

# CAMPAIGN PERFORMANCE

“IT IS MUCH MORE DIFFICULT TO MEASURE  
NON-PERFORMANCE THAN PERFORMANCE”

~HAROLD GENEEN



# PROGRAM PERFORMANCE

	A	D	E	F	G	H	I	J	K	L	M
	Program Channel	Program Name	Program Cost	Success (Total)	Members	Cost per Member	% Success (Total)	New Names	% New Names	Cost per New Name	Success (New Names)
1											
2	Online Advertising	Online Ad - PPC							76.04%		
3	Micro-Event	Micro-Event - Dreamforce VIP Party - Sept 2012							24.19%		
4	Tradeshaw	Tradeshaw - CMW - Sept 2012							58.05%		
5	Online Advertising	Online Ad - PPC Display							77.43%		
6	Virtual Trade Show	Virtual Tradeshaw - DMW Content Marketing - Sept 2012							49.53%		
7	Online Advertising	Online Ad - PPC Display (EMEA)							84.34%		
8	Online Advertising	Online Ad - Accel Social - Sept 2012							57.54%		
9	Webinar	Webinar - AMA Inbound Marketing - Sept 2012							39.64%		
10	Micro-Event	Micro-Event - DF Waterbar Dinner - Sept 2012							0.00%		
11	Online Advertising	Online Ad - MarketingProfs - Drop 2 - Sept 2012							60.21%		
12	Online Advertising	Online Ad - WebProNews - Drop 2 - Sept 2012							79.27%		
13	Online Advertising	Online Ad - WebProNews - Sept 2012							79.83%		
14	Online Advertising	Online Ad - The Marketer EMEA - Sept 2012							59.98%		
15	Online Advertising	Online Ad - PPC (EMEA)							14.00%		
16	Online Advertising	Online Ad - AppExchange							62.42%		
17	Sponsorship	Sponsorship - BtoB Awards Event - Oct 2012							64.49%		
18	Webinar	Webinar - Ziff Davis - Sept 2012							79.71%		
19	Micro-Event	Micro-Event - Rockstar Unplugged Stockholm - Sept 2012							3.45%		
20	Micro-Event	Micro-Event - Toronto Blue Jays Game - Sept 2012							0.00%		
21	Tradeshaw	Tradeshaw - Extreme CRM - Sept 2012							78.57%		
22	Micro-Event	Micro-Event - DF Roy's Dinner - Sept 2012							13.79%		
23	Micro-Event	Micro-Event - DF Scala's Dinner - Sept 2012							20.83%		
24	Content Syndication	Content Syndication - Marketing Week EMEA - Aug 2012							85.71%		
25	Tradeshaw	Tradeshaw - Social Media Summit - Sept 2012							74.57%		
26	Online Advertising	Online Ad - Target Marketing - drop 2 - Sept 2012							52.65%		
27	Online Advertising	Online Ad - DemandMetric - Sept 2012							54.95%		
28	Online Advertising	Online Ad - CMI - Sept 2012							32.87%		



# MISSING DATA

<b>Search String</b>	<b>Total Leads</b>	<b>Is a Prospect or was a Prospect</b>
unknown	874	379
	139	43

