10 Killer Salesforce Reports
for Measuring Marketing Performance

A Best Practices White Paper for Enhancing Salesforce Reporting

With Full Circle Response Management

Table of Contents

Introduction

Marketing is a complicated endeavor in today's multi-touch B2B environment, presenting some major challenges to companies worldwide. Accurately determining how your marketing campaigns impact the bottom line or uncovering what exactly happens when marketing hands off a lead to sales is tough without visibility into the end-to-end results of your campaigns. In this white paper you will learn how to tackle these issues using Full Circle Response Management in combination with data in Salesforce to put marketing and sales on the same page, get insight into the marketing metrics that impact revenue, and to use that information to optimize your marketing mix.

Full Circle Response Management is natively built into Salesforce, bulletproofing your data while giving you peace of mind and the marketing reporting granularity you need to make smart decisions.

Before we get into any details though, let's define a few things:

• Lead: In Salesforce, an object where an individual's personal and company data is stored in a single record. A Lead record can be converted into as many as three objects: an Account, Contact, or Opportunity. Conversion typically occurs when a Salesforce user qualifies the Lead in some manner such as identifying a selling opportunity or detecting that the person is already part of a target or strategic account.

• Demand generation waterfall or funnel: A staged approach to measure metrics such as volume, conversion rates, and velocity of responses generated by marketing and sales efforts. Standard B2B funnels include the following stages:

  - Inquiry: Any hand raise.

  - Marketing Qualified Lead (MQL): A lead that has met pre-defined criteria (such as a score threshold) and is passed from marketing to sales.

  - Sale Accepted Lead (SAL): A lead in which sales believes has potential to close but is not fully qualified. This stage can be represented in Salesforce by a change in the lead status value or the creation of an opportunity.

  - Sales Qualified Lead (SQL): A lead that has been qualified by sales and is deemed a potential selling opportunity. The SQL stage can be represented in Salesforce by opportunity creation, or even a progression in opportunity stage.

  - Closed: An opportunity where sales has completed all of the required selling to get a final commitment from the customer to buy.

Now let's dive in and show you ten ways that you can leverage Full Circle Response Management in Salesforce to help you understand which marketing reports and dashboard components can truly help you move the needle.

1. How is marketing doing vs. other demand generation activities (telesales sourced, etc.)?

	Net New Name	Inquiry/Target	MQR/QT	SAR	SQR	SQR Won
☐ Campaign Sourced By: Marketing (1,556 records)						
	675	1,538	718	352	210	142
☐ Campaign Sourced By: Sales (348 records)						
	39	335	176	90	63	25
☐ Campaign Sourced By: Telemarketing (186 records)						
	18	162	75	38	18	7
Grand Totals (2,090 records)						
	732	**2,035**	**969**	**480**	**291**	**174**

Image 1: Conversion rates for marketing, sales, and telemarketing generated leads

	MQL to SAL AVG	SAL to SQL AVG	SQL to Won AVG
Campaign Sourced By: Marketing			
	68.85	4.22	5.65
Campaign Sourced By: Sales			
	20.21	11.73	28.15
Campaign Sourced By: Telemarketing			
	34.00	20.00	20.00
Grand Totals (1,772 records)			
	56.04	**5.97**	**8.86**

Image 2: Velocity for marketing, sales, and telemarketing generated leads

Velocity metrics show you another way to think about marketing and sales performance.

One of the first areas to review is how marketing performance compares to the rest of your company's channels. Tracking each channel separately in a report, like Image 1, shows you how each department contributes to pipeline generation. In this case you can see that marketing directly sources about 2/3 of the open opportunities for this organization.

Velocity metrics show you another way to think about marketing and sales performance. Image 2 reveals that sales generated responses move much faster through the funnel and telesales generated responses move slower. Most likely this phenomena is due to how "cold" or "warm" the lead is when it enters the funnel. You can also see that once responses sourced by marketing get accepted by sales, they move much more quickly through the funnel than responses sourced by sales or telemarketing—about 10 days from SAL to Won for marketing sourced business vs. about 40 days from SAL to Won for sales and telemarketing sourced business.

A great way to keep track of marketing's progress towards meeting its goals is by tracking targets in a simple gauge dashboard component in Salesforce.

