



# EXPERIENCE MAKERS<sup>LIVE</sup>





# Foundations for Full-Funnel Reporting and Attribution

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# Quick Introductions



**Rebecca Alvarado**

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Sr. Solutions Consultant  
Adobe





# Methods of Measurement

# Journey Analytics

Deeply understand how prospects move through the buyer journey.

# Activity Analytics

Measure day-to-day engagement activities and programs, so that you can tweak and optimize.

# Impact Analytics

Get unparalleled visibility into the full impact of your efforts. Prove and improve your impact.



# Journey Analytics

Deeply understand how prospects move through the buyer journey.

Deeply understand how prospects move through the customer journey

- Funnel stage conversion rates (e.g., lead → MQL, demo → decision maker demo)
- Velocity (e.g., days from lead → opp, opp → close)
- *Where are my funnel roadblocks?*
- *Where can I optimize mid-funnel?*

# Activity Analytics



Measure day-to-day engagement activities and programs, so that you can tweak and optimize

- Indicators of success (beware: vanity metrics)
  - Channel metrics (e.g., email open rate, click-through rates, paid media CPL)
  - Campaign metrics (e.g., webinar attendance rate, event badge scans, CTR for a specific campaign)
- Am I executing correctly?

Measure day-to-day engagement activities and programs, so that you can tweak and optimize.

A woman in a Muay Thai gym is shown in a dynamic pose, striking a large red heavy bag with her right leg. She is wearing a black Muay Thai shirt with 'MUAY THAI' and 'NAI' printed on it, black shorts, and boxing gloves. The background shows a typical gym setting with wooden floors and a window.

# Impact Analytics

Visibility into the full impact of your efforts; prove and improve your impact

- Pipeline, revenue & ROI
  - By channel
  - By campaign
  - By content
- Multi-touch attribution
  - Attribution modeling

Get unparalleled visibility into the full impact of your efforts. Prove and improve your impact.





# Determining Success

# Prove Impact



How much pipeline and revenue  
did marketing drive?



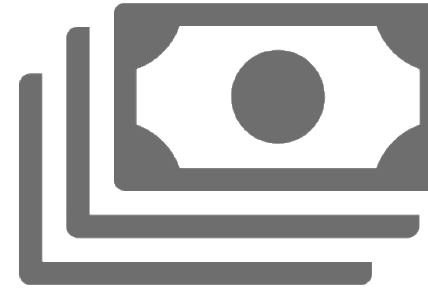
Which channels, campaigns and  
content contribute most to  
revenue?



# Improve Impact



We need to hit \$X revenue next year – how are we going to do it?



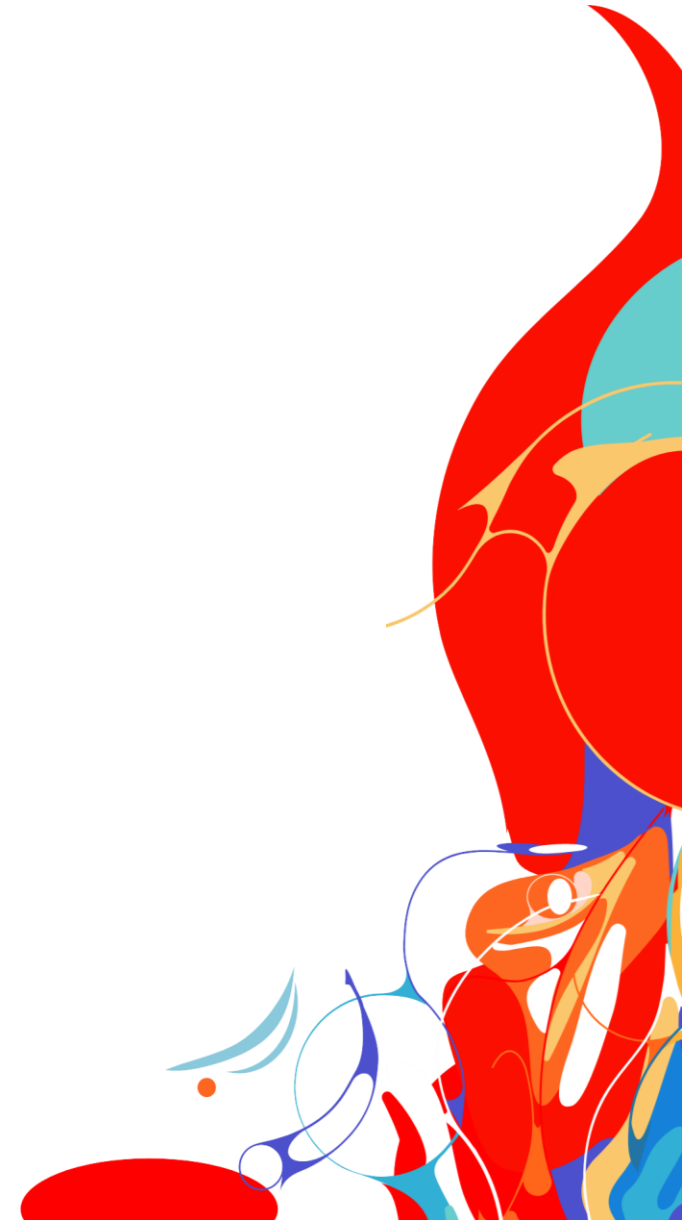
If we had \$50,000 more, how much revenue could we generate and where would we spend it?



# Improve Impact

Event	Leads
A	300
B	400
<b>C</b>	<b>500</b>

“We should do more events like **Event C.**”



