paicr

17th Annual Conference

Blurred Lines: *The New Marketing Ecosystem*

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InterContinental New York
Times Square

Marketing Metrics

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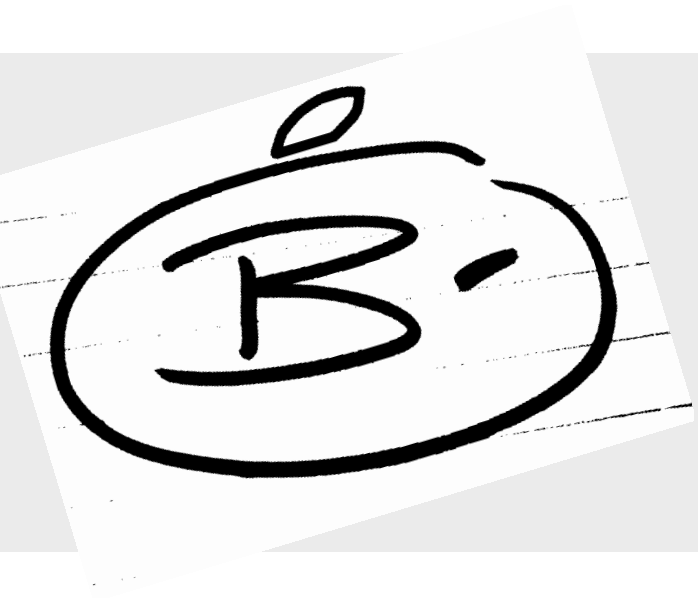
Making Metrics Matter

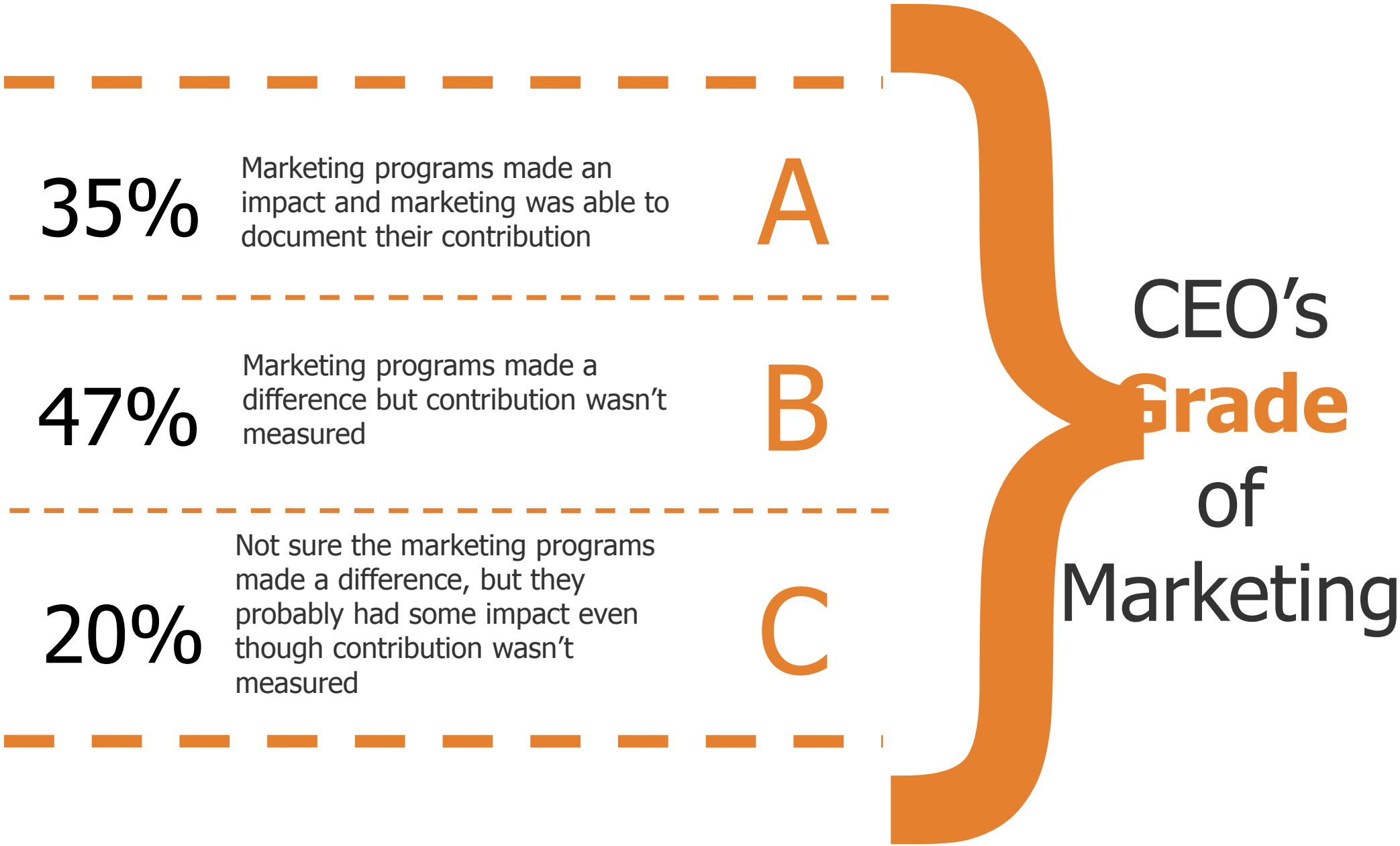
A Perspective on Meaningful Measurements for Your Business

