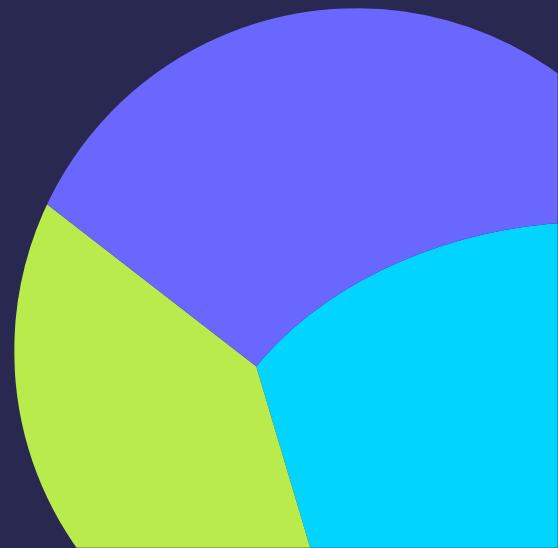




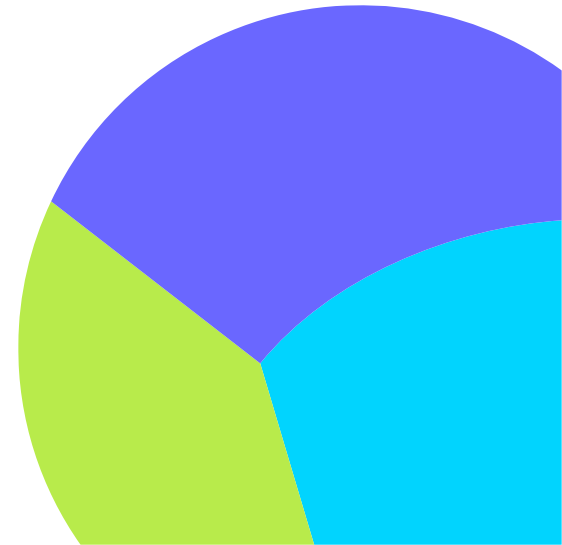
# DG Reporting & Benchmarks

Measuring overall performance,  
create demand and capture demand



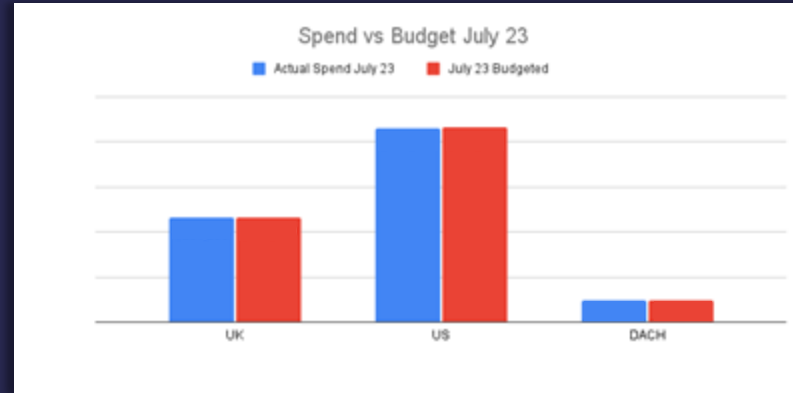
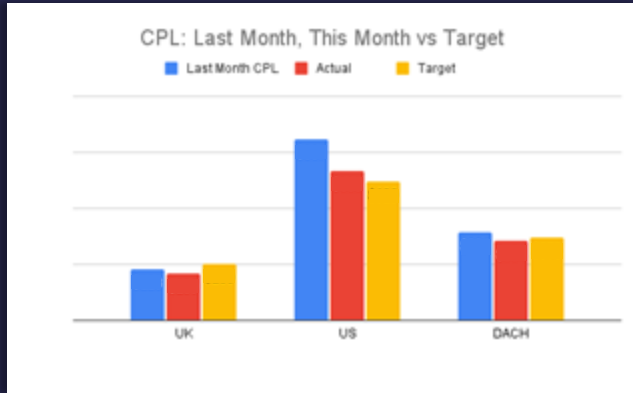
# In this lesson?

- Measuring overall performance
- How and what do you measure for create demand?
- What does success look like?
- How and what you should you measure for capture demand?
- What does success look like?
- Where to start: leading indicators vs lagging indicators



# Measuring overall performance

Marketing spend versus Financial plan



First, we want to demonstrate marketing spend is meeting the targets set out in our financial planning.

