Hey, I'm Reporting Here

Strategic Analytics with Salesforce & Pardot

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Midwest Dreamin' Wifi Info:

Id: MidwestDreamin2022

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***Please note that this is different than what is listed on your badges

Agenda

- Vanity Metrics
- Strategic Analyses for the Marketer
- Sales and Marketing Alignment

Why We Report

Our execs and upper management love numbers

We love making strategic decisions based on fact and personal experience

Dashboards are pretty

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High Level Asset Performance

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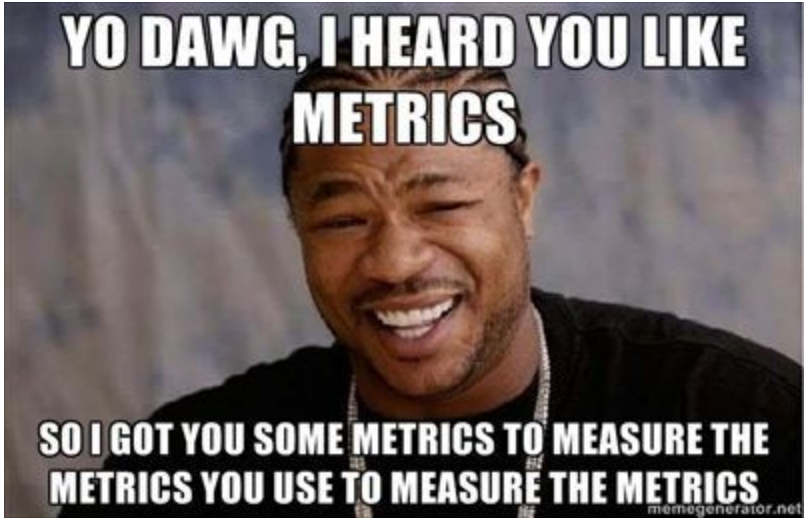
What is a Vanity Metric?

They can make you look good, but don’t give any insight to true business performance.

- Open Rates
- Click Through Rates
- Form/Landing Page Views
- Impressions
- Reach
- Cost-per-click
- Followers



High Level Asset Performance

Should we still care about "vanity metrics"? It depends…

Vanity metrics like views and submission rates can give high-level insight on campaign performance, new channel/market success, a rebrand, etc.

High Level Asset Performance

Form Statistics

Campaign: All Campaigns

Date Range (Based on 12am EDT): All Time

Filter:

Tags

Tools

NAME	TOTAL VIEWS	TOTAL SUBMISSIONS	SUBMISSION RATE	TOTAL ERRORS	ERROR RATE
Alpine Summer Cooler Promotion Form	2	0	0.00%	0	0.00%
Contact Us	484	485	100.21%	39	8.06%
Demo Request	1,643	406	24.71%	39	2.37%
Event Registration	1,859	486	26.14%	19	1.02%
Webinar Registration	1,817	411	22.62%	19	1.05%
Total: 6	**7,700**	**2,311**	**30.01%**	**155**	**2.01%**

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High Level Asset Performance

These are metrics you want to use when asking the following questions questions:

- Was the call-to-action clear in that email?
- Is our target audience on Facebook?
- Are we growing our presence on LinkedIn?

And in these situations:

- Top-of-funnel initiatives
- Executive leadership wants to know how that newsletter performed (😉)

High Level Asset Performance

Bottom Line: These aren’t the metrics we’re using to make key decisions or drive the business forward. These are high-level numbers meant to give an overview of asset performance.