Maureen Bromwell
CMO, Northern Trust Asset Management

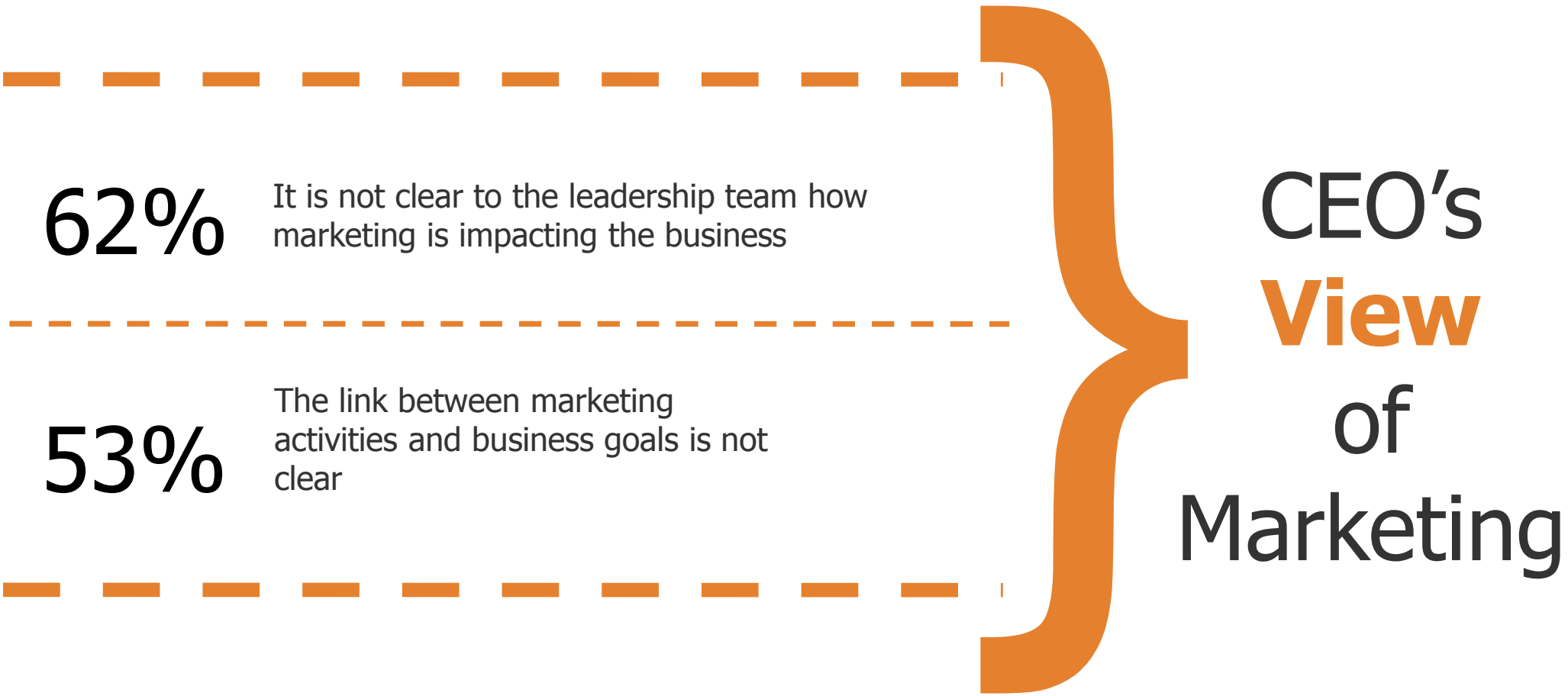
67% of CEOs



Gave marketing a
B or C.



* Source: Marketo – Definitive Guide to Marketing Metrics & Analytics



* Source: Marketo – Definitive Guide to Marketing Metrics & Analytics

Put metrics and measurement in…

Perspective

How do you define success?

How will you measure success?

How will you communicate success?

Goals & Objectives

Demands of **Marketing**

Discipline

Agreement on expectations

Memorialize the firm's strategic goals

Defining & Measuring Goals

❶ Determine priorities - finite not ∞, e.g. 3-6)

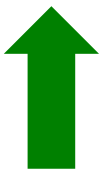
❷ Identify 1-2 top-level metric for each priority

❸ Determine key activities that improve this metric

❹ Identify specific key performance indicators (KPIs) to each activity

❺ Develop dashboard to track progress of priorities

Key Priorities – Example

Priority	Objective	Primary Metrics	Results	Trend (+/-)
Sales Alignment	Improve the coordination of the sales and marketing efforts	1. Sales content usage 2. Sales qualified leads 3. Sales feedback loop		
Improve Brand Awareness	Target audience recognizes firm as a leading, dynamic, and trusted, asset manager	1. Cogent Institutional Brandscape Scores 2. RIA Survey		
Fund Launch	Raise awareness for, and interest in, new fund series	1. # of engaged institutional investors 2. Seed $$s raised by X date		
Increase PR Alignment	Ensure consistent audience targeting and key message coordination	1. # of key messages in publications that audience reads		
Institutional Screening Activity	Improve viewership of products on major database	1. Consultant & plan sponsor viewership 2. Failed screens due to incomplete/inaccurate data 3. Database updated by peak screening period		

Sales Alignment

Priority	Key Activities	KPIs	Results
1. **Sales material usage**	Develop content that is regularly used by sales staff Solicit feedback from sales/service	Content satisfaction survey Intranet downloads Email open and click-through rates	
1. **Sales qualified leads**	Supply leads that are qualified based upon defined target audience	Number of sales qualified leads (SQLs) Conversion rate	
2. **Sales feedback loop**	Develop multiple mechanisms for marketing to solicit sales feedback	Number of sales feedback meetings Finals survey - # of responses	

Managing Special Requests & Changing Priorities

❶ Which marketing priority does it support and how does it?

❷ If it doesn't, have the firm's or marketing's priorities changed?