Leads known (i.e. attributable to a keyword): 256

Prospects known: 86



# PROGRAM PERFORMANCE DETAIL

## Online Advertising Program Segmentation

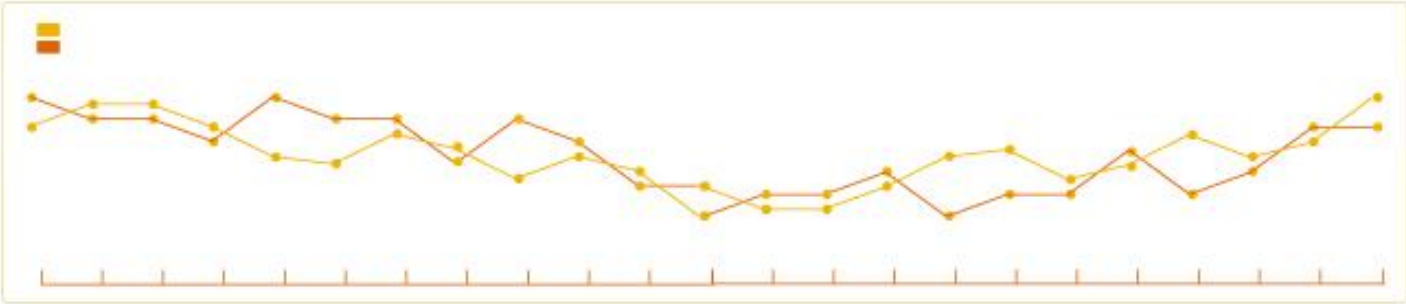
- > Online Ad PPC Display (NA)
- > Online Ad PPC (EMEA)
- > Online Ad PPC (NA)
  - > Bing
  - > Google
    - > Campaign 1
      - > Ad Group 1
        - > Keyword 1
        - > Keyword 2
        - > Ad 1
        - > Ad 2
        - > Offer 1
        - > Offer 2
      - > Ad Group 2
    - > Campaign 2
- > Online Ad Social Media
  - > Twitter
  - > Facebook
    - > Campaign
      - > Demographics
      - > Ad

### An online program may have:

- A few regions
- A few networks
- A few channels
- Dozens of campaigns
- Dozens of offers
- Dozens of landing pages
- Hundreds of ad groups
- Hundreds of ad groups
- Hundreds of demographics
- Thousands of keywords

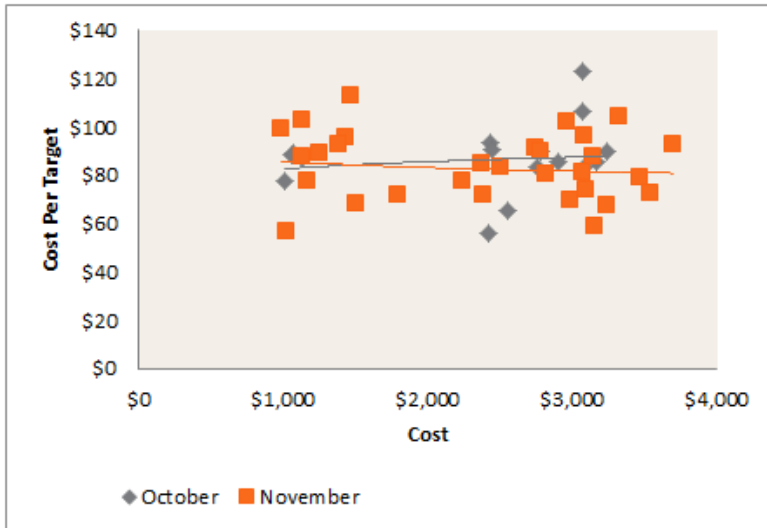
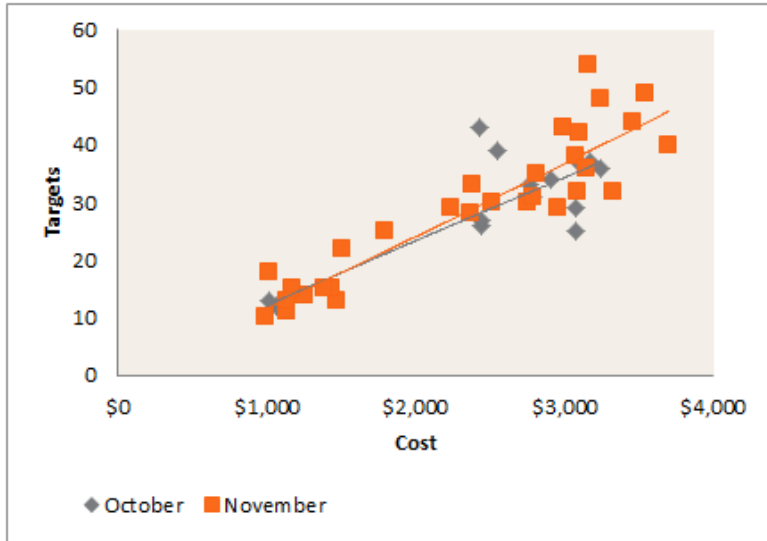