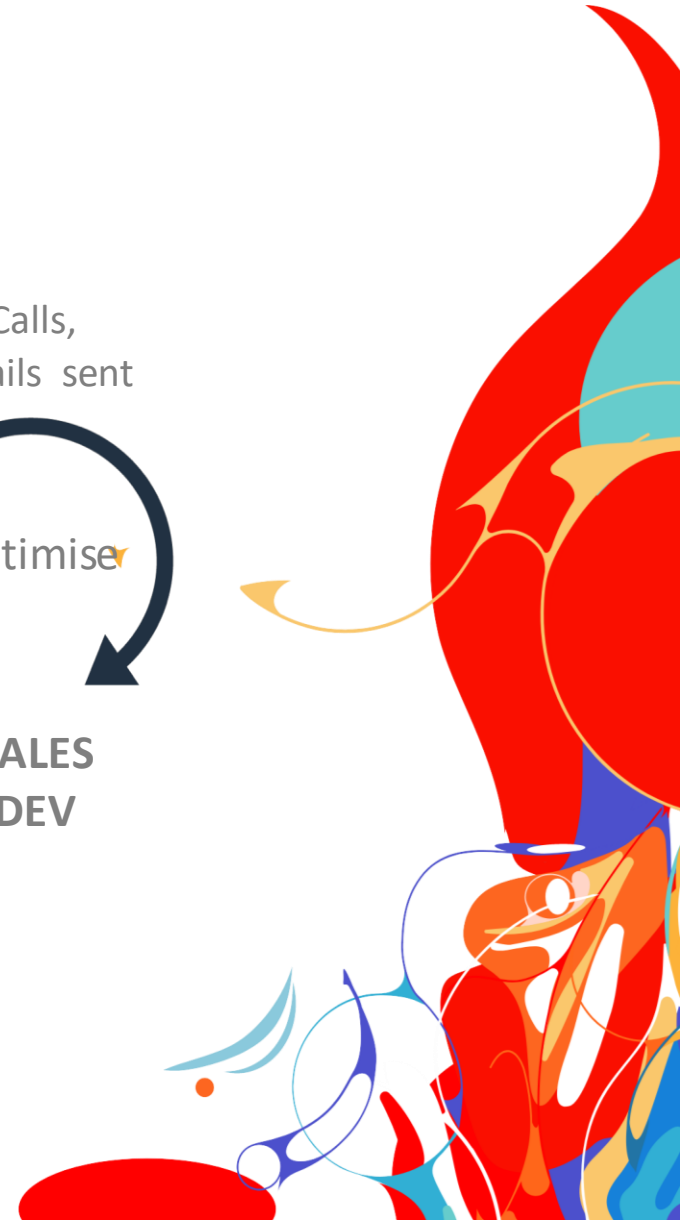
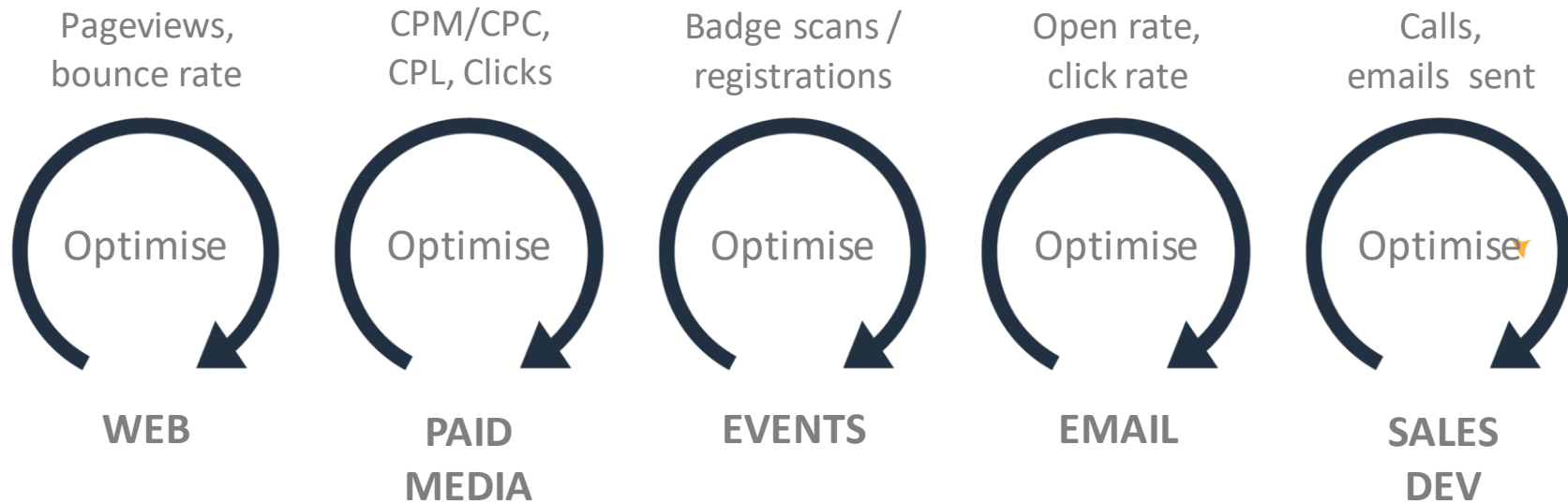




# Advanced Attribution

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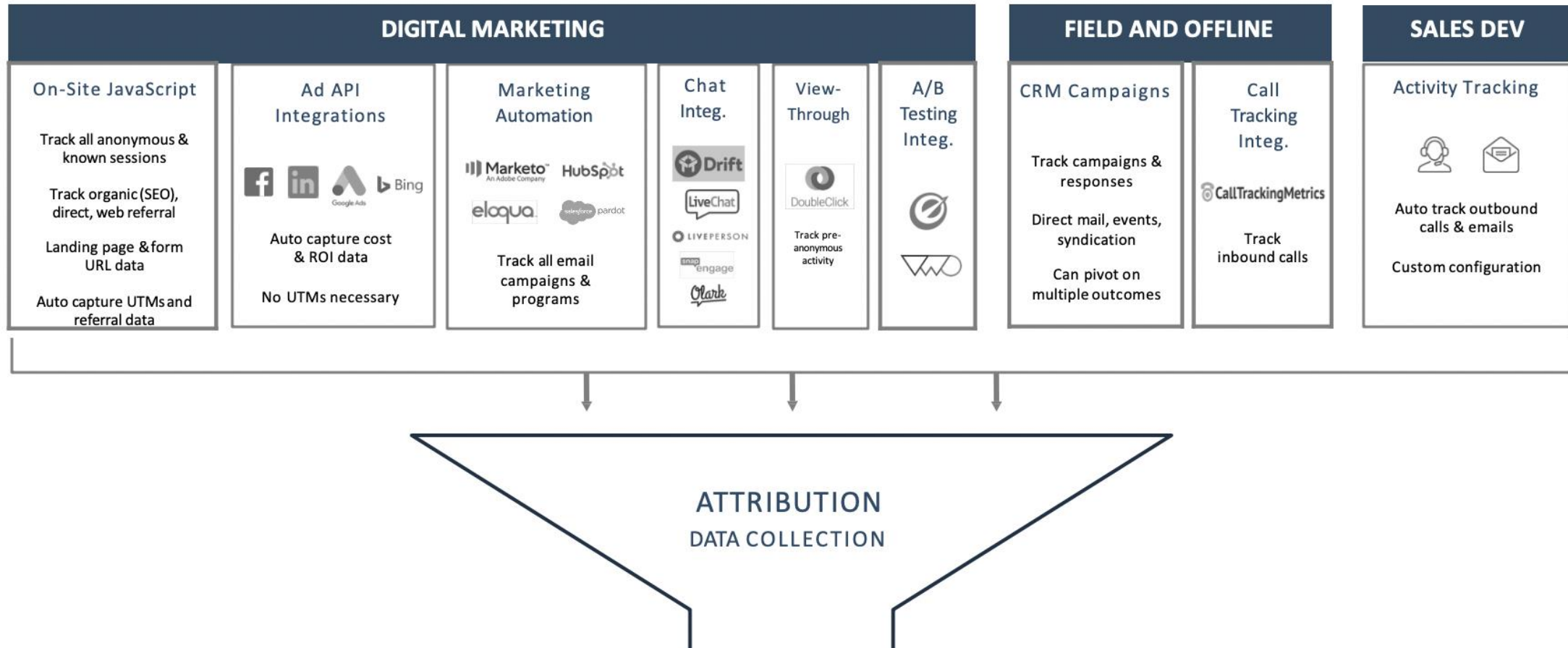
# Marketing Data: Siloed in Channels