We want to show that marketing spend is being allocated wisely and leadership are seeing ROI. We'll highlight things like actual vs target CPL, as well as actual vs target SQO.

# Measuring overall performance

Global: Marketing Efficiency KPI



**\$700K**  
Closed Won

\$1M vs Target    \$522K vs LY

**\$5.2M**  
Pipeline Creation

\$6M vs Target    \$5M vs LY

Global	MQL to MB %	Win Rate %	Win Rate \$	Avg ACV (Closed Won)	Pipeline Creation	Closed Won \$ (All)
July 2023	54%	23%	17%	\$9K	\$5.2M	700K
Q2 2023	58%	24%	19%	\$12K	\$18M	\$4M
Q1 2023	48%	20%	14%	\$15K	\$17M	\$3.5M
Q4 2022	60%	16%	18%	\$13K	\$20M	\$3M
Q3 2022	42%	27%	17%	\$10K	\$19.5M	\$4M
Q2 2022	38%	29%	15%	\$12.5K	\$16M	\$2M
Q1 2022	42%	15%	20%	\$11K	\$17M	\$4M
Q4 2021	54%	19%	21%	\$14K	\$14M	\$3M

Secondly, we want to demonstrate marketing efficiency against key KPIs. (Closed won, pipeline, win rates, ACV, conversion rates)

# Measuring overall performance

We track our performance as a team through the funnel, targets vs actual. As well as the conversion rates at each stage.

This data helps us understand how our efforts are performing and where in the buying process we may have issues to resolve. It helps us to pivot and act quickly if necessary.

We are checking this data regularly and updating the numbers weekly.

UK+	Resourced Target	Results MTD	Percentage of Resourced
<b>Spend</b>	\$9,000	\$8,131	
<b>MQLs</b>	100	95	95%
<b>MB's</b>	80	100	125%
<b>MA's</b>	60	60	100%
<b>SQO's</b>	40	39	98%
<b>Deals</b>	10	10	100%
<b>MRR</b>	\$10,000.00	\$9,750	98%
<b>ARR</b>	\$120,000.00	\$117,000	98%
<b>ACV</b>	\$12,000.00	\$11,700	98%
<b>Sales cycle length</b>	Under 45 days	68 days	66%
<b>Blended CPL</b>	\$90	\$86	

Conversion rates <b>Inbound</b>	Target	Actual
<b>lead:mb</b>	80%	105%
<b>mb:ma</b>	75%	60%
<b>ma:sqo</b>	67%	65%
<b>sqo:cw</b>	25%	26%

# What do you measure for demand creation?

## Divide your reporting into two parts

### Engagement

- Impressions
- Reach
- Video views
- Frequency
- CTR
- Engagement rate
- Likes
- Comments
- Qualitative feedback/shares
- Traffic
- Time on page
- Bounce rate

### How do you measure it?

In-platform reporting, dependent on the channel  
(email tool, ad platforms, web analytics)

### Conversion

- Self reported attribution
- Inbound demo requests

### How do you measure it?

First touch UTM tracking, Self-reported attribution, Hockeystack.

# What does create demand success look like / how to benchmark it?

## Reach & Engagement

We run three comparisons to help inform effectiveness.

- 1) Performance over time.
- 2) Performance against benchmark avg.
- 3) Performance against existing campaigns

This gives a good idea of when something is starting to dip or diminish and we can either, adapt or switch it off.

This is particularly important when you're getting started with your demand gen efforts, and you won't be seeing immediate demo requests/deals come into pipe.

As long as you can see engagement, tracking well over time/benchmarks/other campaigns - you'll have a pretty good idea things are heading in the right direction.