# COMBINE DATA SOURCES

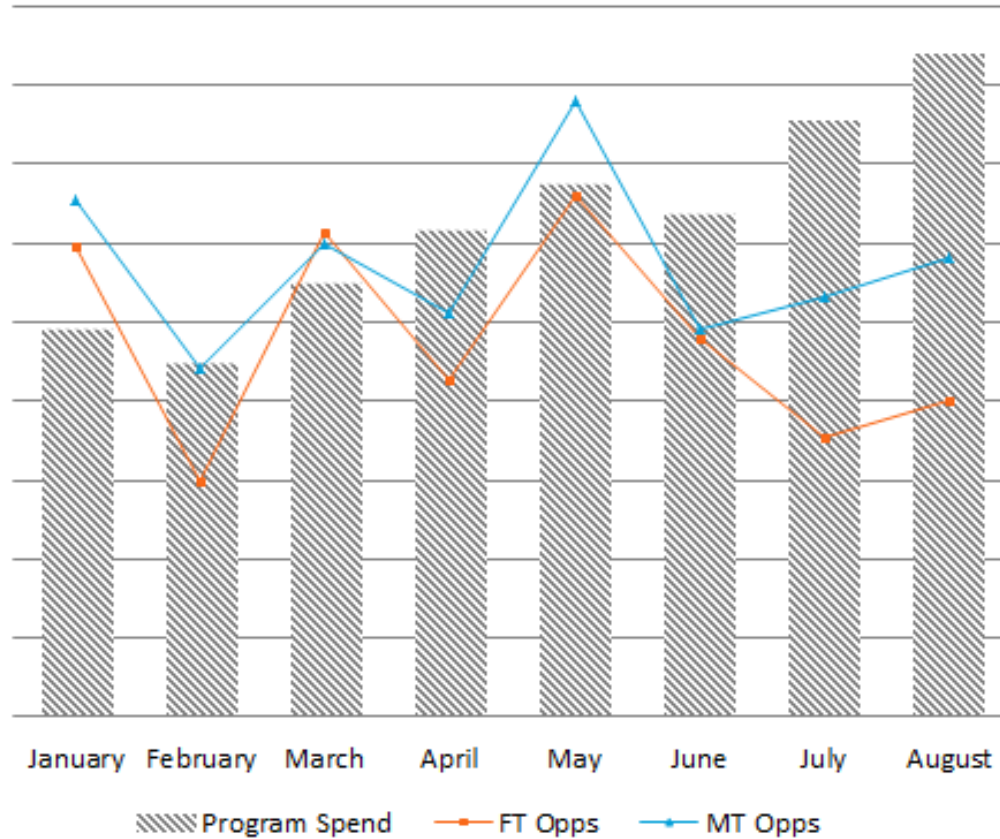


# FUN CHARTS

## Spend Efficiency



## Opportunity Tracking



\*Graph Concept Credit: Patrick Chen



# MATCH REPORT FIELDS

## Facebook Campaign Performance by Month

Date	Campaign	Campaign ID	Ad Name	Ad ID	Impressions	Clicks	CTR	CPC	Spent
Nov-12	DG2SMarketing FB Ad 1	6004095396446	http://pages2.marketo.com/dg2-social-marketing.html?	6004095409846	12,759,603	4,029	0.03%	\$0.73	
Nov-12	Marketo Like Sposored Story	6003613018846	How to Optimize Your Social Channels For Lead Generati	6004295747646	10,223,013	3,821	0.04%	\$0.70	
Nov-12	DG2SMarketing SS Broad	6004088026246	http://pages2.marketo.com/dg2-social-marketing.html?	6004088027246	9,121,368	3,468	0.04%	\$0.87	
Nov-12	Marketo Like Sposored Story	6003613018846	Marketo	6003613019846	7,457,841	8,804	0.12%	\$0.58	
Nov-12	Marketo Like Sposored Story	6003613018846	How to Optimize Your Social Channels for Lead Generati	6004295774846	4,442,103	1,686	0.04%	\$0.70	
Nov-12	ROI Look Big	6004403841846	10151097328020025 - Post Engagement - Ad	6004403842846	3,349,032	2,772	0.08%	\$0.70	
Nov-12	PPC Mirror	6003785198446	B2B Email Marketing? - CPM	6003956278446	973,022	79	0.01%	\$0.93	
Nov-12	PPC Mirror	6003785198446	Want to Expand Abroad? - CPM	6003956270246	778,939	72	0.01%	\$0.80	
Nov-12	PPC Mirror	6003785198446	B2B Social Media Guide - CPM	6003956277046	727,889	67	0.01%	\$0.84	
Nov-12	Virtual Event Sponsored Story	6004403739846	10151102179460025 - Post Engagement - Ad	6004403740846	602,876	899	0.15%	\$0.84	
Nov-12	PPC Mirror	6003785198446	Be a Lead Gen Super Hero! - CPM	6003956276646	559,555	28	0.01%	\$1.56	
Nov-12	PPC Mirror	6003785198446	Do You Score Leads? - CPM	6003956270846	462,172	55	0.01%	\$0.67	
Nov-12	PPC Mirror	6003785198446	Lead Generation - CPM	6003956271446	401,929	26	0.01%	\$1.23	