# Marketing Data: Align to Revenue

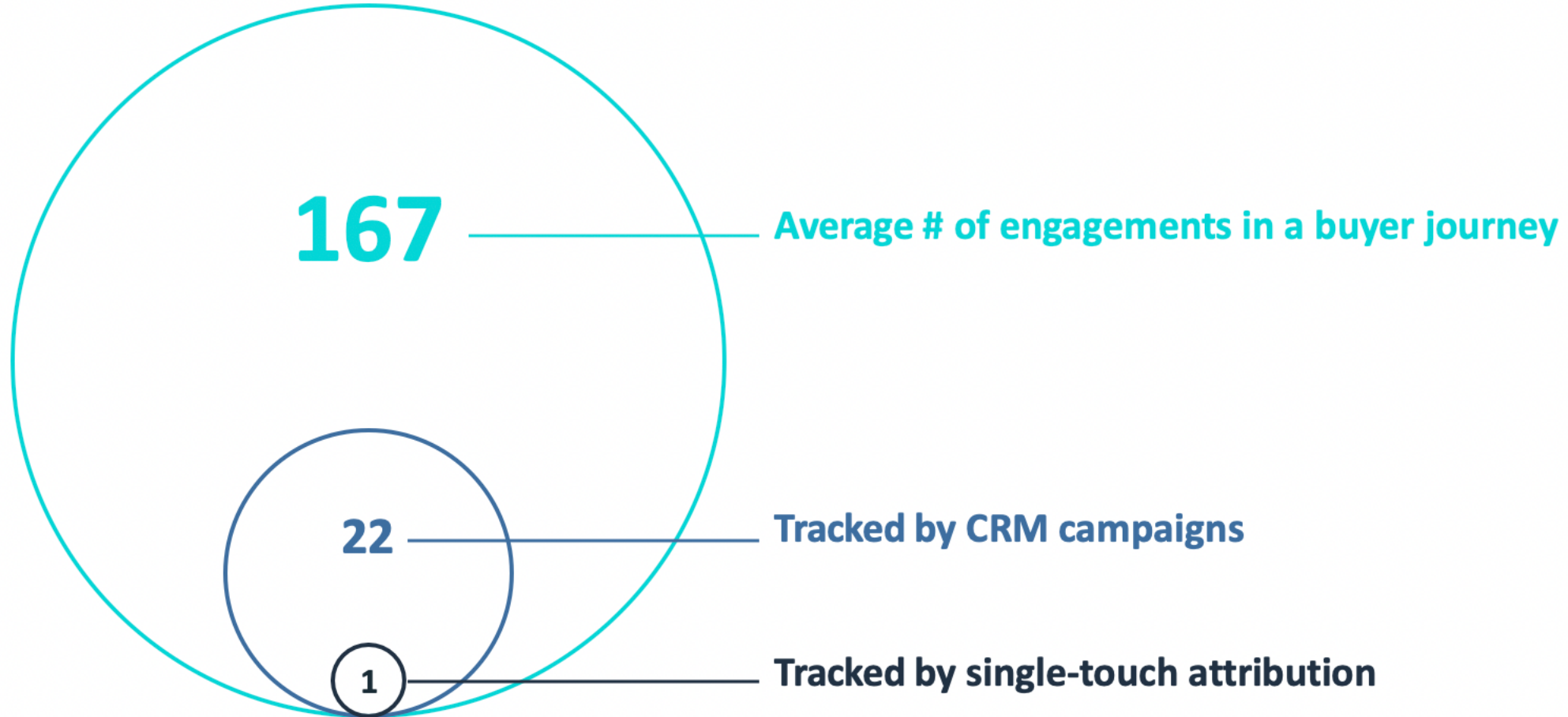


# Components of Good Attribution





# Data Volume Difference



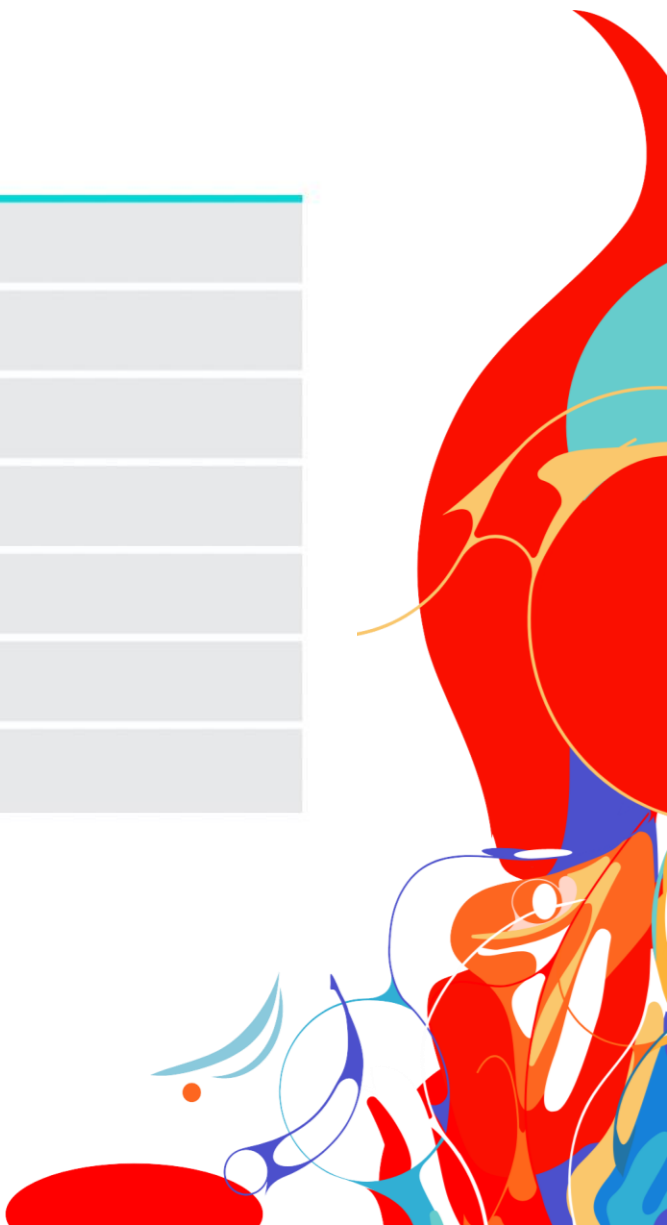
# Acquisition Reporting



Lead  
Creation



Contact Name	Thomas Cane
CRM Campaign Name	2020 Conference Season Guide
Member Status Updated Date	July 17, 2019
Type	Whitepaper
Responded	✓
Status	Converted
Won Opportunity Amount	\$50,000



# Last Touch Reporting



Opp  
Creation

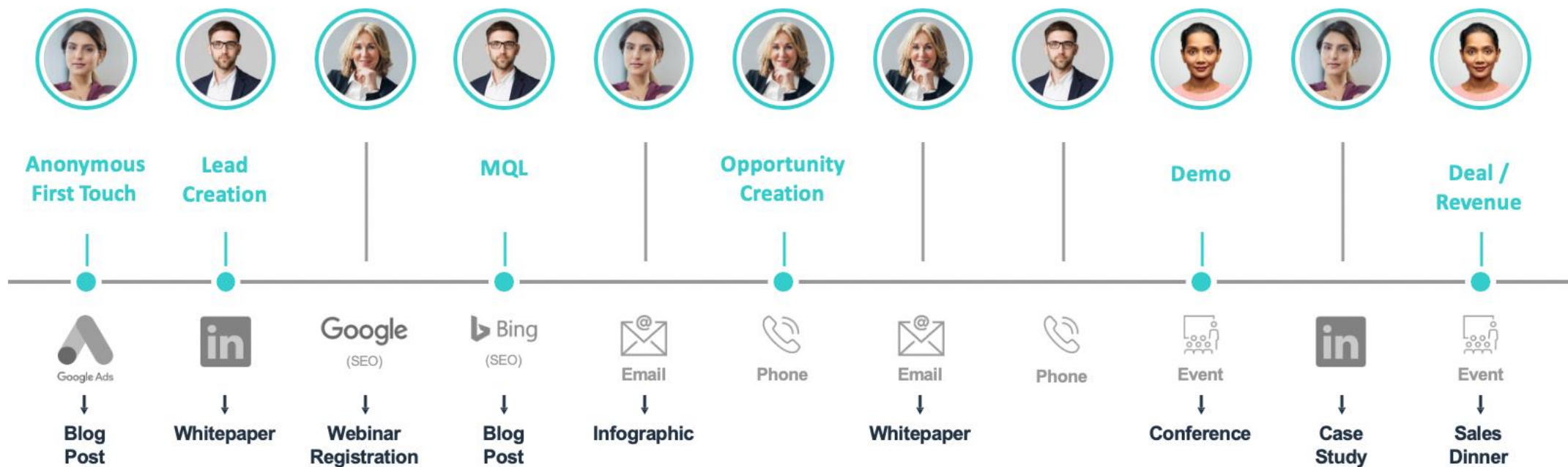


Live Event

Contact Name	Rebecca Josephine
CRM Campaign Name	Event – 07-19 - Three Dots and a Dash Happy Hour
Member Status Updated Date	July 30, 2019
Type	Live Event
Responded	✓
Status	Attended
Won Opportunity Amount	\$50,000