High Level Asset Performance Tools

Pardot Reports

Landing Page Statistics

Campaign: All Campaigns

Date Range (Based on 12am EDT): All Time

Filter:

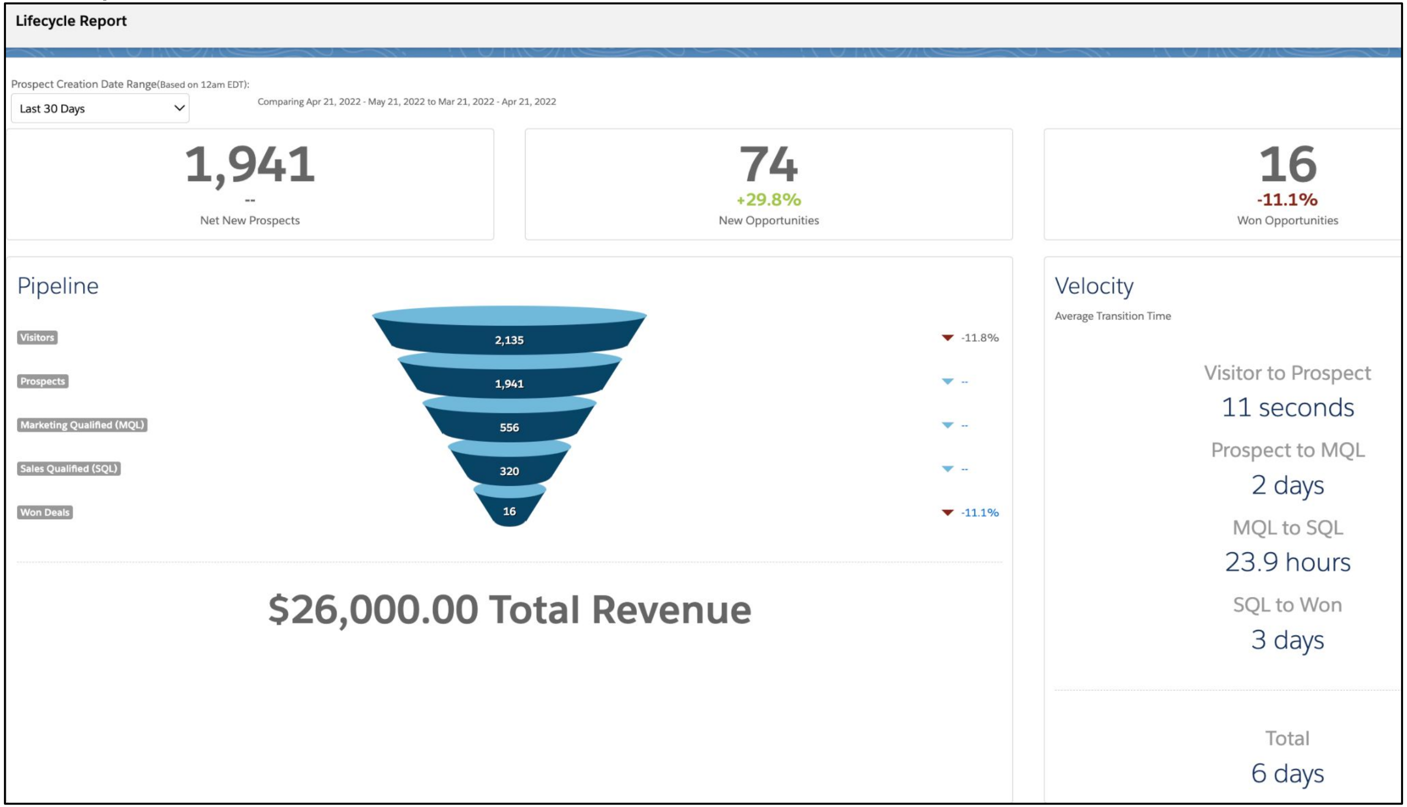
Tags

Tools

NAME	TOTAL VIEWS	TOTAL SUBMISSIONS	SUBMISSION RATE	TOTAL ERRORS	ERROR RATE
Expense Management White Paper	490	507	103.47%	19	3.88%
Expense Management White Paper (Version B)	1,069	451	42.19%	39	3.65%
Labs Example Landing Page	8	2	25.00%	2	25.00%
Mason Jar Onsite Demo	1	0	0.00%	0	0.00%
Payroll Webinar Registration	1,127	449	39.84%	39	3.46%
Total: 5	**2,695**	**1,409**	**52.28%**	**99**	**3.67%**