Saying **No?**

Communicating Success

Marketer speak

INSIGHT'S PERIODIC TABLE OF B2B DIGITAL MARKETING METRICS

INSIGHT VENTURE PARTNERS

SEO

44% CTR, 1st Result Organic Search										
20% CTR, 2nd Result Organic Search	6-7% CTR - Google Adwords									
8% CTR, 3rd Result Organic Search	0.1-0.2% CTR - Google Display Network	24% Gross Open Rate - Prospect Lists	10-15% Unique Open Rate - Prospect Lists	20-25% Unique Open Rate - CustomerLists	65% vs. 25% 1st vs. 3rd Email Open Rate - Drip Campaign	0.21% Facebook CTR	0.9-1.3% B2B Promoted Tweets Eng. Rate	.025-.04% LinkedIn CTR	50% Drop-Off Rate	10% Website Visitor To Free Trial Conv. Rate
7-9% Organic Search to RL Conv. Rate	0.9-1.0% CTR - Mobile Banner Ads	0.9% Bounce Rate - Prospect Lists	2% CTR - Prospect Lists	20-40% CTR - Customer Lists	8% CTR - Drip Campaigns	$5 Facebook CPM	$0.55-1.00 B2B Promoted Tweets CPE	$1.70 vs. $4.89 Promoted Tweet Cost per Follower UK vs. USA	3-4 Page Views Per Visit	25% Free Trial to Subscription Conv. Rate
# Backlinks Largest Non-Social Driver of Rank	$4-13 CPC - Paid Search	13% CTOR - Prospect Lists	21% Desktop CTOR - Prospect Lists	7% Mobile CTOR - Prospect Lists	2-3 Touches Per Month - Drip Campaigns	$4 Facebook CPC	0.02% Facebook Like Rate	0.16-0.23% Promoted Tweets Follow Rate	2-3 Minutes Spent On Website Per Visit	26% Overall MQL to SQL Conv.Rate
22-27% Form Submits from Organic Search	2-4% Paid Search to RL Conv. Rate	18-23% Form Submits from Paid Search & Refferal	7-9% Name to MQL Conv. Rate	9% Form Submits From Email	5% Form Submits From Social Media	0.7% Facebook RL Conv. Rate (Organic & Paid)	2.2% Twitter RL Conv. Rate (Organic & Paid)	0.8% LinkedIn RL Conv. Rate (Organic & Paid)	24 Mo. Website Complete Refresh Cycle	41% Pipeline Sourced By Marketing

SEM

EMAIL MARKETING

SOCIAL

WEBSITE

FREE TRIALS & FUNNEL

								17% SaaS Firms with Freemium Model	18% SaaS Firms with 14 Day Trial	
								41% Traffic From Organic Search	16% Traffic From Paid Search & Refferal	41% SaaS Firms with 30 Day Trial

Legend:

Conv. Rate: Conversion rate
CPC: Cost per click
CPE: Cost per engagement
CPM: Cost per thousand impressions
CTR: Click through rate
CTOR: Click-to-open rate (unique clicks as a % of unique opens)
Eng. Rate: Engagement rate
DMP: Digital marketing program budget
RL: Raw Lead
MQL: Marketing-qualified lead
SQL: Sales-qualified lead

			34% Companies Using Content Syndication	40-50% Webinar Attend-ance as a % of Registrants	20% Program Budget Spent on Content Marketing	34% Program Budget Spent On Digital Marketing	4% DMP Spent on SEO	20% DMP Spent on Search Ads	6% DMP Spent on Social Marketing	13% DMP Spent on Website
			10-15% White Paper Conv. Rate	20-30% Webinar Conv. Rate	44% Firms Partially Outsourcing Content Creation	7-10% Program Budget Spent on New Lead Gen Tactics	13% DMP Spent on Email Marketing	22% DMP Spent on Display Ads	14% DMP Spent on Marketing Automation	8% Other DMP Spend (SMS, Digital Eve-nts, Mobile Ads)

CONTENT MARKETING

BUDGET

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qualified
per
Click
opens
RL
lead
clicks
SEO
ER
PPC
SQL
MQL
open
Sales
CPC
CPM
CPE
Email
Raw
CTOR
Pay
Engagement
impressions
Marketing
SEM
Social
Unique
CTR
thousand
through
Conversation
Rate
Cost