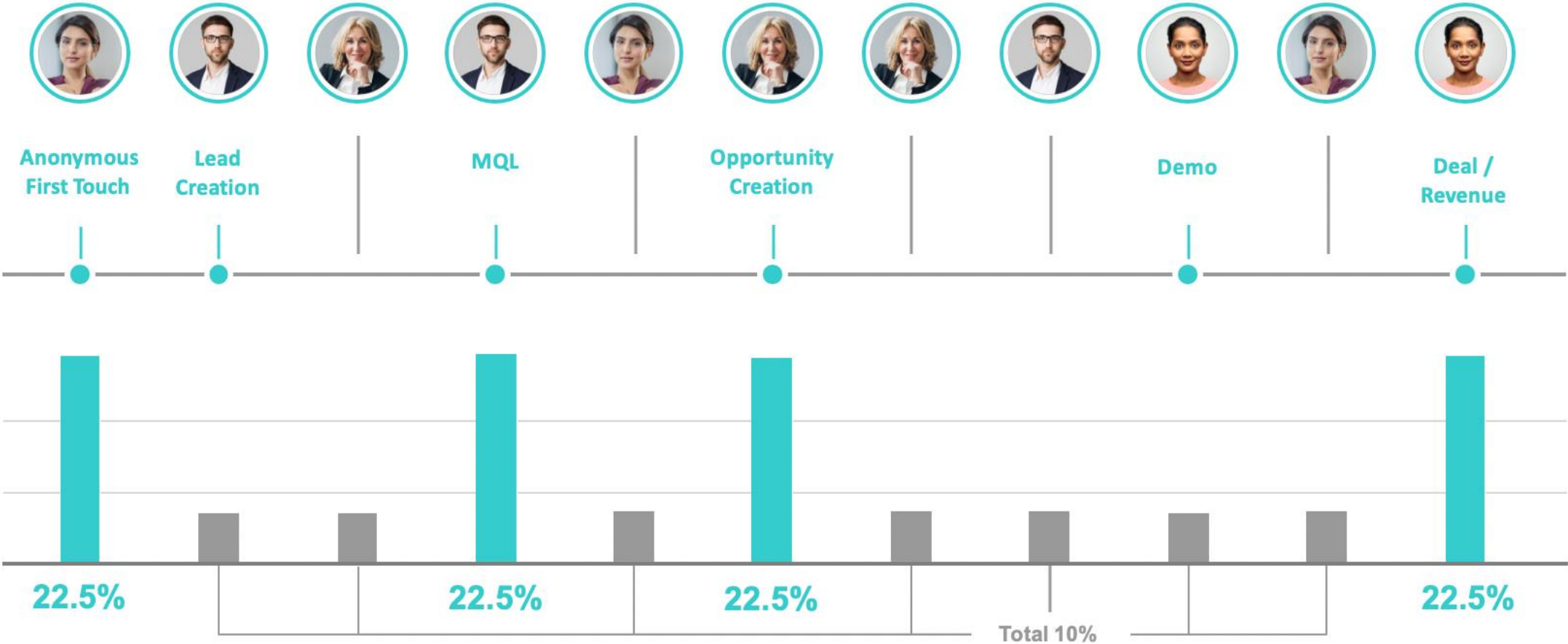


# See the Complete Buyer Journey





# Track Revenue Impact Across Buyer Journey



# See the Complete Buyer Journey

Accounts > Pipeline Marketer

Bizible Attribution Touchpoint

NewChange Owner

17 items • Sorted by Touchpoint Date • Updated a few seconds ago

ATTRIBUTION T...

CONTACT

TOUCHPOINT POSITION

TOUCHPOINT SOURCE

REVEN...

REVEN...

REVEN...

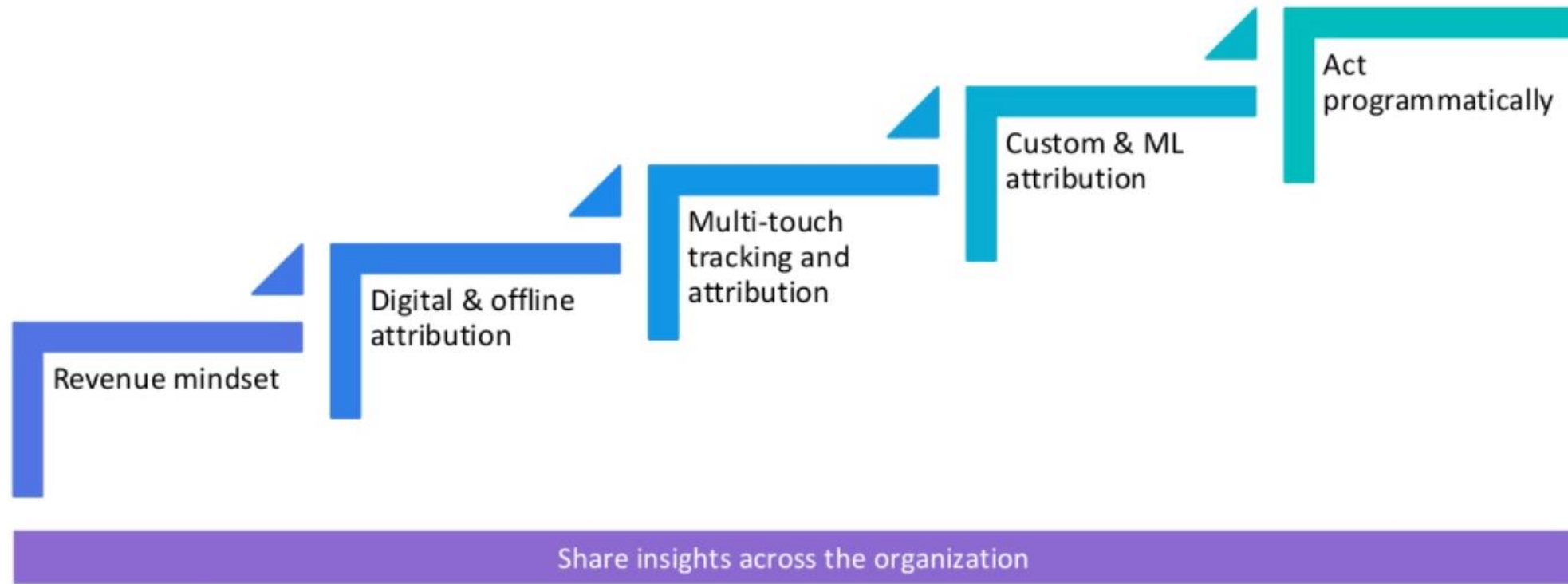
REVEN...

REVEN...

TOUCHPOINT...