Nov-12	Marketo Like Sposored Story	6003613018846	How to Optimize Your Social Channels for Lead Gen 2	6004295775046	398,713	231	0.06%	\$0.40	
Nov-12	PPC Mirror	6003785198446	Got Marketing Automation? - CPM	6003956266246	343,568	37	0.01%	\$0.75	
Nov-12	PPC Mirror	6003785198446	Mobile-B2B-Email Mktg? - CPM	6003956266846	325,210	22	0.01%	\$1.18	
Nov-12	Promoting &quot;What makes som	6004409284646	Promoting /Marketo/posts/10151102179460025 to friend	6004409286846	305,030	2,381	0.78%	\$1.18	
Nov-12	How to Optimize For Lead Gen	6004403530846	10151102124935025 - Post Engagement - Ad	6004403531846	299,026	6,995	2.34%	\$1.18	
Nov-12	Promoting &quot;Is your social opt	6004378133046	Promoting /Marketo/posts/10151094375985025 to friend	6004378136246	296,583	5,640	1.90%	\$1.18	
Nov-12	PPC Mirror	6003785198446	Landing Page Designer? - CPM	6003956264846	290,031	31	0.01%	\$0.75	
Nov-12	PPC Mirror	6003785198446	B2B Social Media Tactics - CPM	6003912779646	279,654	27	0.01%	\$0.83	

### What Data Do You Want to Pass Through?

- Lead Source (always)
- Campaign/Campaign ID
- Ad Name/Ad ID

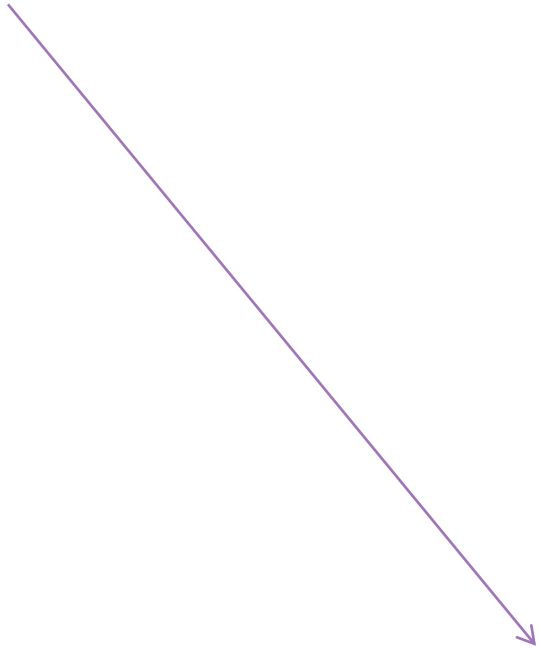
### What Do You Want to Measure?

- Demographics
- Offer
- Image



# LINKING DATA

?source=PPC\_GS\_US&kw={keyword}&ag=Ad%20Group&camp=Campaign&\_kk={creative}&offer=Offer



## Pass Data to Marketo RCA

First Name:	*	<input type="text"/>
Last Name:	*	<input type="text"/>
Work Email:	*	<input type="text"/>
Job Function:	*	<input type="text" value="Choose One"/>
Company:	*	<input type="text"/>
CRM System:		<input type="text" value="Choose One"/>
Industry:		<input type="text" value="Choose One"/>

Lead Source: HIDDEN: URL Parameter "source"

All channels

Offer: HIDDEN: URL Parameter "offer"  
Search String: HIDDEN: URL Parameter "\_kk"  
PPC\_Campaign: HIDDEN: URL Parameter "camp"  
PPC\_Ad\_Group: HIDDEN: URL Parameter "ag"  
PPC Keyword: HIDDEN: Cookie"kw"

