

#### **Metrics That Matter to Your CEO**





#### **About Your Presenter**

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### **Agenda for Today**

- Measuring challenges
- What is a KPI?
- Tips for defining KPIs
- What CEOs want to see
- 5 metrics your CEO cares about
- Other metrics to consider
- Communicating results





## Measuring Challenges

- Not knowing what to measure
- Not sure how the metrics actually effect the bottom line
- Unable or unsure how to tie marketing results to business results / objectives
- Data synchronization across channels
- Accepting that results are rarely as expected





#### What is a KPI?

A **key performance indicator** should measure how an organization is progressing; it should help an organization **define and evaluate success**. A KPI is a quantitative measure over time.

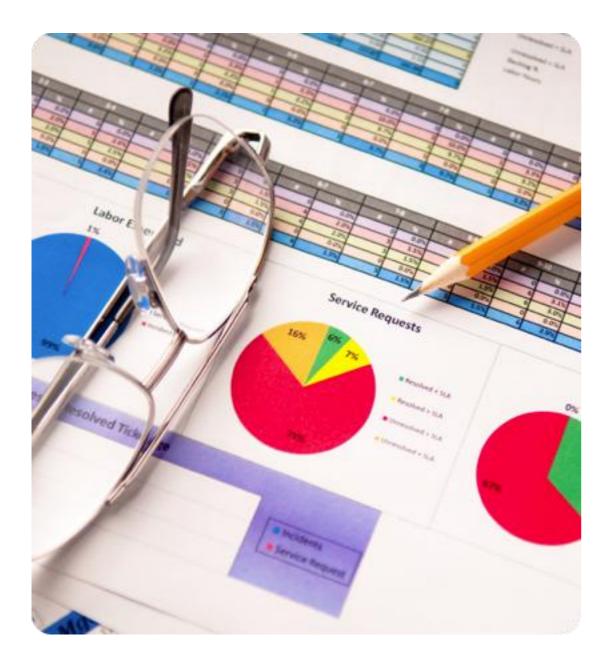




# **Tips for Defining KPIs**

- Have a way to capture data at relevant points
- Focus on 'context' and how marketing moves prospects through the entire buying cycle
- Focus on alignment with sales and qualified leads
- Measure and forecast metrics that matter to CEO





## What CEOs Want to See

- Metrics that align with business
  objectives, goals and sales forecasts
- Summaries of activities, less granular, metrics that tie to **sales forecasts**
- Qualitative data; is this number good or bad? What do the numbers reveal?
- That marketing investment and marketing is framed in terms of revenue and growth





## **Metrics for CEOs**

- Database growth (overtime)
- Conversion rates
- Qualified lead volumePipeline growth (MQLs, SALs, SQLs)
- Marketing attributed revenue, ROMI





#### **Other Metrics to Consider**

- Marketing activities that resulted in closed business
- Shorter sales cycle; pipeline velocity and pipeline acceleration, increased win rate overtime
- Customer lifetime valueEffectiveness of sales enablement
- Lead nurturing effectiveness



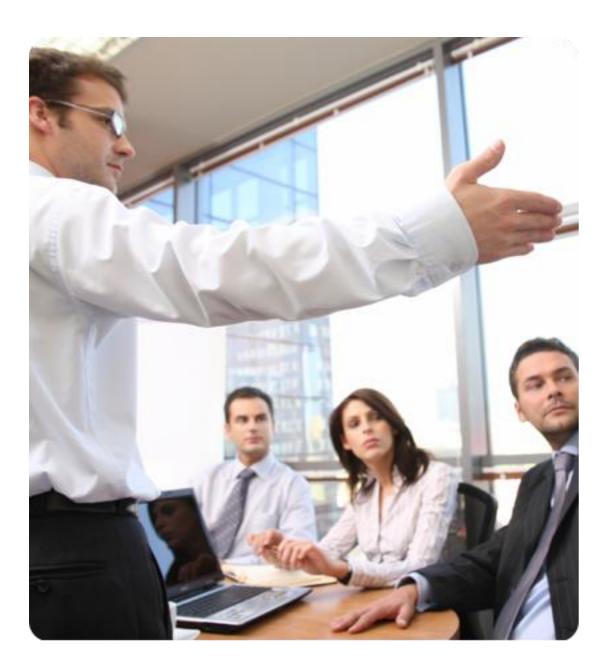
### **Some Industry Benchmarks**

Metric	Average
Database: % of database with bad/incomplete records	25% +
Inquiries: hand raiser	2-5%
Marketing Qualified lead: lead deemed qualified by marketing to send to sales	4-8%
Sales accepted lead: Lead accepted by Sales	45-55%
Sales Qualified lead: Lead that is designated an opportunity in pipeline	55 to 60%
SQL to close: leads that have closed	20-30%

KPIs	Benchmark	Best in class
Marketing sourced pipeline % of sales pipeline uniquely created by marketing Marketing	21%	32%
Marketing influenced pipeline % of sales pipeline touched by marketing	71%	82%
Investment-to-pipeline Average cost of demand creation of the sales pipeline	4-6%	3-6%
Investment-to-revenue Average revenue generated from \$1 invested in demand creation	\$32	\$60+

#### Source: Sirius Decisions





### **Communicating Results**

- Use visuals and dynamic dashboards to show results over time
- Always tie your metrics to benchmarks
  and targets
- Put results in a 'context' that's relevant to that audience. A CEO for example is looking at the 'big picture'
- Be honest about the results and where you need work



#### Before

		Job Function / Months Customer																			
		Finance						Marketing				Sales					Other				
Product		00 to 03	04 to 12	13 to 24	25 to 36	36 and up			13 to 24	25 to 36	36 and up	00 to 03	04 to 12	13 to 24	25 to 36	36 and up	00 to 03	04 to 12	13 to 24	25 to 36	36 and up
	Count of Number of Records	6	11	21	18	101	6	5	5	7	42	4	10	11	25	70	3	13	6	20	68
	Satisfaction Rating	4.66666 6667	4.18181 8182			I X 7/1	4	5	5.2	7.28571 4286	8.48780 4878		5.1	5.72727 2727	7.44	8.58571 4286	4.33333 3333		5	5.35	8.71641 791
	Count of Number of Records	3	6	8	7	23		2	2	1	11	4	10	7	6	18	6	7	3	4	19
	Satisfaction Rating	7	7.66666 6667	7.625	7.71428 5714	8.34782 6087		7.5	6.5	8	7.63636 3636		7.6	6.85714 2857	8.16666 6667	9.05555 5556	6.6	7.57142 8571	5.66666 6667	7.25	7.36842 1053
	Count of Number of Records	12	22	25	55	114	5	17					29							33	
	Satisfaction Rating	7.33333 3333		7.64	8.23636 3636	8.63716 8142		7.29411 7647	6.9	8.22727 2727	8.13333 3333	8.14285 7143	8.06896 5517	8.07142 8571	8.21428 5714	8.66666 6667	8.5	7.5	8.60869 5652	8.33333 3333	8.50505 0505



#### After