1	<input type="checkbox"/>	<a href="#">a5r0x0000004CMq</a>	<a href="#">Chuck Chamberlain</a>	Anonymous First Touch	Google AdWords	\$54,000.00	\$0.00	\$16,200.00	\$12,150.00	\$13,338.00	6/3/2015 1:18 AM	<div></div>
2	<input type="checkbox"/>	<a href="#">a5r0x0000004CMr</a>	<a href="#">Chuck Chamberlain</a>	Lead Creation	Facebook Retargeting	\$0.00	\$54,000.00	\$16,200.00	\$12,150.00	\$8,100.00	6/25/2015 5:11 AM	<div></div>
3	<input type="checkbox"/>	<a href="#">a5r0x0000004CMj</a>	<a href="#">Chuck Chamberlain</a>	Demo Scheduled	BDR - Outreach Call	\$0.00	\$0.00	\$900.00	\$588.46	\$8,100.00	6/25/2015 6:06 AM	<div></div>
4	<input type="checkbox"/>	<a href="#">a5r0x0000004CMx</a>	<a href="#">John Carlson</a>	Middle	[Webinars] Bizible 101	\$0.00	\$0.00	\$900.00	\$588.46	\$918.00	7/9/2015 6:00 AM	<div></div>
5	<input type="checkbox"/>	<a href="#">a5r0x0000004CMk</a>	<a href="#">Chuck Chamberlain</a>	Middle	Marketo Nurture	\$0.00	\$0.00	\$900.00	\$588.46	\$918.00	7/15/2015 4:17 AM	<div></div>
6	<input type="checkbox"/>	<a href="#">a5r0x0000004CMy</a>	<a href="#">Maxine Cirac</a>	Middle	[Webinar] B2B Pipeline Marketing	\$0.00	\$0.00	\$900.00	\$588.46	\$918.00	8/3/2015 6:00 AM	<div></div>
7	<input type="checkbox"/>	<a href="#">a5r0x0000004CMs</a>	<a href="#">John Carlson</a>	Middle	LinkedIn	\$0.00	\$0.00	\$900.00	\$588.46	\$918.00	8/3/2015 7:15 AM	<div></div>
8	<input type="checkbox"/>	<a href="#">a5r0x0000004CMn</a>	<a href="#">Maxine Cirac</a>	Opportunity Creation	Sirius Decisions 2015	\$0.00	\$0.00	\$10,980.00	\$8,238.46	\$702.00	8/11/2015 7:00 AM	<div></div>
9	<input type="checkbox"/>	<a href="#">a5r0x0000004CMp</a>	<a href="#">Sam Lehrbaum</a>	Stage 1: Q/D	Organic Google	\$0.00	\$0.00	\$180.00	\$588.46	\$7,020.00	8/17/2015 8:22 AM	<div></div>
10	<input type="checkbox"/>	<a href="#">a5r0x0000004CMv</a>	<a href="#">Andrea Turman</a>	Stage 2: Selling	Twitter	\$0.00	\$0.00	\$180.00	\$588.46	\$4,860.00	8/20/2015 9:06 AM	<div></div>
11	<input type="checkbox"/>	<a href="#">a5r0x0000004CMt</a>	<a href="#">Sam Lehrbaum</a>	Middle	LinkedIn	\$0.00	\$0.00	\$180.00	\$588.46	\$918.00	8/24/2015 1:12 AM	<div></div>
12	<input type="checkbox"/>	<a href="#">a5r0x0000004CMm</a>	<a href="#">Chuck Chamberlain</a>	Closed Won	SF Exec Dinner 2015	\$0.00	\$0.00	\$180.00	\$8,238.46	\$4,500.00	9/1/2015 10:00 AM	<div></div>
13	<input type="checkbox"/>	<a href="#">a5r0x0000004CMo</a>	<a href="#">Maxine Cirac</a>	Opportunity Creation	[Events] SF UserCon	\$0.00	\$0.00	\$5,400.00	\$4,050.00	\$342.00	3/6/2017 4:00 AM	<div></div>
14	<input type="checkbox"/>	<a href="#">a5r0x0000004CMI</a>	<a href="#">Maxine Cirac</a>	Middle	Marketo Nurture	\$0.00	\$0.00	\$0.00	\$138.46	\$342.00	3/7/2017 11:34 PM	<div></div>
15	<input type="checkbox"/>	<a href="#">a5r0x0000004CMw</a>	<a href="#">Steven Partridge</a>	Middle	LinkedIn	\$0.00	\$0.00	\$0.00	\$138.46	\$342.00	3/21/2017 2:33 AM	<div></div>
16	<input type="checkbox"/>	<a href="#">a5r0x0000004CMz</a>	<a href="#">Sam Lehrbaum</a>	Stage 1 (Upgrade): Engaged	[Webinar] Customer New Features	\$0.00	\$0.00	\$0.00	\$138.46	\$900.00	4/4/2017 2:48 AM	<div></div>
17	<input type="checkbox"/>	<a href="#">a5r0x0000004CMu</a>	<a href="#">Steven Partridge</a>	Closed Won (Upgrade)	[Partner Referral] Matt Heinz	\$0.00	\$0.00	\$0.00	\$4,050.00	\$900.00	4/19/2017 5:32 AM	<div></div>

# Crawl, Walk, Run to Attribution Success





# From Zero to Analytics Hero

Rebecca Alvarado

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globalpayments

ezidebit.

eway®



**The story about how I had no idea  
what was happening with our  
Marketo instances, to gaining  
valuable insights and empowering  
our teams for success...**



# The Challenges



Inheriting a Marketo instance,  
oh wait, make that two...



