

5 Key Performance Indicators To Accelerate Marketing Revenue

Marketing professionals require a comprehensive view of their return on marketing investments. But all too often, they rely on gut-based marketing, which hinders planning and optimization across marketing programs. It's time for CMOs to take action and claim a seat at the revenue table. Once and for all, marketers need to arm themselves with the proper key performance indicators (KPIs) that equip them with numbers for communicating the value and costs of their marketing resources.

Key Marketing Challenges

Can you answer the following?

How did I affect my organization's revenue?

How many leads do I need to meet a future sales goal?

What is my cost per lead (CPL) and return on marketing investments (ROMI)?

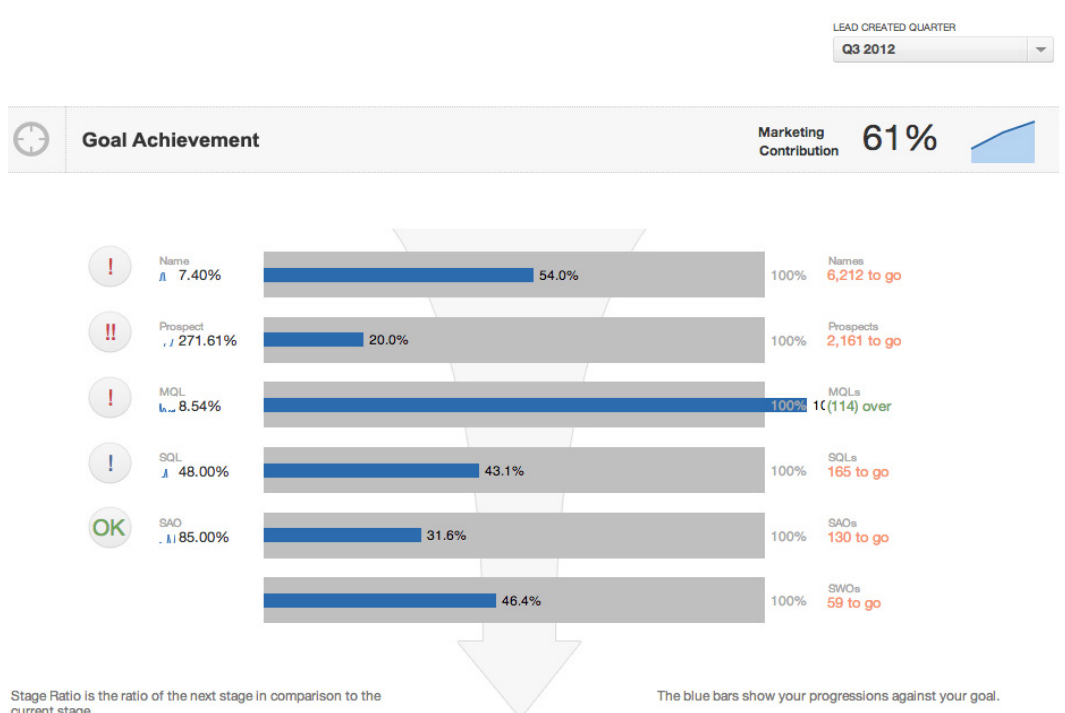
Where are my marketing inefficiencies?

Is there stagnancy and wastage in my marketing funnel?

1. The Marketing Funnel

Is my marketing funnel stagnant?