Search-Specific





# REPORT COMBINATION TIPS

1. Consistent nomenclature across all channels
  - Campaign: US
  - Campaign – Ad Group
  - keyword lowercase
2. Combine source performance data in one Excel table
  - Leave columns blank that don't apply
  - Add columns for reporting (e.g. month, category)
3. Use pivot tables to aggregate source data
4. Vlookup to combine source data with Marketo reports

## Example Ad Groups

- AdWords: Marketing Software - General
- Bing: Marketing Software - General
- LinkedIn: DG2LN - Salesforce Groups
- Facebook: DG2LN - Salesforce
- FBX: DG2LN - Lead Marketing Visitors
- Yahoo Plus: Domain Targeting - Eloqua



# & REPORTING WORKS, NOW WHAT

“A PROJECT IS COMPLETE WHEN IT STARTS WORKING FOR YOU RATHER THAN YOU WORKING FOR IT”

~SCOTT ALLEN



# SATURATE TOP PERFORMERS

Online Campaign Management in a Nutshell

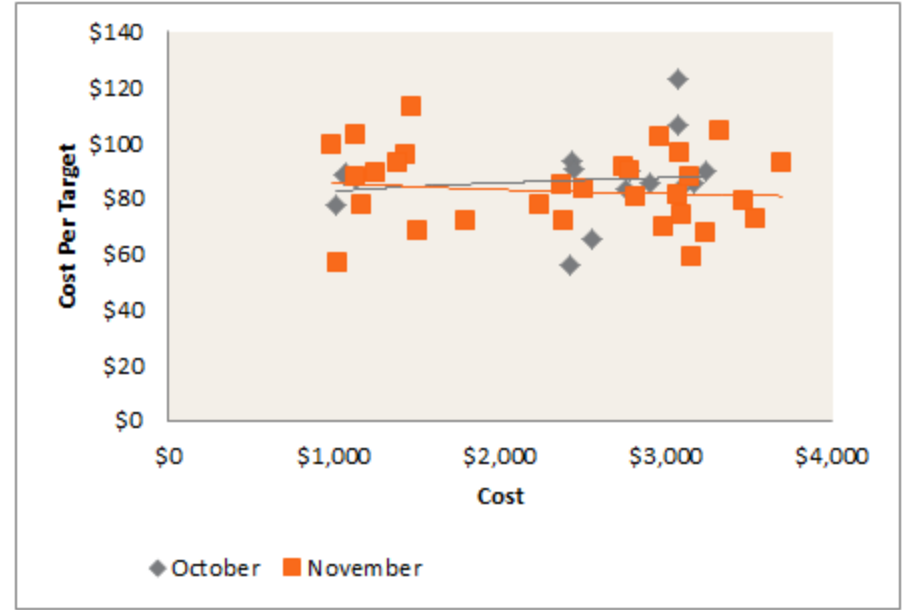
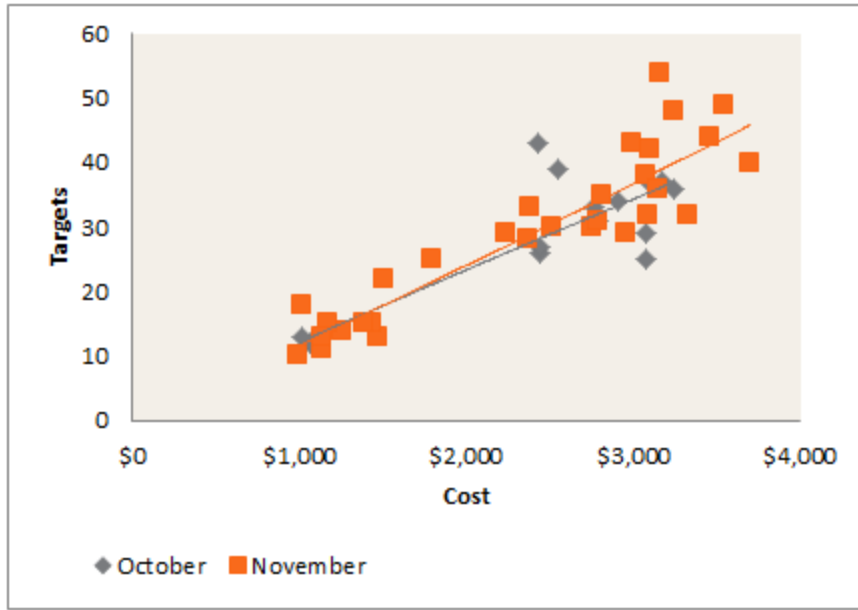