Unclear customer journey  
mapping



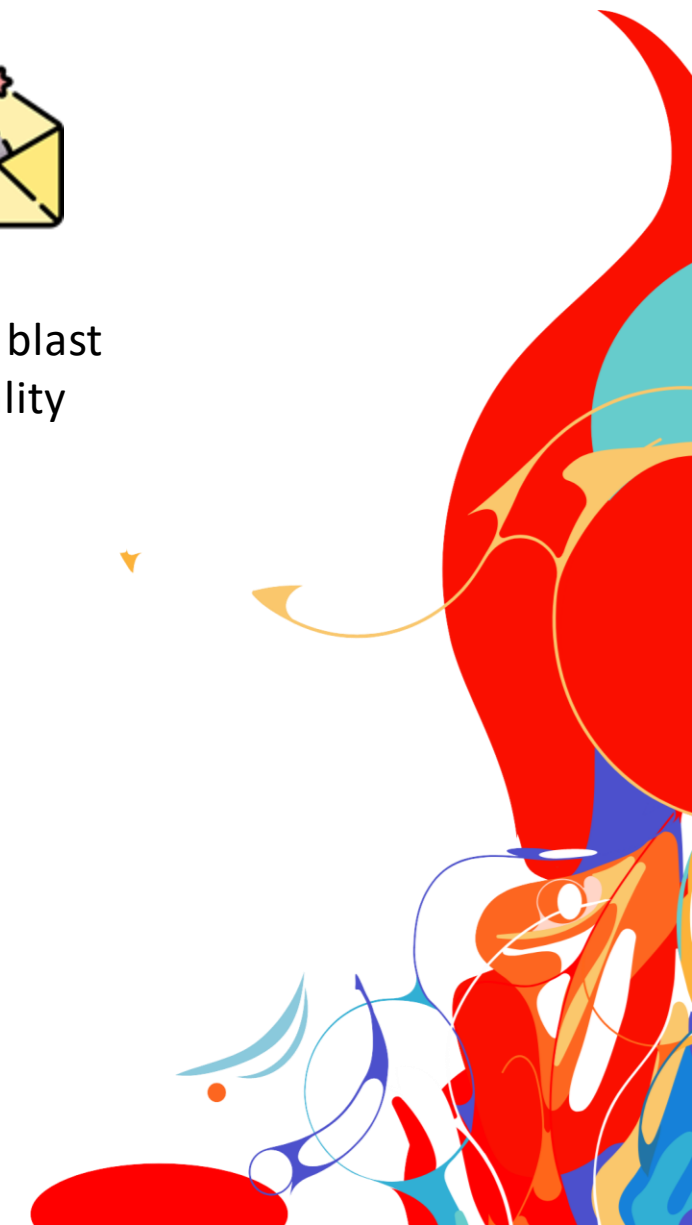
Batch & blast  
mentality



Breakdown in communication  
between Sales & Marketing



Reporting with no  
valuable insight



**“In preparing for battle I have always found that plans are useless, but planning is indispensable.”**

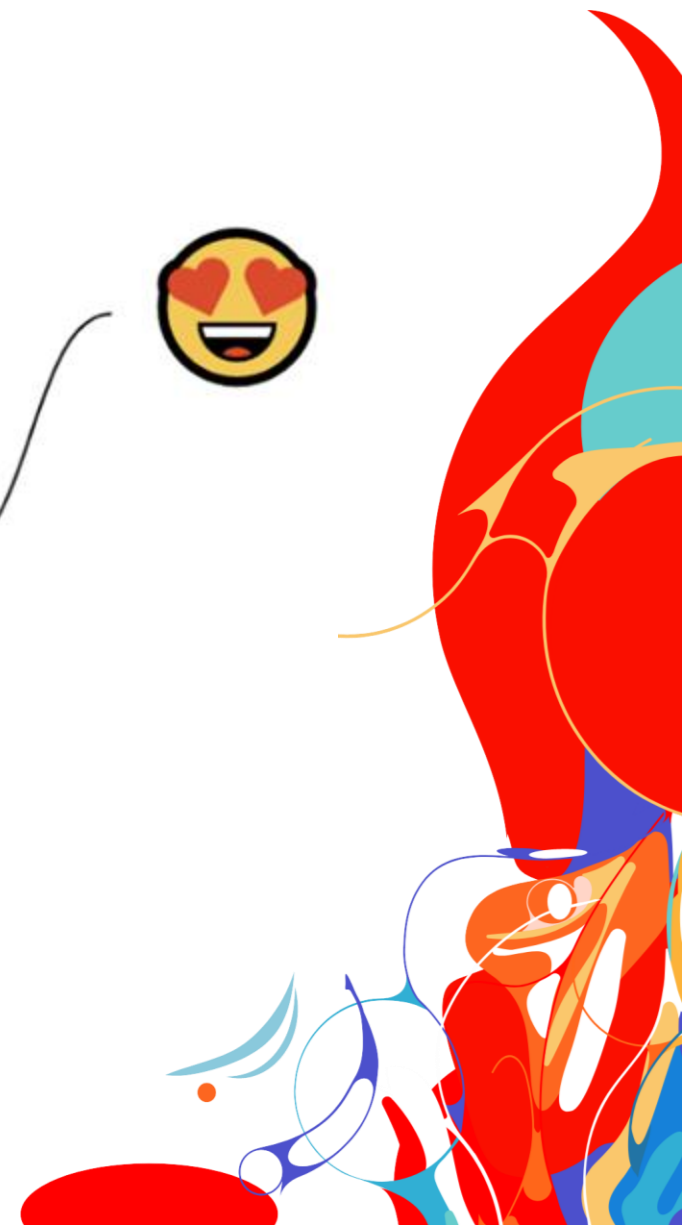
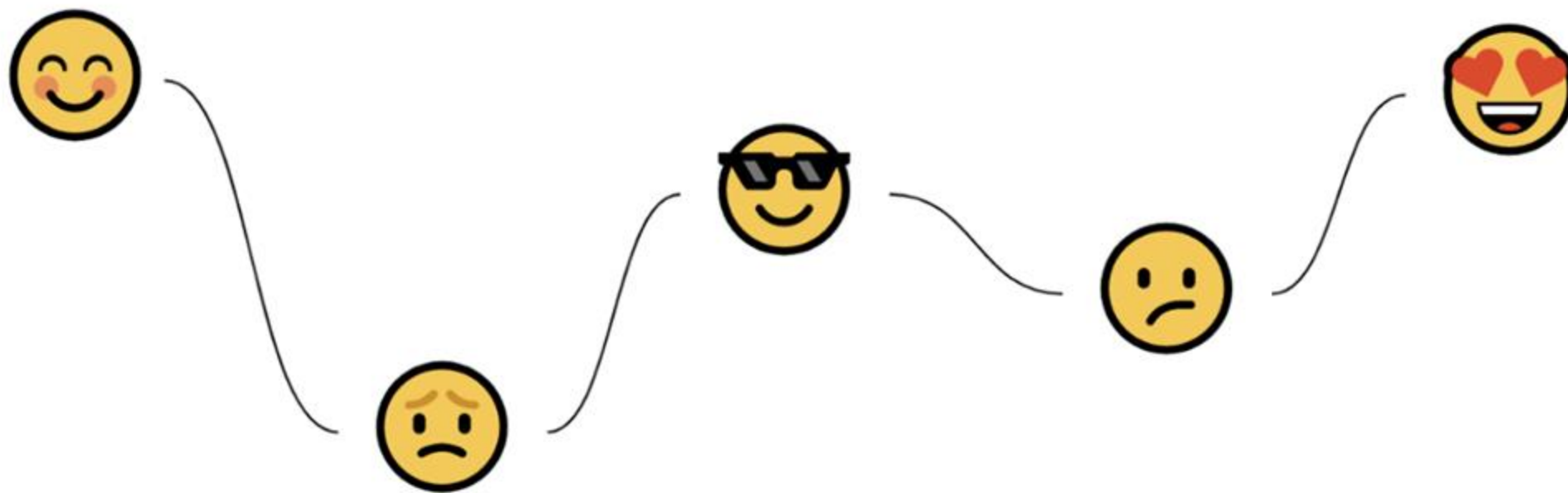
**-Dwight D. Eisenhower**