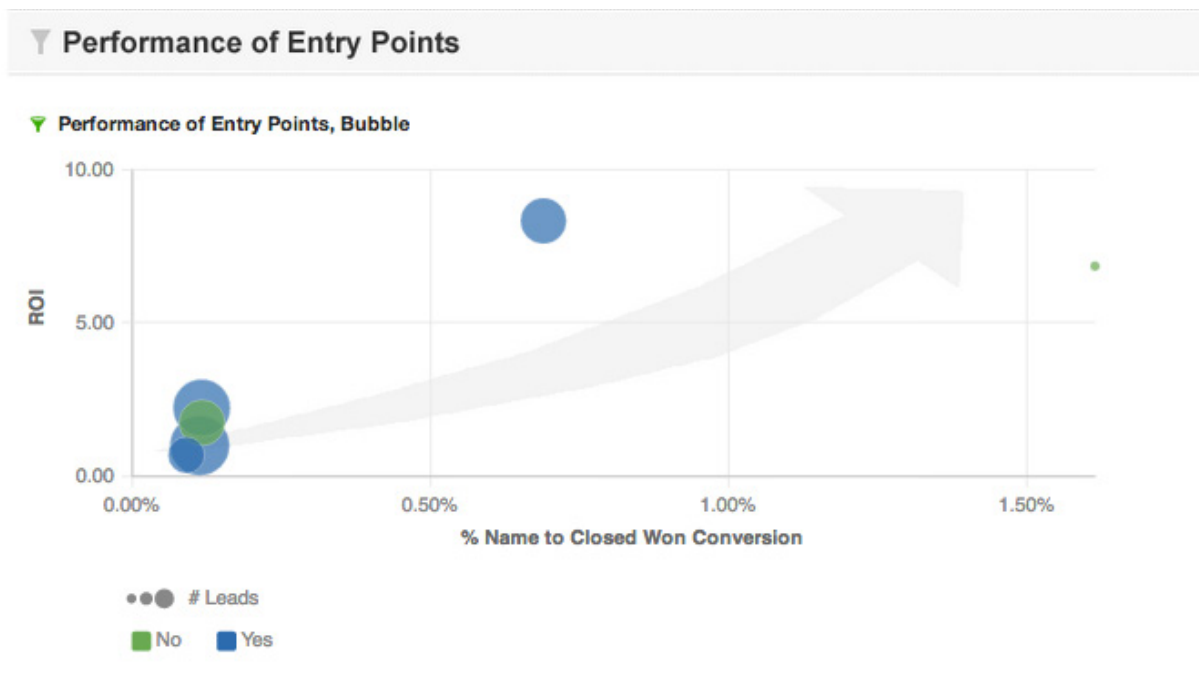
The marketing funnel is the lifeblood of any B2B marketer. These KPIs often define successful versus unsuccessful marketing efforts. Instead of focusing on entry and exit points, focus on how you're performing in each stage against a goal. For added visual presentation, use indicators to emphasize problematic areas. For example, the indicators in this report allow you to see if effort should be spent on moving or filling that particular stage with leads. By honing in on critical areas of your marketing efforts, you will be able to refine marketing performance and make the appropriate adjustments that boost marketing contributions.



2. Marketing Contribution to Revenue

Am I investing my marketing dollars effectively?

Every marketer wants to know what impact their marketing efforts have had on revenue. Visualize not only how your lead sources are converting, but how their conversion rates relate to ROI and volume. In this example, lead sources need to progress to the right. The further a bubble is to the right, the more effective the lead source. Blue bubbles represent marketing sources and green bubbles represent non-marketing sources, with bubble size indicating lead volume.



3. Marketing Campaigns Performance

How do I better deploy my resources?

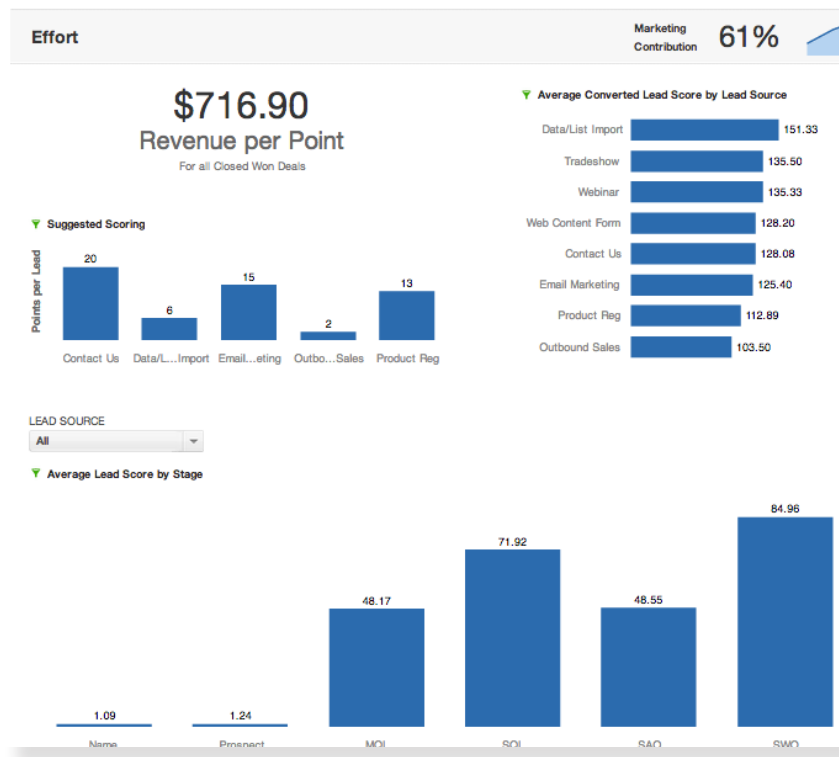
For B2B marketers, this is the first question everyone asks – how many leads are you adding to the top of the funnel each month? Track your leads and campaigns each month, and visually represent the total number of new marketing qualified leads (MQL), cost per lead (CPL) and campaign ROI. The Campaign Performance reports in this example provide you with an at-a-glance view into the best and worst performing campaigns.