How to Communicate

❶ Focus on the goal

❷ Illustrate how the key activities have or will achieve the goal

❸ Use firm-specific and benchmark data to support your case

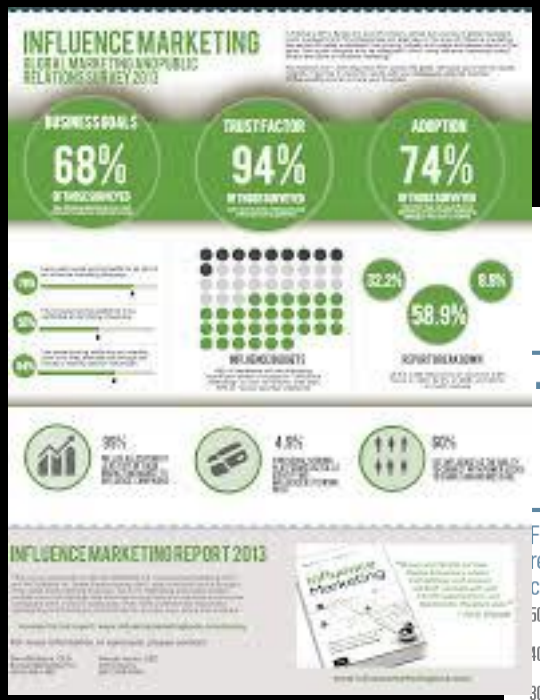
❹ Put it in terms that resonate with your audience