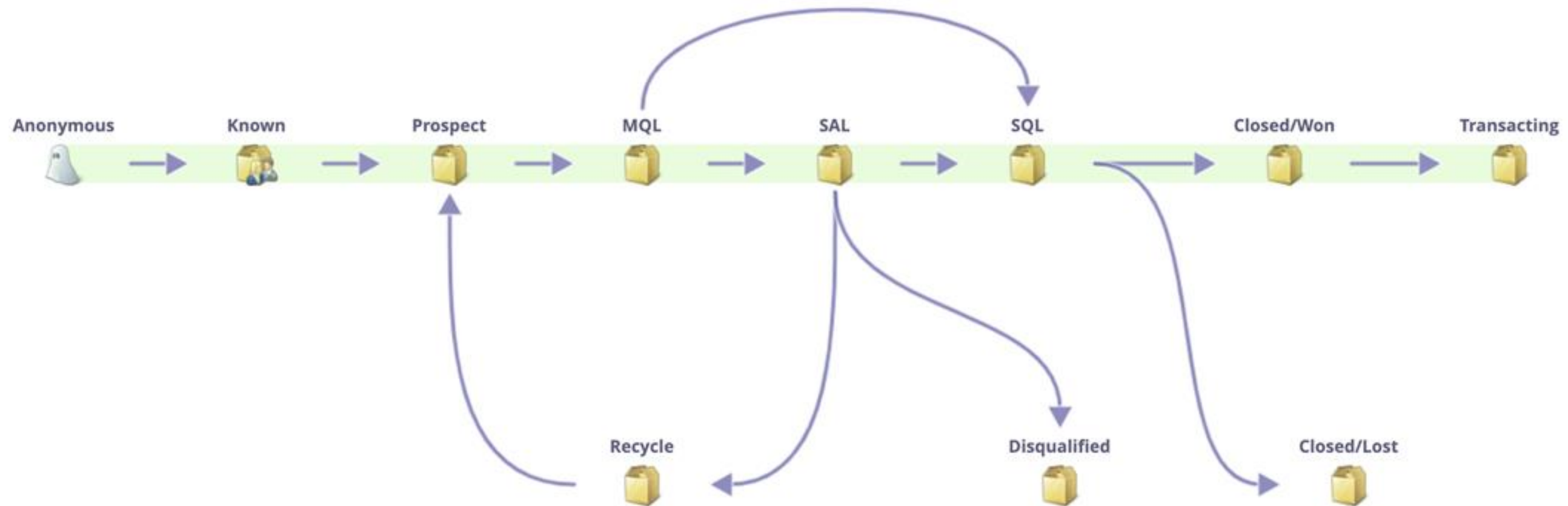




# Sales Process Brainstorm

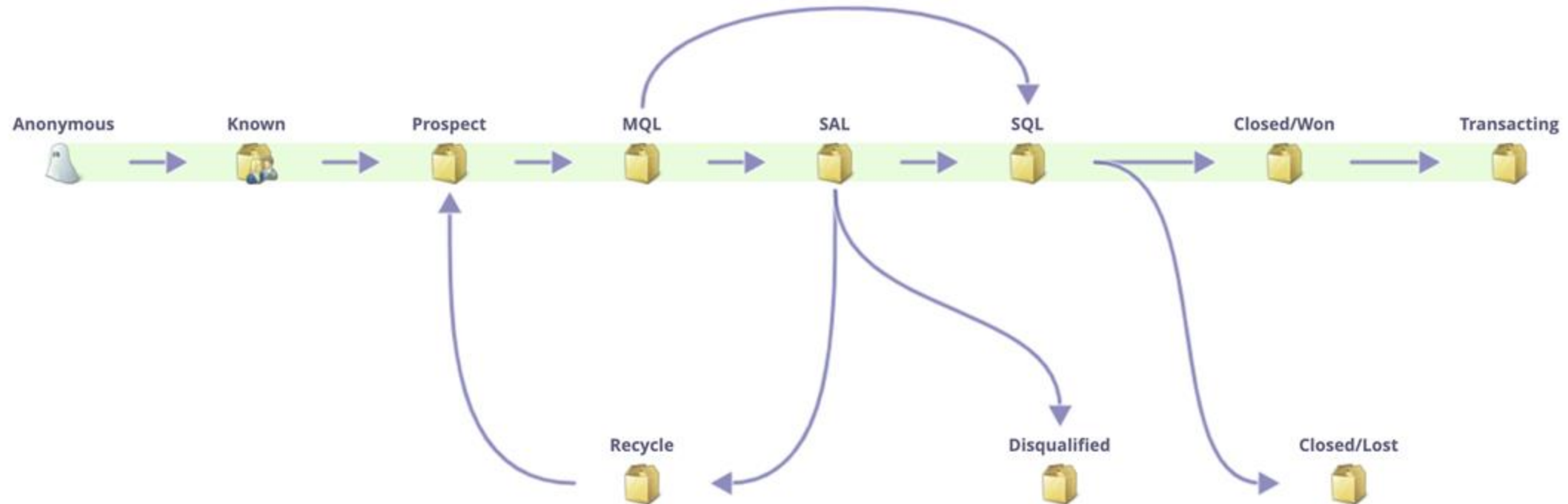


# Success Path

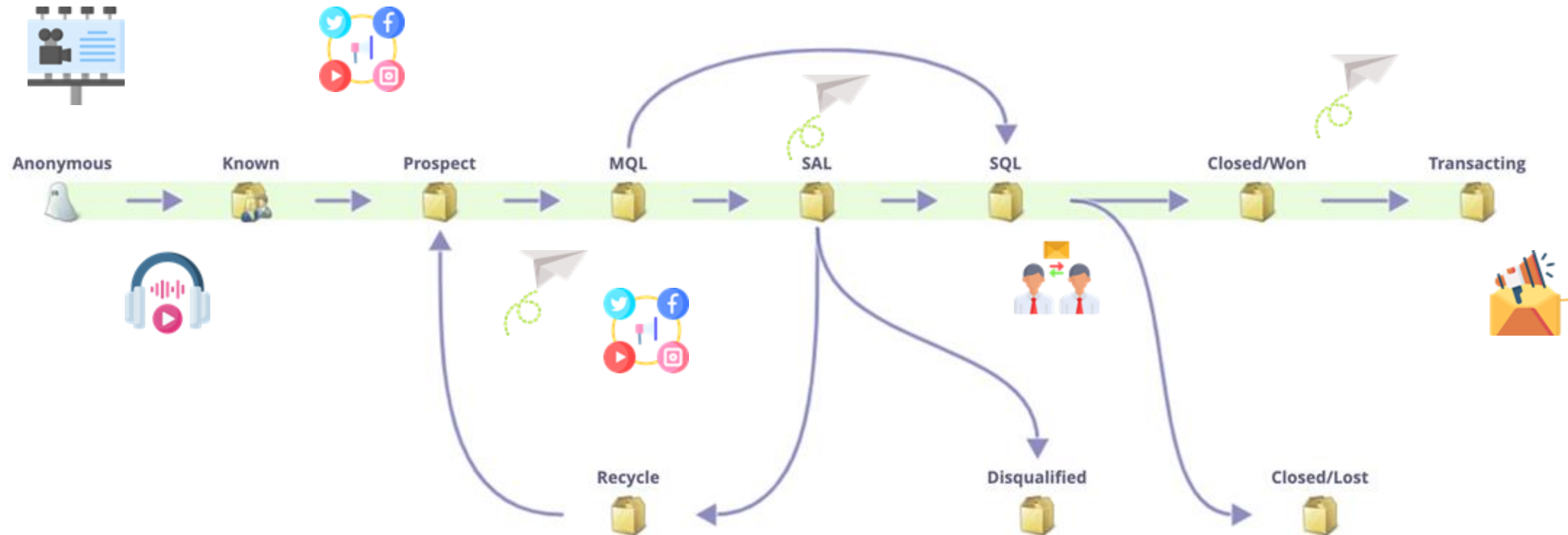




# Success Path & Customer Journey Mapping



# Success Path & Customer Journey Mapping



# Reporting



Success Path Analyzer



Velocity



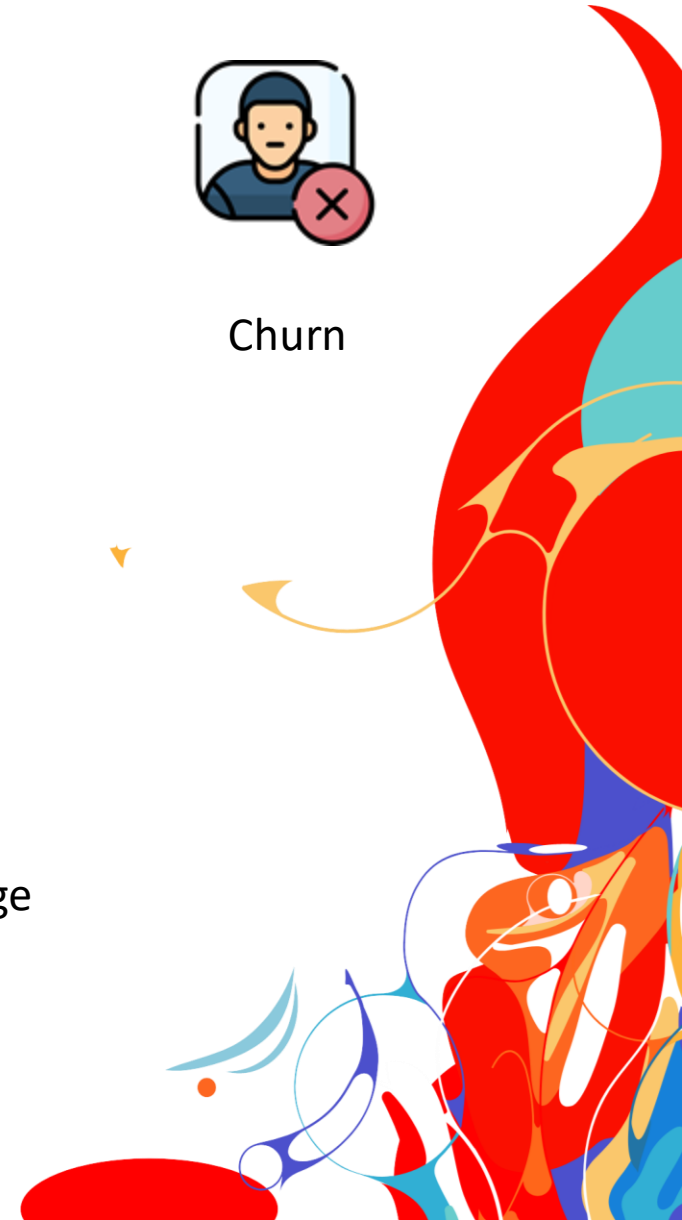
Churn



Activation Rate



Leads in Stage



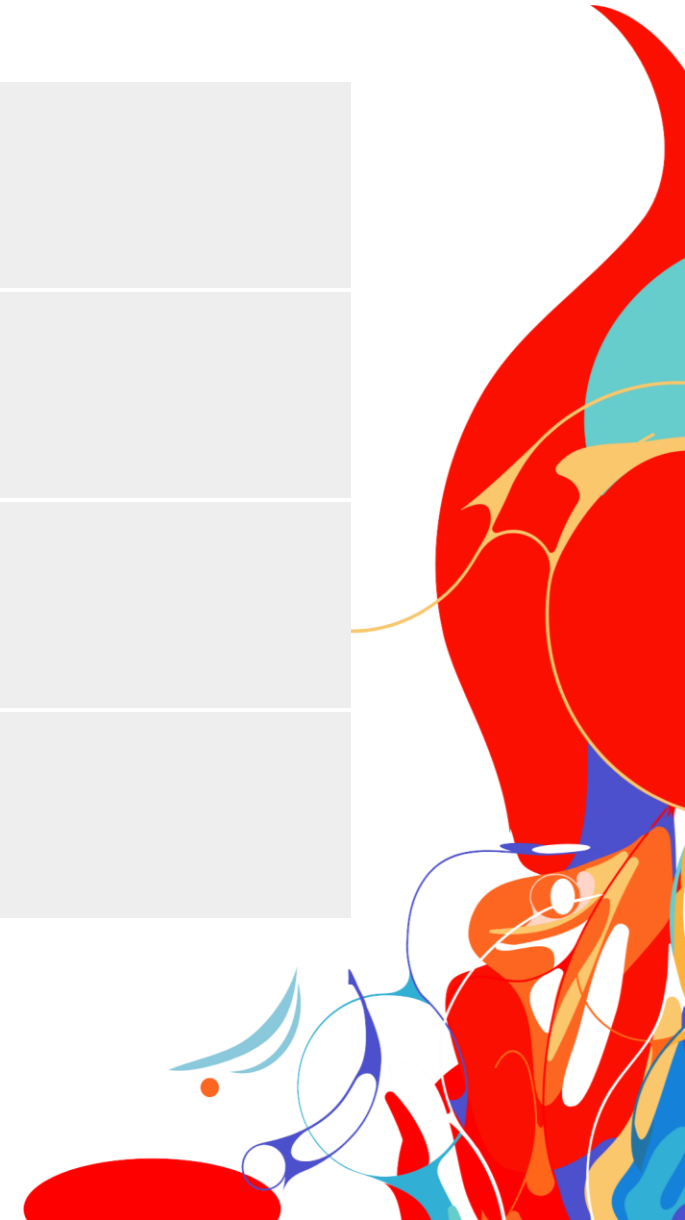
# Our Opportunity

- |    |                         |
|----|-------------------------|
| 01 | Increased time in stage |
| 02 | Reduced entry points    |