High Level Asset Performance Tools

Lifecycle Report



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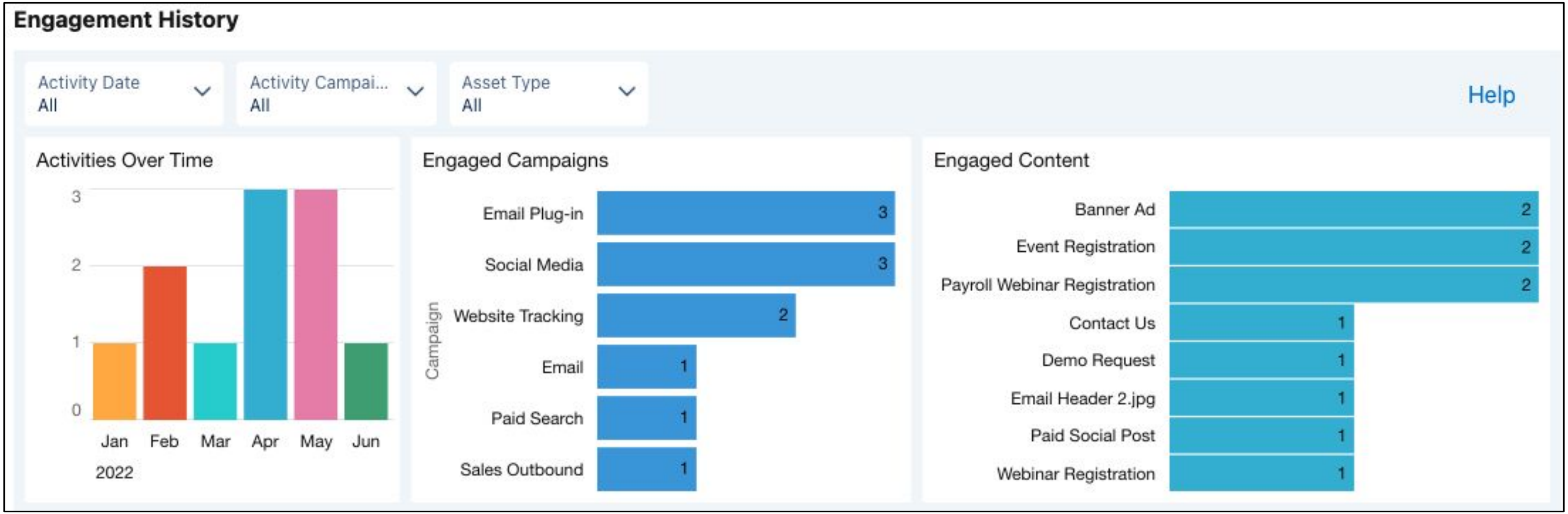
High Level Asset Performance Tools

Engagement History Dashboard



Strategic Analyses for Marketers

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What Matters

What is important to your organization?

- New business?
- Customer retention?
- Customer expansion?

Marketers need to move in the same direction as our company.

What Matters

Bottom Line: Know where and how your prospects fall in the marketing AND the sales funnel.

Align creative/content and marketing automation strategy to meet those prospects where they are and prioritize campaigns according to company goals.

How do we get there?

Great reporting, obvs. And what makes for great reporting in Salesforce?

- Clean data and data framework
- Segmentation
- Excellent Campaign management

Data Maze and Data Waze

The Data Maze:

- What integrations am I using with Pardot and Salesforce? I.e. what systems can create/update records without human intervention?
- How are my fields being updated in Pardot?
- What data do I need to measure success AND make sure Sales is getting the information they need to convert the prospect?
- What fields and data points are Sales using to make decisions (i.e. Status, Source, Type, etc)?

Data Maze and Data Waze

The Data Waze:

- DOCUMENT! Make a data map.
- Use picklist fields whenever possible.
- Check the sync errors regularly.
- Sync fields that Sales uses for key decision making into Pardot.
- Regularly clean up bad data.

Meet Our Prospects Where They Are

We can use Pardot lists like prospect reports. We should also be using them in our marketing initiatives.