Image 3a: MQLs generated this quarter

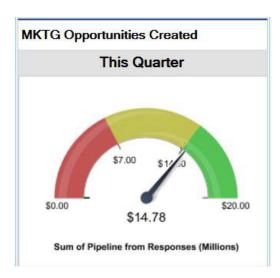Image 3b: Marketing sourced opportunities created this quarter

Image 3c: $ marketing sourced opportunities created this quarter

Image 3d: $ marketing sourced opportunities closed this quarter

How does marketing hit the numbers shown in section 1? A great way to keep track of marketing's progress towards meeting its goals is by tracking targets in a simple gauge dashboard component in Salesforce (like Images 3a-3d). In these gauges you can easily see if your efforts are on target in any given time period and if not, whether you need to apply some additional resources to meet your goals.

3. Next quarter is looking light on pipeline. What can I do to generate more demand quickly?

		Inquiry/Target	MQR/QT	SAR	SQR	SQR Won	Inquiry to MQR	MQR - SAR	SAR - SQR	SQR - Won
☐	Campaign Type: Conference (871 records)									
		858	323	146	90	66	37.65%	45.20%	61.64%	73.33%
☐	Campaign Type: Banner Ads (345 records)									
		342	246	157	115	79	71.93%	63.82%	73.33%	68.70%
☐	Campaign Type: Email (55 records)									
		54	21	15	13	8	38.89%	71.43%	86.67%	61.54%
☐	Campaign Type: Inbound (201 records)									
		192	83	48	38	18	43.23%	57.83%	79.17%	47.37%
☐	Campaign Type: Webinar (113 records)									
		109	72	33	18	6	66.06%	45.83%	54.55%	33.33%
☐	Campaign Type: Web (260 records)									
		257	182	78	56	44	70.82%	42.86%	71.79%	78.57%
	Grand Totals (1,845 records)									
		1,812	859	365	248	159	47.41%	42.49%	67.95%	64.11%

Image 4: Conversion rate by campaign type

		Inquiry to MQR	MQR to SAR	SAR to SQR	SQR to Closed/Won
☐	Campaign Type: Conference (841 records)				
		avg 5	avg 2	avg 3	avg 4
☐	Campaign Type: Banner Ads (345 records)				
		avg 5	avg 5	avg 2	avg 3
☐	Campaign Type: Email (55 records)				
		avg 7	avg 1	avg 5	avg 2
☐	Campaign Type: Inbound (184 records)				
		avg 5	avg 8	avg 2	avg 1
☐	Campaign Type: Webinar (113 records)				
		avg 4	avg 1	avg 3	avg 5
☐	Campaign Type: Web (259 records)				
		avg 8	avg 4	avg 2	avg 3
	Grand Totals (1,797 records)				
		avg 6	avg 5	avg 3	avg 3

Image 5: Velocity by campaign type

Examining historical campaign performance can help you determine where to invest for an immediate impact.

Let's say that your lead gauges are showing lower performance than you would like. How do you boost your lead numbers to help out the sales team? Examining historical campaign performance can help you determine where to invest for an immediate impact. For example in Image 4 and 5 you can see that Banner Ads have historically performed well with as the second highest lead source and demonstrate solid conversion rates through the funnel. And based on velocity metrics (Image 5) you can also see that on average, responses from Banner Ads close in 15 days and are one of your fastest converting campaign types. Since Banner Ads are easier to execute on than, say, in person events, you might leverage this campaign type when you need to generate demand quickly.

4. We need more pipeline. What should I do?

If your opportunity gauges need some help as well you can use reports like Image 6 to figure out ways to source more opportunities.

Top Performing Campaigns By Opportunity Volume

Campaign Name	Record Count
Measure Your Metrics Email	48
Huge Industry Conference	37
Google Advertisement	25
June Monthly Newsletter	15
August Monthly Newsletter	14

Image 6: Campaign influence report showing which campaigns influence deals

If your opportunity gauges need some help as well, you can use reports like Image 6 to figure out ways to source more opportunities. Looking at this report you can see which campaigns have provided the largest number of open or closed opportunities so far this quarter. This lets you know which campaigns have been the most effective in driving qualified leads for the sales team that convert into opportunities. With this information you can either re-use an existing campaign in a different market segment or build similar campaign types to help generate new opportunities quickly.