Campaign Performance						Marketing Contribution	61%				
Top 10 Campaigns by Influenced Revenue						Top 10 Campaigns by ROI					
Campaign	# MQLs	Cost/Lead	Cost/MQL	Influenced \$	ROI	Campaign	# MQLs	Cost/Lead	Cost/MQL	Influenced \$	ROI
IT execs 1.12.12	78	\$17.84	\$253.87	\$104,005	5.25	IT execs 1.12.12	78	\$17.84	\$253.87	\$104,005	5.25
Media Metrix Webcast	54	\$19.55	\$384.91	\$100,697	4.84	Media Metrix Webcast	54	\$19.55	\$384.91	\$100,697	4.84
Webinar_ExactTarget	18	\$25.34	\$798.22	\$100,020	6.96	Webinar_ExactTarget	18	\$25.34	\$798.22	\$100,020	6.96
Q3_2011_List_Netpros	42	\$18.09	\$255.90	\$99,601	9.27	Q3_2011_List_Netpros	42	\$18.09	\$255.90	\$99,601	9.27
Davidson OB Email - H	29	\$23.25	\$573.17	\$98,474	5.92	Davidson OB Email - H	29	\$23.25	\$573.17	\$98,474	5.92
Certified Balaxis App	29	\$16.85	\$553.07	\$96,789	6.03	Certified Balaxis App	29	\$16.85	\$553.07	\$96,789	6.03
Davidson OB Email -A	57	\$22.05	\$363.32	\$95,769	4.62	Davidson OB Email -A	57	\$22.05	\$363.32	\$95,769	4.62
Q1_2011_Webinar_Get	14	\$47.90	\$1,197.43	\$93,235	5.56	Q1_2011_Webinar_Get	14	\$47.90	\$1,197.43	\$93,235	5.56
Davidson OB Email - S	42	\$43.63	\$540.19	\$87,111	3.84	Webinar Getting Starte	84	\$12.52	\$177.86	\$84,662	5.67
Webinar Getting Starte	84	\$12.52	\$177.86	\$84,662	5.67	Davidson OB Email -S	33	\$21.68	\$354.18	\$62,085	5.31
Bottom 10 Campaigns by Influenced Revenue						Bottom 10 Campaigns by ROI					
Campaign	# MQLs	Cost/Lead	Cost/MQL	Influenced \$	ROI	Campaign	# MQLs	Cost/Lead	Cost/MQL	Influenced \$	ROI
Davidson OB Email -O	11	\$32.83	\$1,086.27	\$23,589	1.97	Q2_2011_Webinar_Getti	84	\$30.50	\$380.93	\$14,018	0.44
2012 05 17 Webinar - G	89	\$14.54	\$180.66	\$30,041	1.87	Q2_2011_Webinar_Getti	46	\$52.47	\$653.63	\$13,943	0.46
Powered by - Wolltion	25	\$24.83	\$806.56	\$26,917	1.33	Davidson OB Email - O	20	\$31.92	\$1,051.60	\$10,831	0.51
Webinar Getting Starte	32	\$15.50	\$380.31	\$13,460	1.11	Q3_2011_tradeshaw_dr	58	\$30.62	\$508.41	\$22,469	0.76
VP Marketing - 209	57	\$19.32	\$381.00	\$21,884	1.01	Davidson OB Email -Au	48	\$36.57	\$456.35	\$20,598	0.94
Davidson OB Email -A	48	\$36.57	\$456.35	\$20,598	0.94	VP Marketing - 209	57	\$19.32	\$381.00	\$21,884	1.01
Q3_2011_tradeshaw_d	58	\$30.62	\$508.41	\$22,469	0.76	Webinar Getting Started	32	\$15.50	\$380.31	\$13,460	1.11
Davidson OB Email - C	20	\$31.92	\$1,051.60	\$10,831	0.51	Event_DemandCon_030	25	\$69.83	\$1,134.00	\$33,343	1.18
Q2_2011_Webinar_Get	46	\$52.47	\$653.63	\$13,943	0.46	Powered by - Wolltion	25	\$24.83	\$806.56	\$26,917	1.33
Q2_2011_Webinar_Get	84	\$30.50	\$380.93	\$14,018	0.44	FitBoys Launch #2 Ema	96	\$25.01	\$310.84	\$52,195	1.75

4. Lead Scoring

How do you connect effort to revenue?

