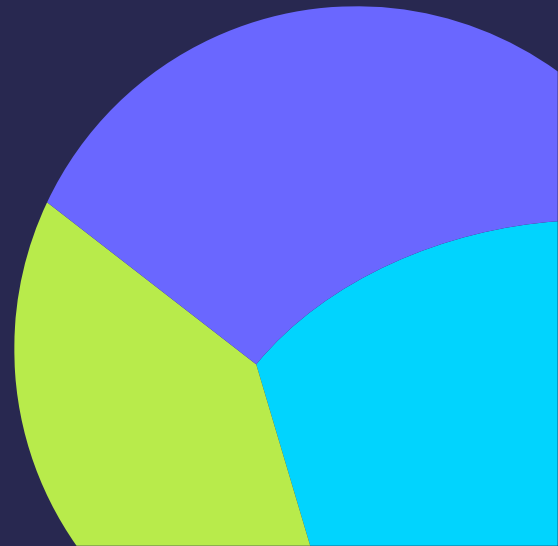




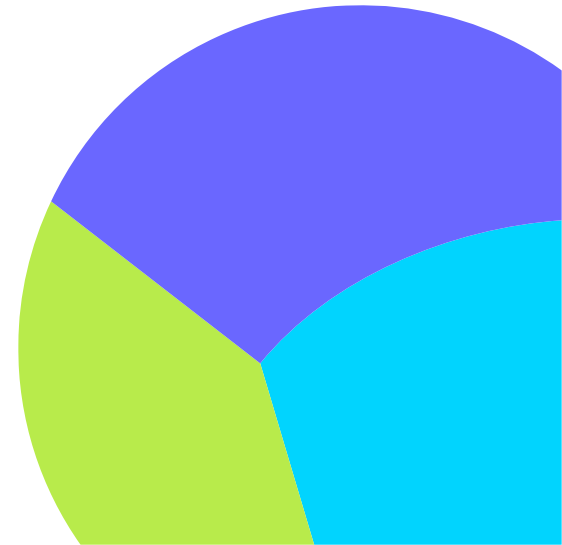
# DG Reporting & Benchmarks

What does reporting look like in a DG world?



# In this lesson?

- The problem with Demand Gen reporting
- The truth about reporting on DG
- The right approach and mindset for DG reporting



# The problem with demand gen reporting?

You will no longer be able to rely on only easy to track metrics such as:

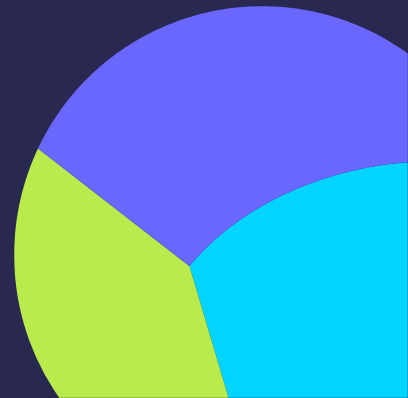
- Total # of leads generated
- Cost-per-lead

The ultimate goal of demand is:

- Inbound demand
- Pipeline
- Revenue

So you'll need to be able to demonstrate that your demand gen activities are impacting those figures.

This is much more difficult, but 100% possible.



# The truth about reporting on demand generation?



There is no one report that will tell you everything.

The truth is - you need to measure **EVERYTHING**.

And use that data to identify signals and trends that show your efforts are working,

# The right approach to DG reporting?

## Ditch the conversion mindset

**“How many leads did we get?”**

This statement is the death of all campaigns. Even, looking at what directly attributed pipe in your CRM will kill it.

Learn to accept that you will have generated inbound demand that you may have lost attribution on.

Instead focus on the engagement metrics, to assess how well your ICP is reacting to your campaign.

And use broad measures of inbound demand to draw conclusions on effectiveness.

Of course, any directly attributed demand is a bonus insight and still a measure of success, and should be included in reporting.

## Measure everything

**There two main areas you want to measure, with equal weight.**

- Reach & Engagement
- Conversion

Blending these two together will be how you demonstrate your efforts are working.



# Your next lesson:

Measuring overall performance, create demand and capture demand