## 3 Types of Campaigns

1. Performers – contribute as much of your budget as possible
2. Underperformers – as much as your time
3. Non-performers – no time, no budget (pause)



# SPEND EFFICIENCY

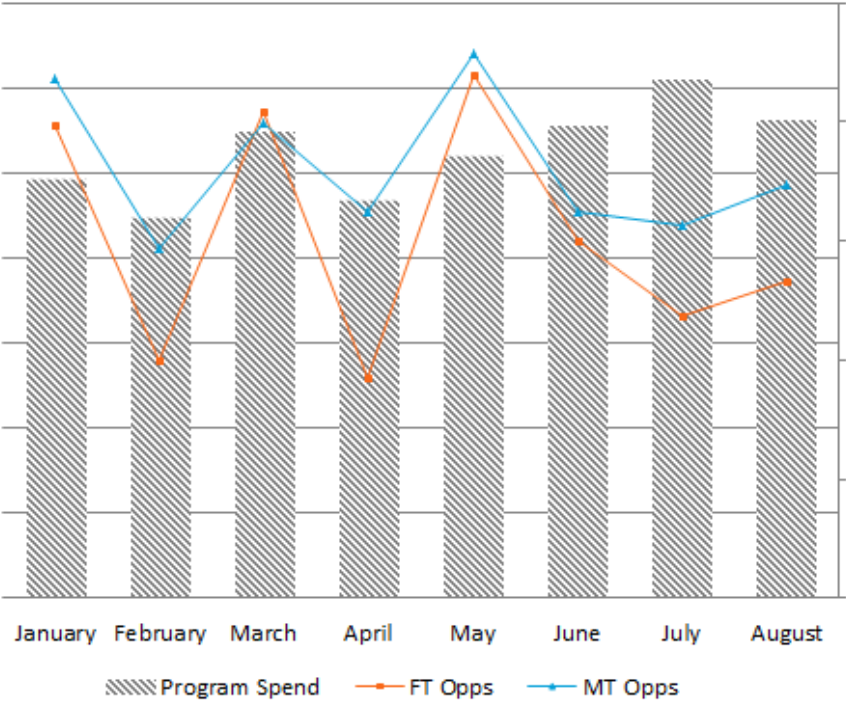


\*Graph Concept Credit: Patrick Chen

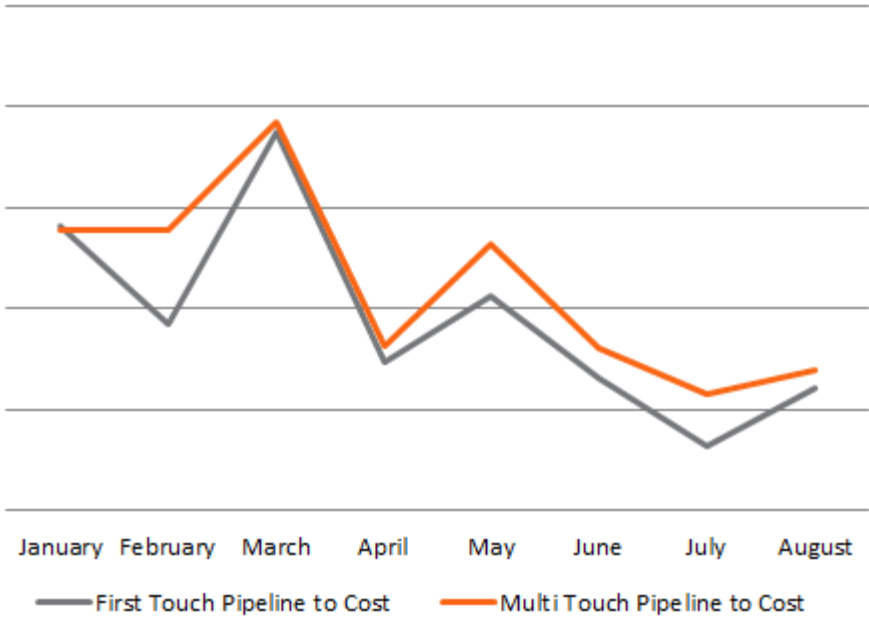


# MULTI TOUCH ATTRIBUTION

### Program Cost v. Opps Created



### Pipeline to Cost



# CASE STUDY

HOW WOULD YOU REACH EMAIL MARKETERS?



