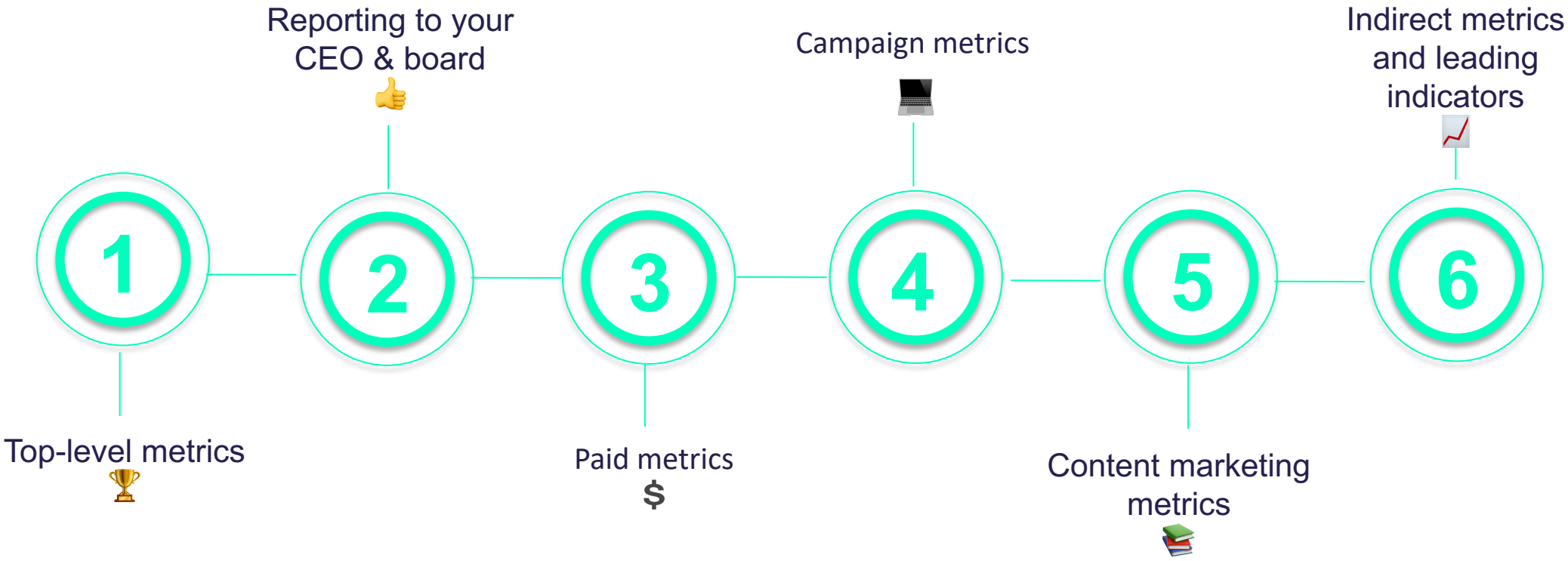
Agenda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1. Top-level metrics

Key metrics to track:

Deal tracking metrics:

- Marketing Qualified Leads (MQLs)
- Sales Qualified Opportunities (SQOs)
- Closed-won deals
- Monthly recurring revenue (MRR)
- Average deal size
- Average sales cycle

Team efficiency metrics:

- Cost per MQL ➡️ Cognism aims to keep under $25
- Cost per Meeting Booked ➡️ Cognism aims to keep under $250
- Cost per SQO ➡️ Cognism aims to keep under $450
- Cost per acquisition ➡️ Cognism aims to keep under $1200

Forecasting: Tracking conversion rates across the whole funnel

- **MQL: MB** - Marketing Qualified Lead to Meeting Booked
- **MB: MA** - Meeting Booked to Meeting Attended
- **MA: SQO** - Meeting Attended to Sales Qualified Opportunity
- **SQO: CW** - Sales Qualified Opportunity to Closed Won
- **MA: CW** - Meeting Attended to Closed Won

2. How to report to your CEO & board

Reporting to the board

- **Key metric:** Customer acquisition cost (CAC)
- Cognism break this down across our 3 channels: Inbound, Paid and Content
- **Benefit:** Allows you to see which channel is more efficient and scaling fastest

Leading Indicators:

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Blog views % change/increase month on month	Top 10 blogs month on month	Keyword rankings	Page 1 rankings gained/lost	Snippets gained/lost
Target keyword improvements/ declines: split out into primary keywords, secondary, and retained	Domain ranking increase/decrease	Backlinks gained/lost	Content opportunities - which content assets led to opps being created	Content revenue - which content assets led to closed-won revenue

Tracking top-level marketing metrics across the sales funnel

➡️ **Your average response time to an inbound request.**

At Cognism, we target under 3 minutes and compensate our MDRs on this by tracking it daily.