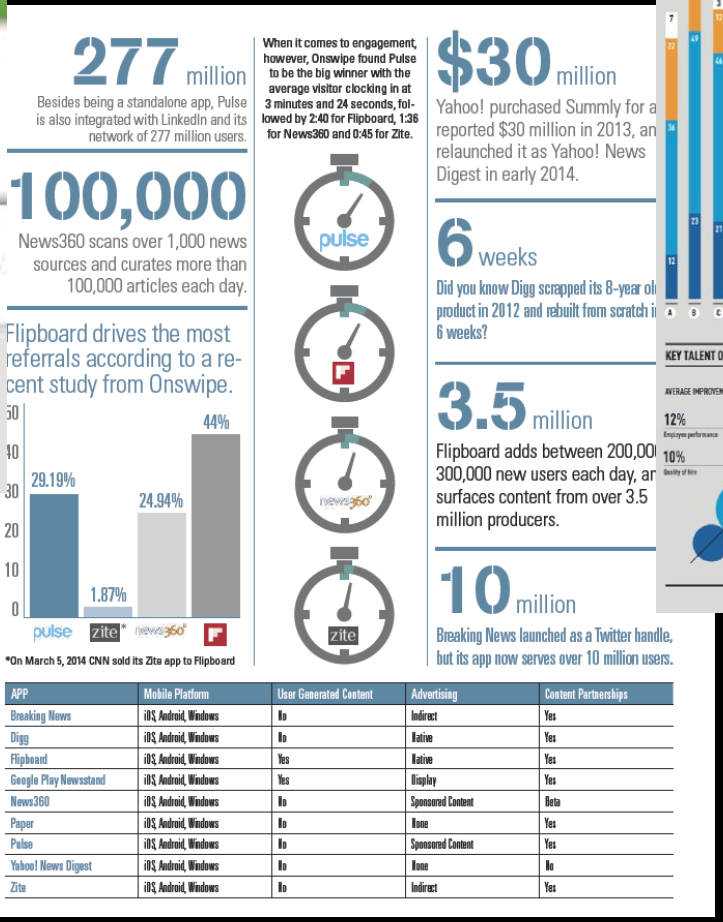
Get out of the Weeds

Keep discussion at a high level

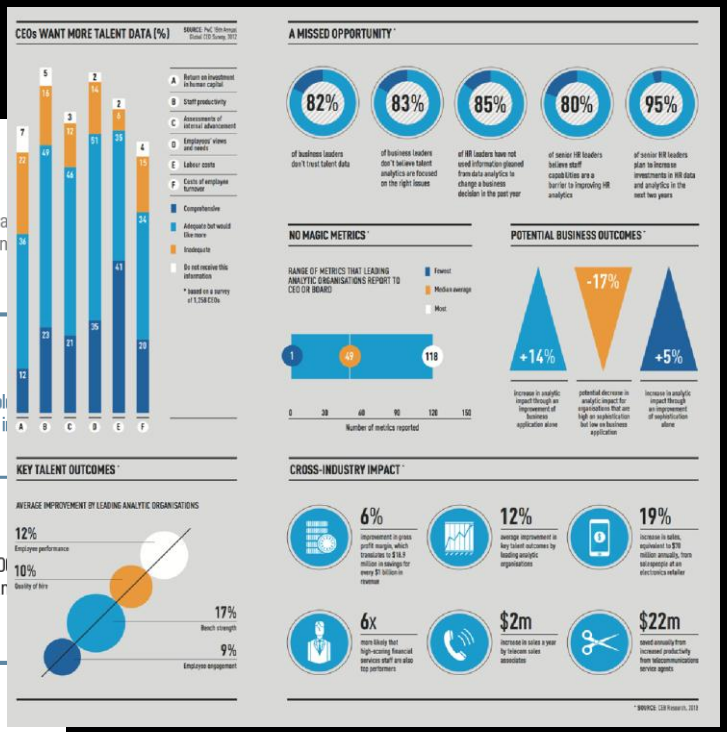
Communicating Metrics

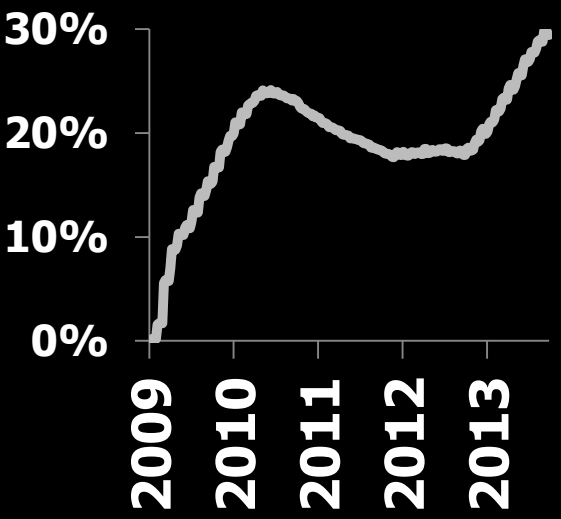
Pictures speak louder than **words**





APP	Mobile Platform	User Generated Content	Advertising	Content Partnerships
Breaking News	iOS, Android, Windows	No	Indirect	Yes
Digg	iOS, Android, Windows	No	Native	Yes
Flipboard	iOS, Android, Windows	Yes	Native	Yes
Google Play Newsstand	iOS, Android, Windows	Yes	Display	Yes
News360	iOS, Android, Windows	No	Sponsored Content	Beta
Paper	iOS, Android, Windows	No	None	Yes
Pulse	iOS, Android, Windows	No	Sponsored Content	Yes
Yahoo! News Digest	iOS, Android, Windows	No	None	No
Zite	iOS, Android, Windows	No	Indirect	Yes





Specific Examples

Measuring Marketing Content

211 milion

Pieces of online content created **every minute**

* Source: littlejackmarketing.com

Content Development

Every minute:

- Email users send 204,000,000 messages
- Google receives over 4,000,000 search queries
- Blog writers post 1400 new blog posts
- Facebook users share 2,460,000 pieces of content
- Twitter users tweet 277,000 times

* Source: littlejackmarketing.com

Between 2013 and 2014, **output** per brand **increased by 78%**, but content

engagement decreased by 60%

* Source: TrackMaven, Content Marketing Paradox

Content Development

Who is the audience?

What is the purpose of content?

What are trying to communicate? What are the key messages?

What is the ideal length?

Which strategic priority does it support?

What is the call to action?

What is the distribution strategy?

How will we know if it is successful? How will we measure it?

Content Audit

Content Measurement

External Engagement – how do you define it?

1. Downloads/shares/links/likes/referral links?
2. Video – length of time watched, % of time watched, cost per engagement?
3. Time spent on page, multiples pages visited, clicked call to action?
4. Surveys - did they begin it, complete it?