5. I know I am generating a lot of MQLs but my SALs are not increasing. What's going on?

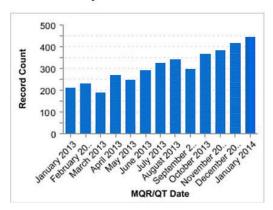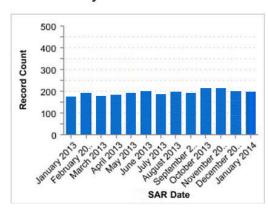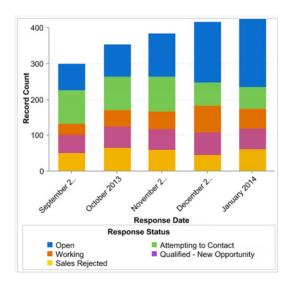Image 7: MQLs month/month
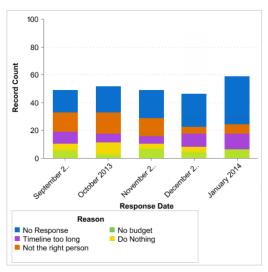

Image 8: SALs month/month

Image 9: MQLs month/month by current status and average age

Image 10: MQLs month/month by disqualified reason

So what happens if you change your marketing mix to reflect the findings from the charts in sections 3 and 4 but you don't see any additional movement on the sales side? As you can see from Images 7 and 8, marketing was successful in increasing the number of MQLs sent to sales, however the number of SALs did not increase as expected. By drilling in to the current status of all the MQLs generated (Image 9) you can see that sales has not followed up on many of the responses marketing generated in previous months.

Additionally, it appears that a larger percentage of the MQLs are being disqualified because of no response (Image 10). One possible reason could be that the increased volume has decreased the quality of follow up, resulting in fewer, lower quality touches per prospect. Charts like these reveal bottlenecks occurring in the marketing-to-sales hand-off, such as sales disqualifying a larger number of leads, and gives you the information to work with sales on your lead processes.

Charts like these reveal bottlenecks occurring in the marketing-to-sales hand-off.

6. Sales says all the marketing generated leads are crappy. Are they really?

After trying to figure out what is happening with the leads you sourced for sales you show the charts in section 5 to the vice president of sales and he or she tells you that marketing isn't sending good leads to the sales team. Is this true? Of course not!
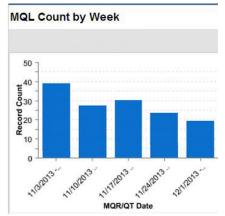
While the sales generated responses have a higher conversion rate, the marketing generated leads are still valuable.

Of all the responses marketing generates, you can see that 14% of these are converting to opportunities (210 SQRs divided by 1538 Inquiry/Targets = 14% conversion from marketing generated responses to sales created opportunities). While the sales generated responses have a higher conversion rate, the marketing generated leads are still valuable due to the sheer volume and contribute to 71% of the total opportunity amount generated.

	Net New Name	Inquiry/Target	MQR/QT	SAR	SQR	SQR Won	Opportunity Amount	Inquiry to MQR	MQR - SAR	SAR - SQR	SQR - Won
Campaign Sourced By: Marketing (1,556 records)											
	675	1,538	718	352	210	142	$14,585,698.00	46.68%	49.03%	59.66%	67.62%
Campaign Sourced By: Sales (348 records)											
	39	335	176	90	63	25	$4,343,894.00	52.54%	51.14%	70.00%	39.68%
Campaign Sourced By: Telemarketing (186 records)											
	18	162	75	38	18	7	$1,603,495.00	46.30%	50.67%	47.37%	38.89%
Grand Totals (2,090 records)											
	732	2,035	969	480	291	174	$20,533,087.00	48.51%	50.28%	59.01%	48.73%

Image 11: Conversion rates for marketing, telesales & sales generated leads

7. How can I spot problem areas before they have material impact?

By keeping an eye on your key performance indicator trend lines week over week it's easy to spot problems like these as they arise—and you can solve them quickly.