➡️ **The percentage of inbound requests that have an outcome.**

We try to target 70%.

1. Ensure they are actioned straight away.
2. 2. Motivate your MDRs to track down outcomes consistently.

➡️ **Stalled and inactive MQLs: by region, rep and campaign.**

At Cognism we have an “Inbound Dashboard”, where we track these metrics.

3. Deep dive into paid metrics

Important metrics to track in paid marketing

- Leads in
- Cost per Lead (CPL)
- Cost per Click (CPC)
- Click through Rate (CTR)
- Conversion rate

Examples:

LinkedIn Ads ➡️

notes:

Another decent week and good CPLs across the board with the exception of the Marketing 51+ group and Sales 51+ group. I think I need to get some new content and refresh what we've currently got. I have seperated out the CompSoft Campaign and it's looking good so far. Slightly less leads generated that last week, but still not bad

	ComSoft Sales 51+	ComSoft Marketing 51+	BOF Content	ComSoft Sales 11-50	ComSoft Marketing 11-50
Spend	530.16	527.20	175.77	25.32	25.93
Leads	30.00	20.00	34.00	2.00	4.00
CPL	**17.67**	**26.36**	**5.17**	**12.66**	**6.48**
CTR	0.66%	0.79%	1.12%	0.83%	1.64%
	DigiMark Sales	DigiMark Marketing	DigiMark AccServ		
Spend	350.96	353.91	352.10		
Leads	9.00	13.00	9.00		
CPL	**39.00**	**27.22**	**39.12**	Content Leads:	187
CTR	0.62%	1.07%	0.67%		

Google Ads ➡️

	EMEA B2B Data Campaign
Leads	5
Spent	678.02
CTR	4.08%
Conv. rate	11.90%
CPL	135.60

notes:

Another week of consistent performance, lead quality looks good too.

Facebook Ads ➡️

	BOF Content
Leads	3
Spent	21.09
CTR	0.81%
Conv. rate	0.00%
CPL	7.03

Massive improvement here! Leads at a good price but not as good as LinkedIn, still very much worth running

BOFU metrics

➡️ When looking to generate B2B leads

You'll want to track:

- **CTR -** Look at the CTR to understand which ad attracts the most clicks
- **CPC -** You're likely not going to want to run an ad that's got a CPC that's 3x higher than other ads in the same campaign
- **CPL -** This is your ultimate metric for lead-generating campaigns

TOFU metrics

➡️ When looking for reach and traffic

You'll want to track:

- **Cost per View (CPV) -** important for video ads
- **% of video watched – see** what your audience is interested in - only the intro/the whole thing?
- **Ad frequency -** how many times your ad has been shown to the average person. Repetition can improve performance, but you don't want to oversaturate them.

4. Campaign metrics

The most important metrics to track in campaign marketing

➡️ **Web traffic -** can be indicative of metrics further down the funnel

➡️ **Leads -** watch your number of leads and your CPL so you can keep track of how many are coming in

➡️ **Marketing Qualified Leads (MQLs) -** leads that fit within your ICP and can be worked into your pipeline

➡️ **Meetings booked -** will give you a good indication of the quality of your MQLs

➡️ **Meetings attended -** good indicator of the quality of your MQLs and helps you predict your SQOs

➡️ **Sales Qualified Opportunities (SQOs) -** This is a metric you want to watch closely, and one you should optimise campaigns toward. Your SQOs are strongly indicative of incoming revenue, while also telling you which of your campaigns are performing well.