Track content engagement by investor type, channel, segment, role, firm

Content Measurement

Internal Engagement

1. Usage – orders, intranet downloads, click throughs
2. Viewership – watched
3. Effectiveness – key messages, helping to get meetings, advance to finals, win finals/business?
4. Survey feedback

Video Content Measurement

1. # of Views - awareness
2. Conversions – people who complete intended action
3. Play rate - % of visitors that click play
4. Full play rate- % of people who watch the entire video
5. Watch rate - % of video that viewer actually watched
6. Drop off spot – where do they disconnect?
7. Hot spot – which parts do they engage with >1x?

Measuring Campaigns

Example - Fund added to a new platform

Advisors doing business – pre/post

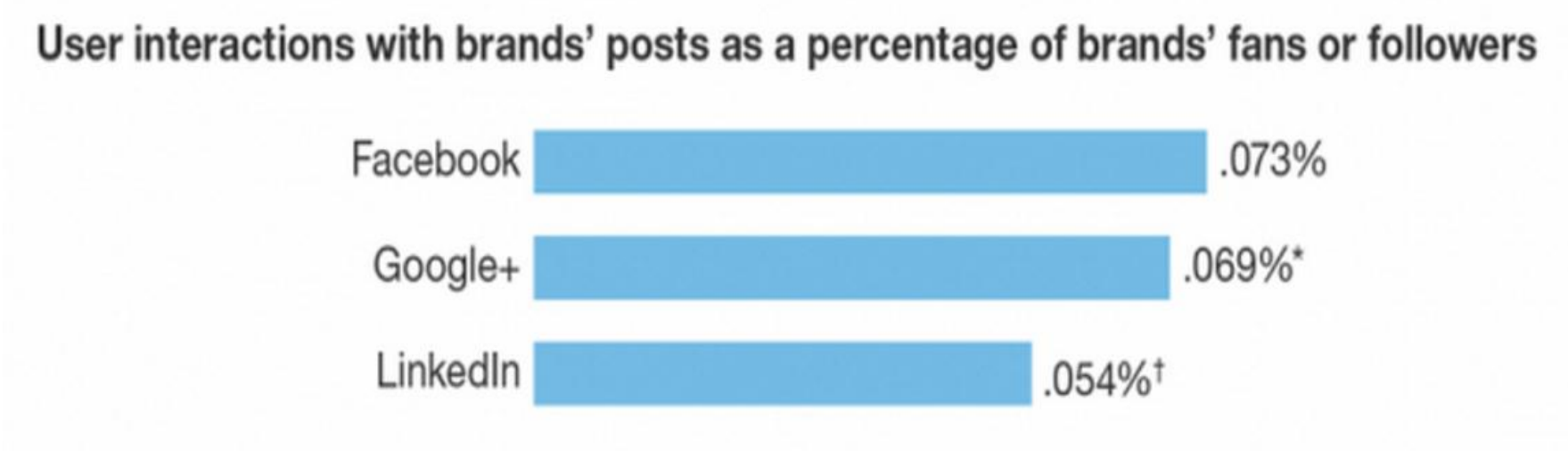
Total $ amount of sales – pre/post

Total # trades (purchases >$1k) – pre/post

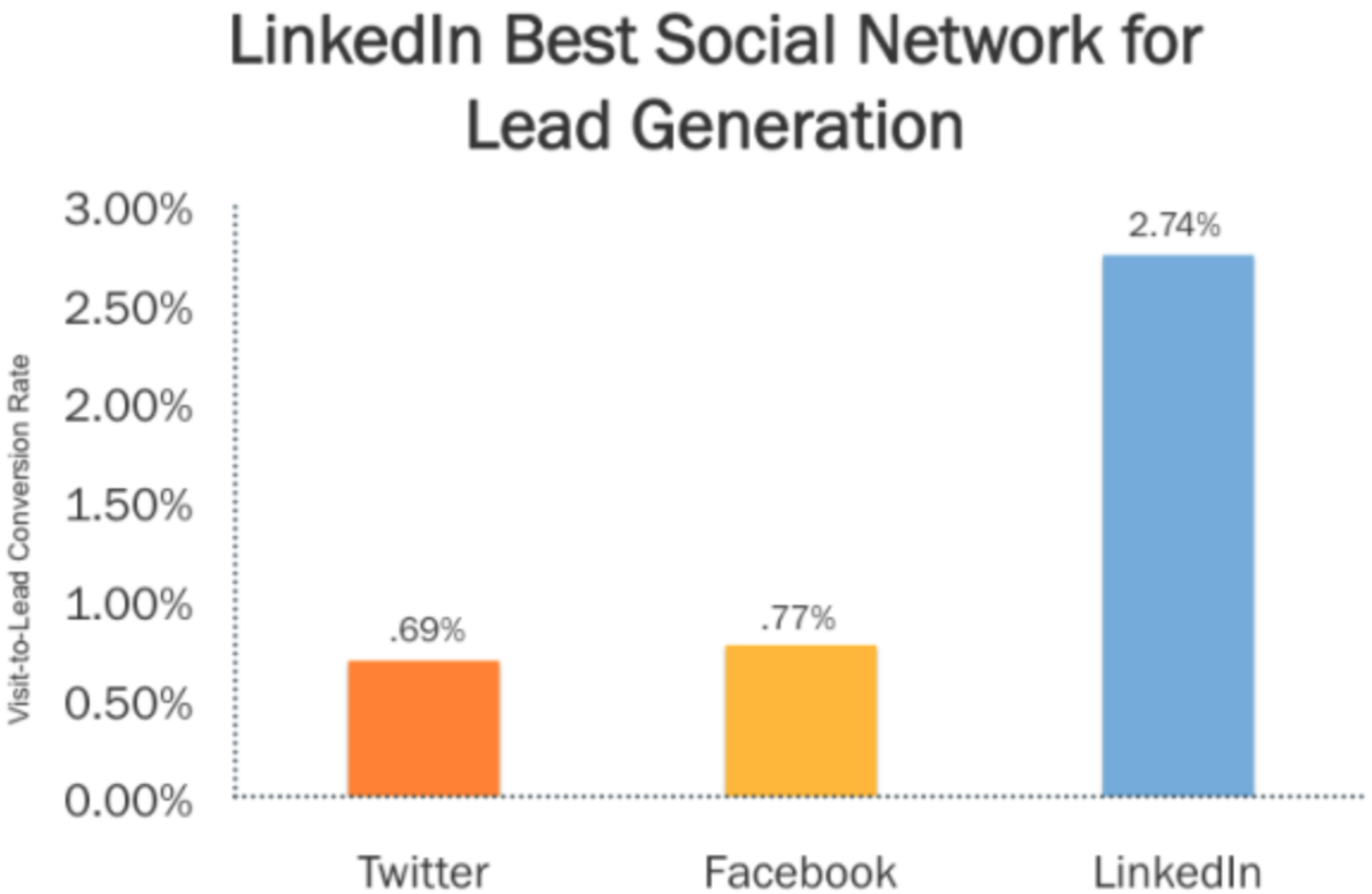
Average $trade – pre/post

Average $sale/rep – pre/post

Social Media Metrics – first glance



Social Media Metrics - Effectiveness



LinkedIn Benchmarks

Best time/day to post for:

Peak Engagement – Tuesday, 10-11am ET
Shares - 10am or 2pm ET
Clicks – 1-2pm ET

- 40% more amplification if company updates included the word "Top" or 3, 5, 10, 25, 30, 50, or 100
- 74% of new members were from OUTSIDE the U.S. in 4Q '14
- Fastest-growing demographic is students & recent college graduates

Bad Metrics

Conclusion

Part Art

Part Science

Conclusion

Metrics should be:

❶ Easy to understand & communicate

❷ Able to be tracked & replicated

❷ Tied to goals – to provide useful, actionable information that impacts the business and progresses toward goals

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Translation

My opinion – Subject to change

May not be accurate

How are you measuring?

Interactive discussion