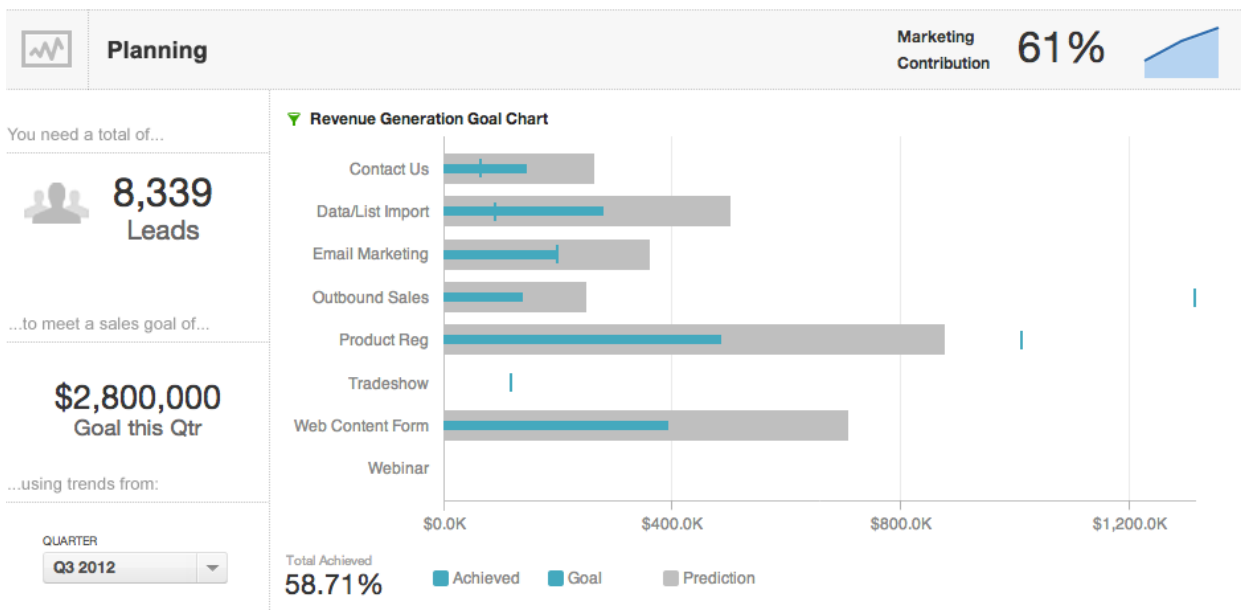
Ask yourself, are you scoring and prioritizing every recipient that enters your system? Lead scoring KPIs let you determine which leads are revenue-generating and understand what meets the minimum definition of a “sales-ready lead.” Measure your lead scoring efforts by lead source and stage, while keeping a watchful eye on your scoring performance based on revenue per point. This sample report provides you with an estimate on your lead scoring strategy and gives you a sense of how much effort is required to convert a lead by lead source and by stage.



5. Business Planning

Am I well positioned to meet next quarter's sales goals?

Take a look into the future and gain a clear understanding of how many leads are required to achieve a current sales goal and how they play out by lead source. Plan and optimize your marketing budget by using trends from previous quarters to rationalize your prediction criteria. In this example, revenue is being tracked by lead source based on trends from the previous quarter. Keep a close eye on goal achievements and don't hide these findings from your team - easily share these goals and achievements with the rest of the company.



About BizData Monetization (BDM)

BDM is a new strategy for empowering enterprises to find sources of revenue and profit from Big Data. BDM connects information silos – including mobile, social, web, internal data and cloud apps – to provide all the relevant information business users need to make better and faster decisions. Information is delivered in a compelling, easy-to-use GoodData Bash™, a business mashup that includes reports, analytics, apps, key performance indicators and best practices rolled into a visually stunning user interface. BDM is a rapidly growing category within the Big Data market, which is estimated at \$100 billion by Merrill Lynch.

About GoodData

GoodData is on a mission to help businesses monetize Big Data. GoodData is headquartered in San Francisco and has raised \$53.5 million from Andreessen Horowitz, General Catalyst Partners, Fidelity Growth Partners, Next World Capital and Tenaya Capital.