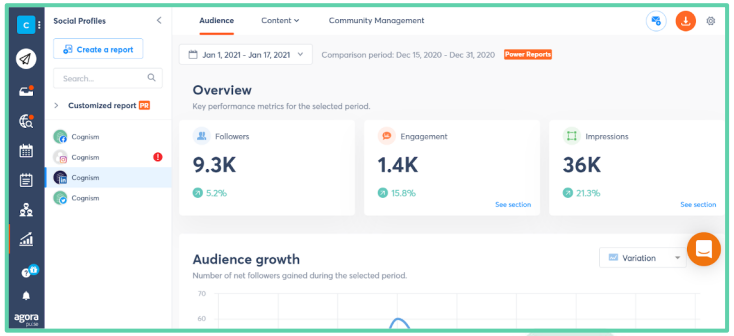
Vanity metrics to watch 👀

- Impressions/engagement
- Form completions
- Open rate
- Bounce rate
- Unsubscribe rate
- Newsletter signups
- Social media followers
- Webinar registrants/attendance
- Podcast audience/listen time

5. Content marketing metrics

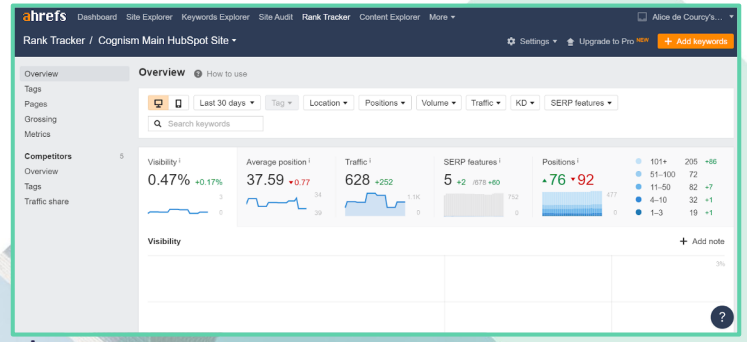
Social media engagement

- Easiest with a scheduling tool (such as Agorapulse)
- Access to an in-depth reporting function, giving you analysis of each platform's data including followers, **engagement** and impressions



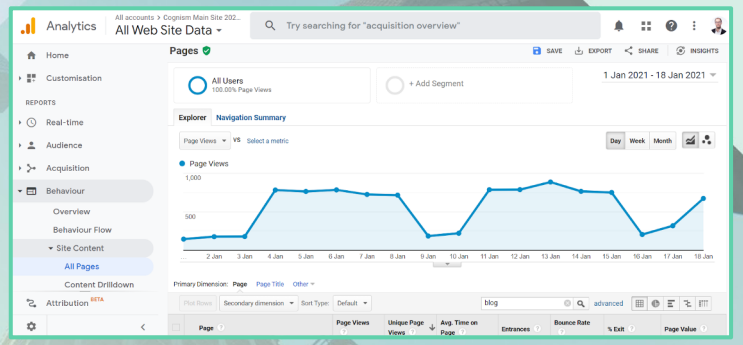
Keyword tracking

- **Position -** organic search results position
- **Volume -** avg number of monthly searches in the selected country
- **Traffic -** estimated search traffic to the webpage from keyword
- **Keyword Difficulty -** how hard it would be to rank in the Top 10 organic search results



Blog engagement – *Google Analytics*

- Unique page views
- Average time spent on a page
- Bounce rates



SQOs & closed won deals from content

- Track in your CRM
- Using UTM tracking links to create a dashboard showing the closed-won deals generated from specific content pieces

Final content metrics to track

- Top 10 blogs month on month
- Blog Google page rankings
- Content opportunities - which content assets led to opps being created
- Content revenue - which content assets led to closed-won revenue

6. Indirect metrics and leading indicators

SalesLoft's "Dual Funnel" Approach

Leads
(Commercial)

Metrics are traditional engagement/score based (nurture, engaged, "act now" leads)

Conversion rate optimization is primary goal

Demand-focused media campaigns, but not much brand spend

Accounts
(Enterprise)

Metrics are focused on engagement at the account level

Engaging with multiple contacts in the buying committee is the primary goal

Still demand focused campaigns but heavy supplement with brand spend

Questions?

This webinar has been recorded.

A link will be sent out later along with a copy of the slides.

For more resources on RevOps,

visit: cognism.com/blog