Some questions to ponder…

Who are my unassigned prospects? Why are they unassigned?

Who are my inactive prospects? Sort of active? The engagement dream team/our number 1 fans?

What does a Lead mean to my Sales team? A Contact? An Opportunity?

Meet Our Prospects Where They Are

For example…

Any unassigned prospects in our Pardot database have either 1) not met the criteria to be a qualified Lead or 2) have not met the ready-to-buy threshold.

Our forms have lower engagement rates. We email about ⅓ of our prospects. Prospects with the highest scores are mostly syncing with Salesforce already.

We consider Leads as potential customers who have been warmed by marketing, added by our Sales team, or referred by a partner. Contacts are Leads who have asked for a product demo. Each Opportunity represents a product demo, and these are created upon demo request.

Meet Our Prospects Where They Are

My Pardot lists may look like this….

Unassigned - High Potential Prospects

Prospect assignment status	Prospect is not assigned
Prospect score	Prospect's score is greater than 400
Rule Group	Match any

- Prospect landing page: Prospect has successfully completed any landing page
- Prospect email opens: Prospect has opened an email in the past 5 day(s)
- Prospect form: Prospect has successfully completed any form

Meet Our Prospects Where They Are

My Pardot lists may look like this….

<u>Leads - Bottom-Funnel</u>

Prospect CRM status	Prospect CRM type is Lead
Prospect form	Prospect has successfully completed Demo Request
Prospect opportunity status	Prospect's opportunity status is 'Open'

Campaign Management for Optimal Reporting

Campaigns need to be the foundation of our data framework when it comes to reporting on marketing initiatives.

Some questions to ponder…

- Who will own Campaign creation?
- Are we putting more emphasis on top-of-funnel campaigns this year?
- Which details matter (i.e. date, region, language, etc)?
- Do we care about tracking performance by channel (i.e. Facebook vs Linkedin vs Email)?
- What do we consider engagement or “success”?

Campaign Management for Optimal Reporting

For example…

Gidgets & Gadgets Co.

MOps owns Campaign creation in Salesforce. Field marketers own asset creation and campaign details.

We want to attract 30% new business in FY2022, so we need to focus on top-of-funnel initiatives.

We are global. Region, date, and campaign type are very important to us.

We're curious what channels are more effective in reaching our PAM/TAM (😉).

Success for us is measured by net-new demos booked.

Campaign Management for Optimal Reporting

My Campaign structure may look like this…

CAMPAIGN > FY22 - AMER - NET NEW BUSINESS

Campaign Hierarchy

CAMPAIGN NAME	CREATED DATE	REGION	TYPE
FY22 - AMER - Net New Business current	5/27/2022, 11:11 AM	AMER	Other
FY22 - AMER - Net New Dem...	5/27/2022, 11:14 AM	AMER	Social Media
FY22 - AMER - Net New Dem...	5/27/2022, 11:12 AM	AMER	Paid Advertising

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Campaign Management for Optimal Reporting