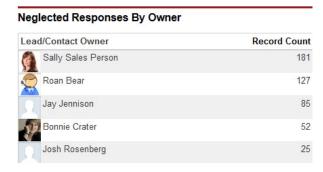
Image 12: MQL count week by week

Image 13: Neglected responses by rep

Now let's say that hypothetically you wanted to run those new marketing programs but you were told that the marketing budget was cut and now your weekly results now aren't trending the right way. By keeping an eye on your key performance indicator trend lines week over week it's easy to spot problems like these as they arise—and you can solve them quickly. For example in Image 12 you can see that the MQLs have been steadily going down over the past few weeks and can take this information to the executive team or the finance team and show them what investing in the wrong programs is doing. Plus based on this you can infer that you may see issues with the SAL numbers in the coming weeks and communicate accordingly with the sales team.
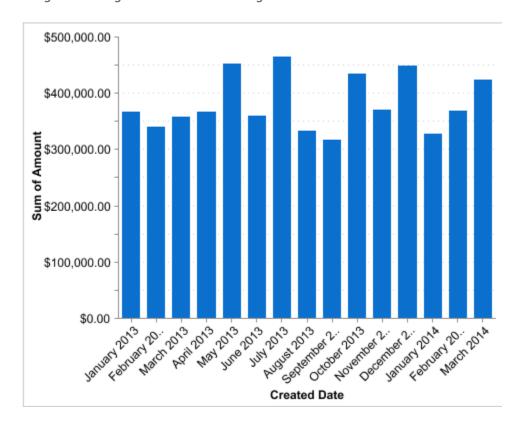
You can also explore issues in the hand-off between marketing and sales that need may to be addressed. Image 13 shows responses that have been neglected by sales reps, meaning marketing passed them over the fence and sales has not done anything with them yet. There may be good reasons for Sally Sales Person and Roan Bear to be neglecting so many leads. Perhaps they have too much on their plate, maybe Salesforce notifications aren't working, or maybe they are on vacation. Either way armed with this data you can work with your counterparts in sales to ensure no lead is left behind.

8. How do I show expected impact on pipeline and revenue?

	Inquiry - MQL	MQL - SAL	SAL - SQL	SQL - Won	Inquiry-Won
Campaign Sourced By: Marketing (2,635 records)					
	40.68%	66.70%	26.43%	68.78%	4.93%

Image 14: Average close rate of marketing sourced deals

Image 15: Marketing sourced pipeline month/month

By looking at this historical data (such as Image 15) you can see how much pipeline marketing has generated for sales.

Once you get everything sorted out with sales it's time to start planning for the next quarter or fiscal year. By looking at this historical data (such as Image 15) you can see how much pipeline the marketing team has generated for sales and start to see what your average ROI on your marketing spend is, based on how marketing sourced opportunities are closing.

(Image 14 shows a 69% close rate.) Say you spent roughly $500,000 on demand generation last year and generated $5,700,000 in pipeline. If your demand generation budget is increasing 25% this year, you should be able to generate $6,500,000 of pipeline (based on your overall marketing ROI being 10.4). The close rate of marketing sourced deals is 69%, so we can expect to have a $552,000 impact on the bottom line.

9. How do I determine what next year's demand gen budget should be? Where should I invest?

Your demand generation budget should be derived by looking at what the overall sales goals are in conjunction with the percentage of revenue that marketing is required to source.

	Net New Name	Inquiry/Target	MQR/QT	SAR	SQR	SQR Won	Inquiry to MQR	MQR - SAR	SAR - SQR	SQR - Won
Campaign Type: Conference (892 records)	382	882	331	187	97	69	37.53%	56.50%	51.87%	71.13%
Campaign Type: Banner Ads (358 records)	277	355	187	57	39	19	52.68%	30.48%	68.42%	48.72%
Campaign Type: Other (57 records)	4	56	22	15	13	8	39.29%	68.18%	86.67%	61.54%
Campaign Type: Inbound (220 records)	17	211	92	54	41	18	43.60%	58.70%	75.93%	43.90%
Campaign Type: Sales Outbound (127 records)	22	123	82	38	23	7	66.67%	46.34%	60.53%	30.43%
Campaign Type: Web (265 records)	11	262	187	108	65	48	71.37%	57.75%	60.19%	73.85%
Grand Totals (1,919 records)	713	1,889	901	459	278	169	47.70%	50.94%	60.57%	60.79%

Image 16: Number of responses for marketing sourced leads by type, including net new names