# TARGETING EMAIL MARKETING

## Email Marketing Software

[www.marketo.com/](http://www.marketo.com/)

Engage Prospects with Easy to Use  
**Email Marketing Software**. Free Demo  
837 people +1'd or follow [Marketo](#)



EMAIL MARKETING  
KEYWORDS

DOMAIN  
TARGETING



DISPLAY  
NETWORK

## B2B Email Marketing?

[pages2.marketo.com](http://pages2.marketo.com)



B2B Email Calls for B2B  
Software. Generic  
Software Makes Puppy  
Sad. Don't Make Him  
Sad...



DEMOGRAPHIC  
TARGETING

EMAIL MARKETING  
COMPANY KEYWORDS



## Email Marketing Plus - Go Beyond Email to Automation.

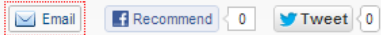
[www.marketo.com/](http://www.marketo.com/)

Make B2B Marketing Easy. Learn How.  
837 people +1'd or follow [Marketo](#)



# RESULTS

## Marketo Works Outside the Box, Drives Leads with Yahoo! Mail Retargeting.



*"By using Yahoo! Mail Retargeting, we slashed our costs per prospect by 75 percent and found more than four times as many high-quality prospects."*

— Maria Pergolino, Senior Director of Marketing, Marketo

Caught in a bidding war for highly sought search keywords, Marketo often paid high cost-per-click rates for the search terms it wanted. The marketing software firm wanted an effective alternative to search marketing that could help it reach more high-quality sales leads. With Yahoo! Mail Retargeting, Marketo increased lead generation by 400 percent and reduced its cost per lead by 75 percent.

### Good Leads can be Hard to Find

Marketo helps its customers transform marketing from a cost center into a revenue driver, so if any company knows how to turn prospects into buyers, Marketo does. To find marketing managers, sales executives, and other prospective customers interested in marketing automation, Marketo linked its search ads to the most productive keywords available, but competition for those search terms inflated cost-per-click rates. The clicks added up to increased costs per lead, and Marketo was not generating high numbers of qualified leads with keyword targeting. To drive sales of its marketing software, Marketo wanted to find an alternative to search marketing that would help it reach more leads at lower cost.

### Strategic Retreat from the Keyword Battles

Instead of remaining trapped in bidding wars for highly sought search terms, Marketo worked with Obility Consulting to find qualified leads through display advertising with Yahoo! Mail Retargeting. "We saw Yahoo! Mail Retargeting as an opportunity to reach the same high quality audience at a significantly lower cost" says Mike Nierengarten, President at Obility Consulting.

### CONTACT US



#### Call Yahoo!

If your advertising budget is \$10,000+ per month, please call us at **866-803-7994**, Mon. - Fri., 7am - 4pm PT.



#### Have Yahoo! Call You

Yes, a Yahoo! sales rep can contact me »

1. Increased leads by 400%
2. Reduced CPL by 75%
3. Increased visibility for target market





# KEY TAKEAWAYS

“WE’VE GOT TO CAPITALIZE ON TAKEAWAYS”

~STEVE MARIUCCI (FORMER 49ERS HC)



# TAKEAWAYS

- DATA IS ESSENTIAL
- TRACK INFORMATION ALIGNED WITH AVAILABLE REPORTING
- TIE CAMPAIGNS TO REVENUE
- SEGMENTING DATA INDICATES HIGH PERFORMERS & POOR PERFORMERS
- SATURATE TOP PERFORMERS; FIX POOR PERFORMERS
- SOLID TRACKING ALLOWS FOR TESTING (I.E. THE FUN STUFF)
- ALWAYS LEAVE BUDGET FOR TESTING; TESTING LEADS TO EXPANSION



# Obility

MIKE NIERENGARTEN

- [mike@obilityconsulting.com](mailto:mike@obilityconsulting.com)
- 503.341.7228
- @nierengarten, @ObilityInc