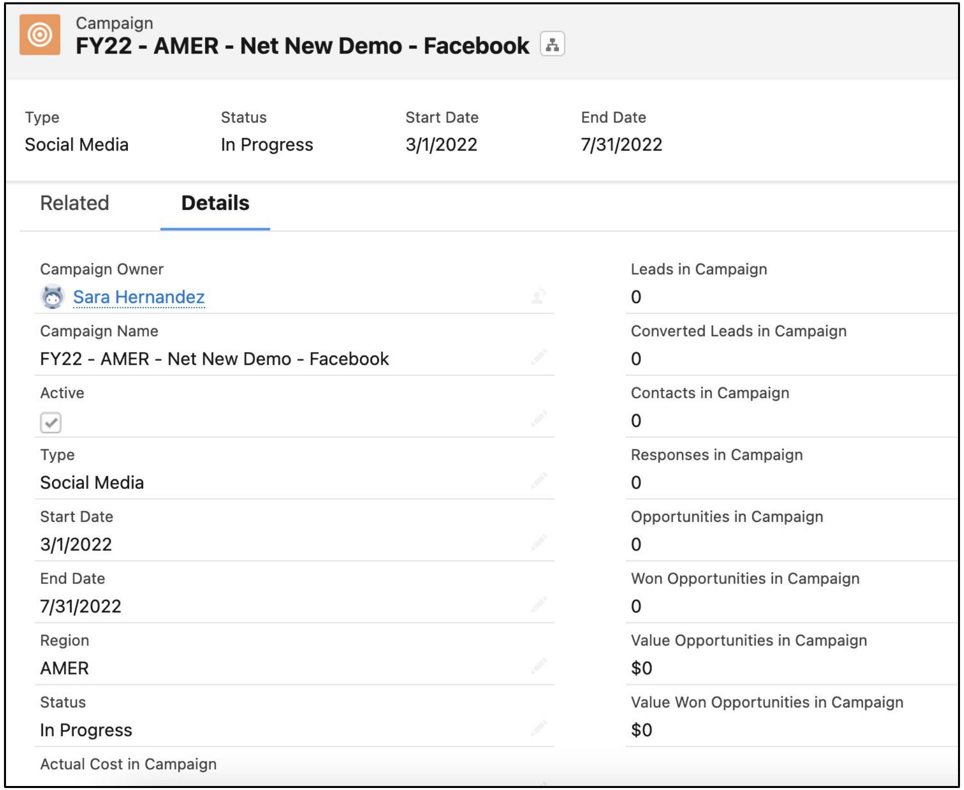
My Campaign member statuses may look like this…

Campaign Member Statuses (3) New | Change Default Status

Member Status	Is Default	Responded	Last Modified Date
Demo Completed	☐	☐	5/27/2022, 11:19 AM
Demo Requested	☐	☑	5/27/2022, 11:18 AM
Landing Page View	☑	☐	5/27/2022, 11:18 AM

Campaign Management for Optimal Reporting

My Campaign page layout may look like this…



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Campaign Management for Optimal Reporting

My Pardot automations may look like this…

Completion Actions

Action	Campaign	Campaign Member Status
Add to campaign	FY22 - AMER - Net New Demos - Facet	Demo Requested

\+ Add Action \+ Add Conditional Group

Google Analytics Parameters

Full Destination URL	http://www3.lenoxsoft.com/l/301942/2021-08-20/2r4tl?utm_sourc...
Source	Facebook
Medium	
Term	
Content	
Campaign	Net New Demos

Completion Actions

Add to CRM Campaign FY22 - AMER - Net New Demos - Facebook - Landing Page View

Rules

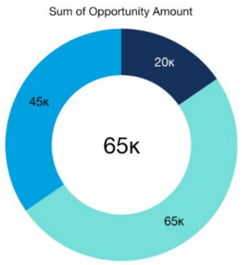
Prospect landing page Prospect has successfully completed Net New Demos - Facebook

Actions

Add to CRM Campaign FY22 - AMER - Net New Demos - Facebook - Demo Requested

Campaign Management for Optimal Reporting

To make a report that looks like this…



Campaign Name ↑	Stage ↑	Responded	Primary Campaign Source	Opportunity Amount	Oppt Close Date	Model Name	Influence (%)	Revenue Share
Events Opt-In (1)	Negotiation/Review (1)	☐	☐	$20,000.00	9/30/2022	Even Distribution Model	50.00%	$10,000.00
	Subtotal			$20,000.00				
Subtotal				$20,000.00				
FY22 - AMER - Net New Demos - Facebook (3)	Negotiation/Review (1)	☑	☑	$20,000.00	9/30/2022	Even Distribution Model	50.00%	$10,000.00
	Subtotal			$20,000.00				
	Closed Won (2)	☑	☑	$10,000.00	7/20/2022	Even Distribution Model	50.00%	$5,000.00
		☑	☑	$35,000.00	7/20/2022	Even Distribution Model	50.00%	$17,500.00
	Subtotal			$45,000.00				
Subtotal				$65,000.00				
Social Media (2)	Closed Won (2)	☐	☐	$10,000.00	7/20/2022	Even Distribution Model	50.00%	$5,000.00
		☐	☐	$35,000.00	7/20/2022	Even Distribution Model	50.00%	$17,500.00
	Subtotal			$45,000.00				
Subtotal				$45,000.00				
Total (6)				$65,000.00				