| 03 | Brand disparity         |
| 04 | Decline in CTR          |

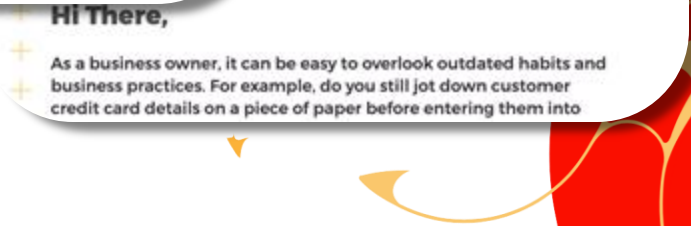
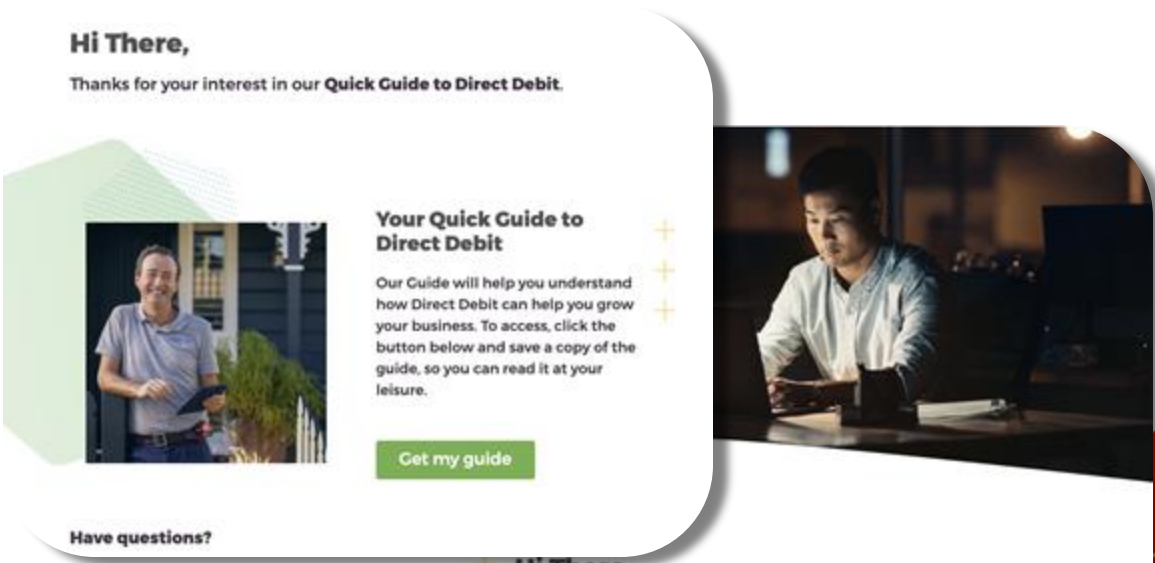
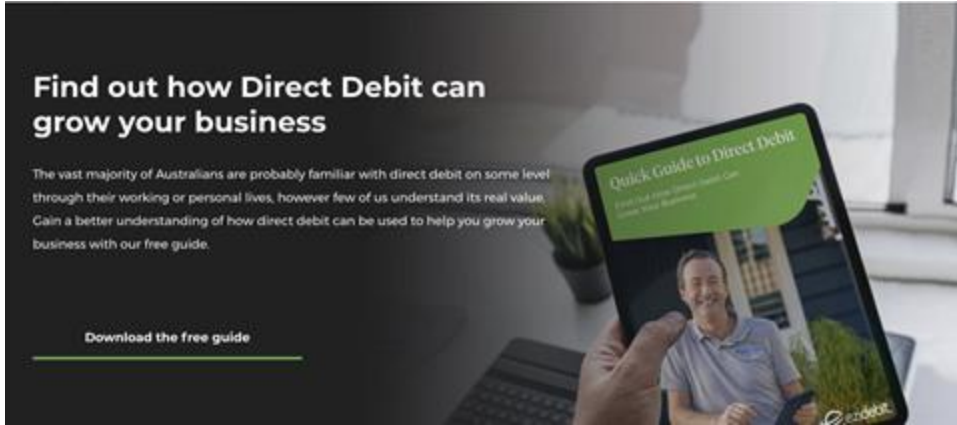


# Planning

01	Increased time in stage	• Cadence adjustment
02	Reduced entry points	• Revised entry points
03	Brand disparity	• New branded content
04	Decline in CTR	• Stronger CTA



# New Nurture



## In a Nutshell

- Get your bearings and understand your environment
- Find your people
- What's important to your business?
- Map out the customer journey
- Don't set and forget
- Have fun!