		Facebook - All		LinkedIn - All		Google - All	
		Benchmark	L30D Performance	Benchmark	L30D Performance	Benchmark	L30D Performance
Scale	Spend	\$60,000	\$85,000	\$100,000	\$125,000	\$150,000	\$160,000
	Reach						
	Impressions	2,200,000	3,000,000	2,500,000	3,500,000	5,489,681	8,234,521
	Clicks (link clicks for FB)	9,195	13,792	18,018	100,173	27,102	40,653
Ad Engagement	Frequency	1.8	2.0	1.7	1.9	3.0	3.2
	CTR	0.5%	0.56%	0.9%	1%	0.7%	0.9%
	Net Engagement Rate	0.6%	0.65%	0.95	1.1%	-	-
Video In-Feed Consumption	Thumbstop Ratio	4%	4.5%	3%	3.5%	-	-
	75% Views / user	0.1%	0.12%	0.2%	0.3%	-	-
Distribution Cost	CPC	\$7	\$6	\$8	\$5	\$16	\$16
	CPM	\$22	\$20	\$40	\$30	\$80	\$80



# What do you measure for demand capture?

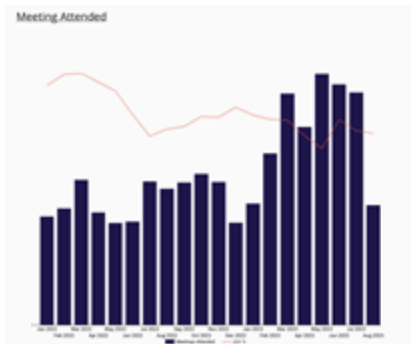
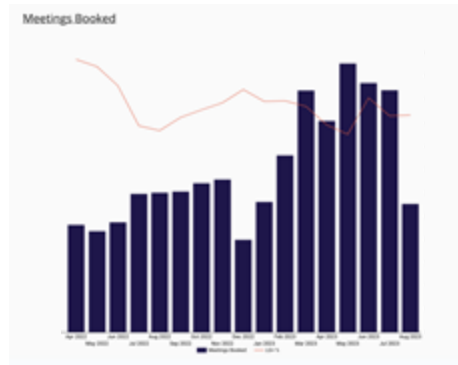
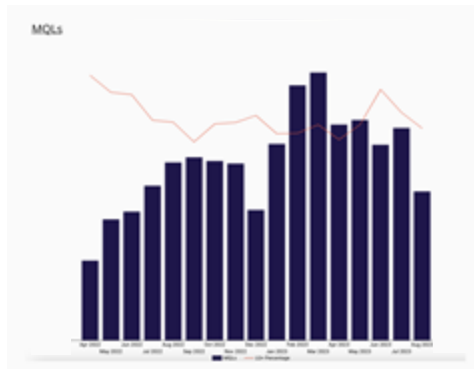
## Conversions:

- Revenue generated
- Pipeline generated
- Total number of deals
- Total # of SQOs
- Total # of MQLs
- Conversion rates (MQL > MB > MA > SQO)
- Sales cycle length
- Lead grading



## How do you measure it?

Last touch UTM





# What does capture demand success look like / how to benchmark it?

## Conversion:

Measure what you can attribute, but more importantly, measure what you can't.

It's good to be able to see what direct conversions your campaigns are generating, the more the better - always.

But, you don't want to use this as your north star. As it will lead down the wrong path.

Take a look at general trends too! This combined with positive engagement metrics will show you the success of your campaigns.

Total	April	May	Change
Spend	\$200000	\$180000	93.80%
Impressions	320,000	300,000	93.75%
Clicks	19,000	17000	89.40%
CTR	7.20%	6.50%	90.27%
CPC	\$11	\$10	90.90%
CPM	\$543	\$500	92.00%
SF Leads	660	600	90.00%
Cost/Lead	\$303	\$300	99.00%
CR	30%	25%	83.00%
SQOs	175	170	97.00%
Cost per SQO	\$1142	\$1058	87.00%
Total pipeline	\$2,500,000	2,400,000	96.00%
Av ACV	\$14,285	\$14,117	98.82%
Won	10	9	90.00%
Total ARR	\$90000	\$76,000	84.40%

# Where to start: leading vs lagging indicators

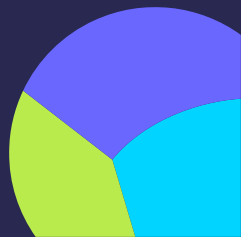


When you're just getting started with Demand Generation, it's unlikely you're going to see any 'lagging indicators', pipeline and closed won deals, until 2/3x your sales cycle.

That's why focusing on the 'leading indicators', AKA engagement measures, is crucial in the early stages.

Use these measures as signals that your campaigns are working, and things are heading in the right direction.

Once your demand creation and capture strategies start to take effect, you'll start to see the conversion metrics tick up and you can blend that data with your engagement measures for a clearer idea of demand gen effectiveness.





# Your next lesson: Easymode content & SEO reporting