	Net New Name	Inquiry/Target	MQR/QT	SAR	SQR	SQR Won	Inquiry to MQR	MQR - SAR	SAR - SQR	SQR - Won
Campaign Sourced By: Marketing (1,556 records)	675	1,538	718	352	210	142	46.68%	49.03%	59.66%	67.62%
Campaign Sourced By: Sales (348 records)	39	335	176	90	63	25	52.54%	51.14%	70.00%	39.68%
Campaign Sourced By: Telemarketing (186 records)	18	162	75	38	18	7	46.30%	50.67%	47.37%	38.89%
Grand Totals (2,090 records)	732	2,035	969	480	291	174	48.51%	50.28%	59.01%	48.73%

Image 17: Funnel report for all leads

Now that you know how marketing is contributing from a raw pipeline and revenue perspective you can dive a little deeper into where that pipeline and revenue is actually coming from. Your demand generation budget should be derived by looking at what the overall sales goals are in conjunction with the percentage of revenue that marketing is required to source. If marketing is required to contribute to 69% of revenue, and last year you did achieve that goal, it's a good bet that you might do it again.

In addition to investing in programs that generate a high number of MQLs, you may also want to execute programs that build the house list (i.e. add net new names) to drive tele prospecting activities. Plus, there may be some external factors to consider as well. Perhaps the overall market has decreased in size and you need to make an adjustment.

In Images 16 and 17 you can see that Conference leads and Web leads drive the most Closed/Won deals, so when thinking about where to invest next year's demand generation budget, looking at those two types of campaigns is a good place to start. You may be able to generate even more pipeline and revenue without significantly increasing your marketing budget because you invest more in programs that produce higher quality leads.

10. Marketing is being asked to source a bigger share of the leads. Is it feasible?

Assuming the budget increase or marketing portfolio changes are approved, marketing should be able to meet the goal.
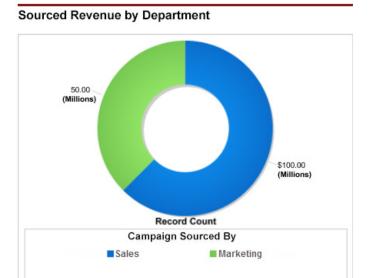
Sourced Revenue by Department

Image 18: Last year's % of revenue by pipeline

After assessing the performance metrics in sections 8 and 9 it's now time to figure out what marketing's quota should be for the coming year. The quota could consist of an amount of influenced revenue or an amount of sourced revenue. Let's say the quota is sourced revenue. Based on the data in Image 18 marketing was able to contribute to 33% of overall revenue last year and the demand generation budget last year was $500,000. If the overall revenue target last year was $150M, this year it is $200M, and marketing is being asked to maintain the same contribution percentage you will need to increase the demand generation budget by 25% to support it. Or you could optimize your marketing mix to only use the highest performing campaign types and not have to raise the marketing budget by as much to hit that number. Assuming the budget increase or marketing portfolio changes are approved, marketing should be able to meet the goal.

Some final thoughts

The bottom line is that the world has changed. There is a higher level of accountability and marketing is being measured. To be a successful marketer today you need to be equipped to answer questions like the ones we just addressed. Sales always wants to know what marketing is doing to contribute to their pipeline, the executive team always wants marketing to quantify the outcomes of their programs, and finance usually wants justification for why marketing needs more budget to run additional campaigns. Being able to track all of these metrics in Salesforce is critical because if used correctly, Salesforce, together with Full Circle Response Management, can be the one source of truth for all of the internal and external stakeholders. In Salesforce, marketing can show exactly how campaigns from marketing and other departments drive revenue. And even more importantly, marketing and sales can work together using the same data to improve efficiencies and grow more revenue.

About Full Circle Insights

Full Circle Insights provides Salesforce users a complete marketing performance management solution answering their marketing questions in one place. Our solutions help customers drive more revenue from every campaign with best practice response lifecycle management, powerful weighted campaign influence models, and comprehensive marketing and sales funnel metrics. Built 100% on the Salesforce App Cloud, our products are compatible with the leading marketing automation solutions. Founded by former CRM executives, product managers, and marketing automation specialists, our team is passionate about giving marketers the answers they need to optimize campaign performance, plan with confidence, and grow revenue.

Learn more at www.fullcircleinsights.com.

Full Circle
INSIGHTS®

3 Waters Park Drive, Suite 120
San Mateo, CA 94403
FullCircleInsights.com
650.641.2766
877.834.4001