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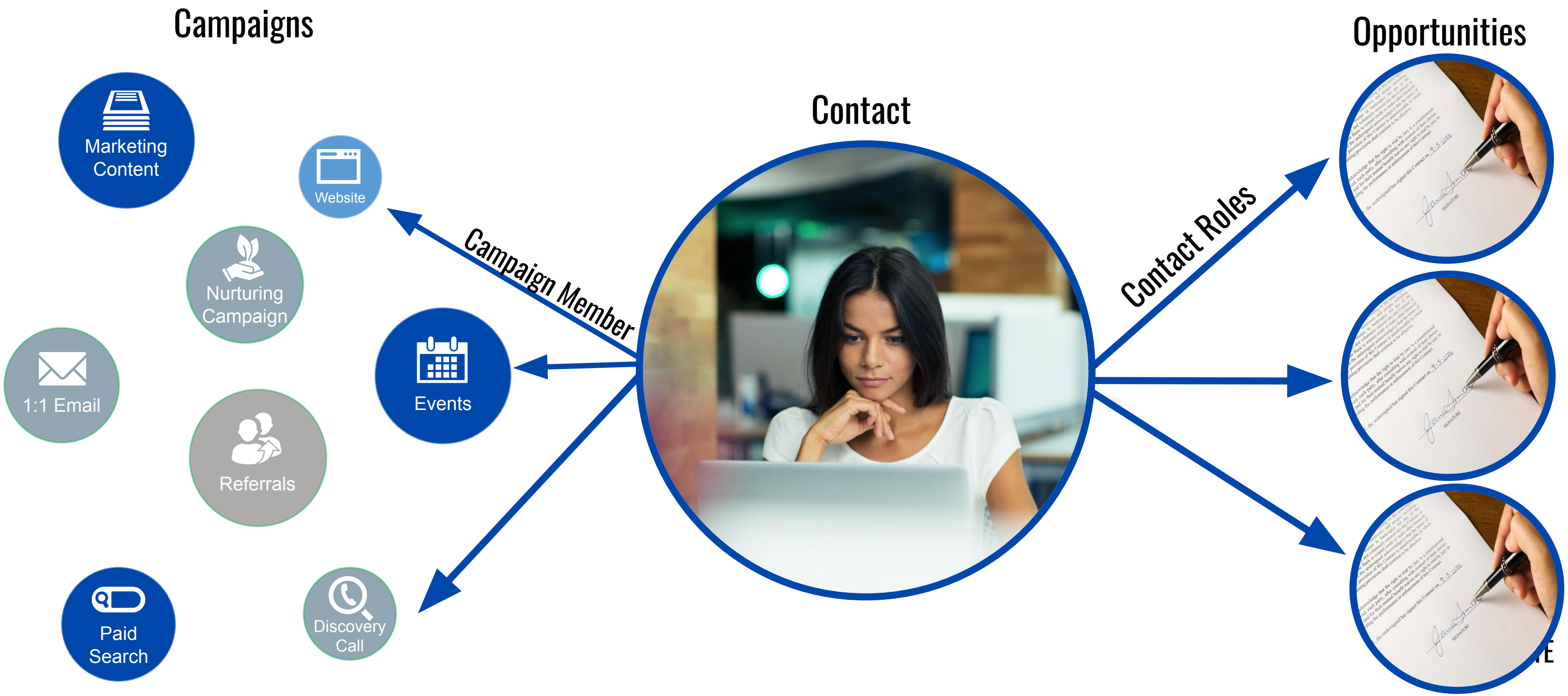
GRAND FINALE: Let's Measure ROI

Let's bring this full circle. Heard of Campaign Influence?



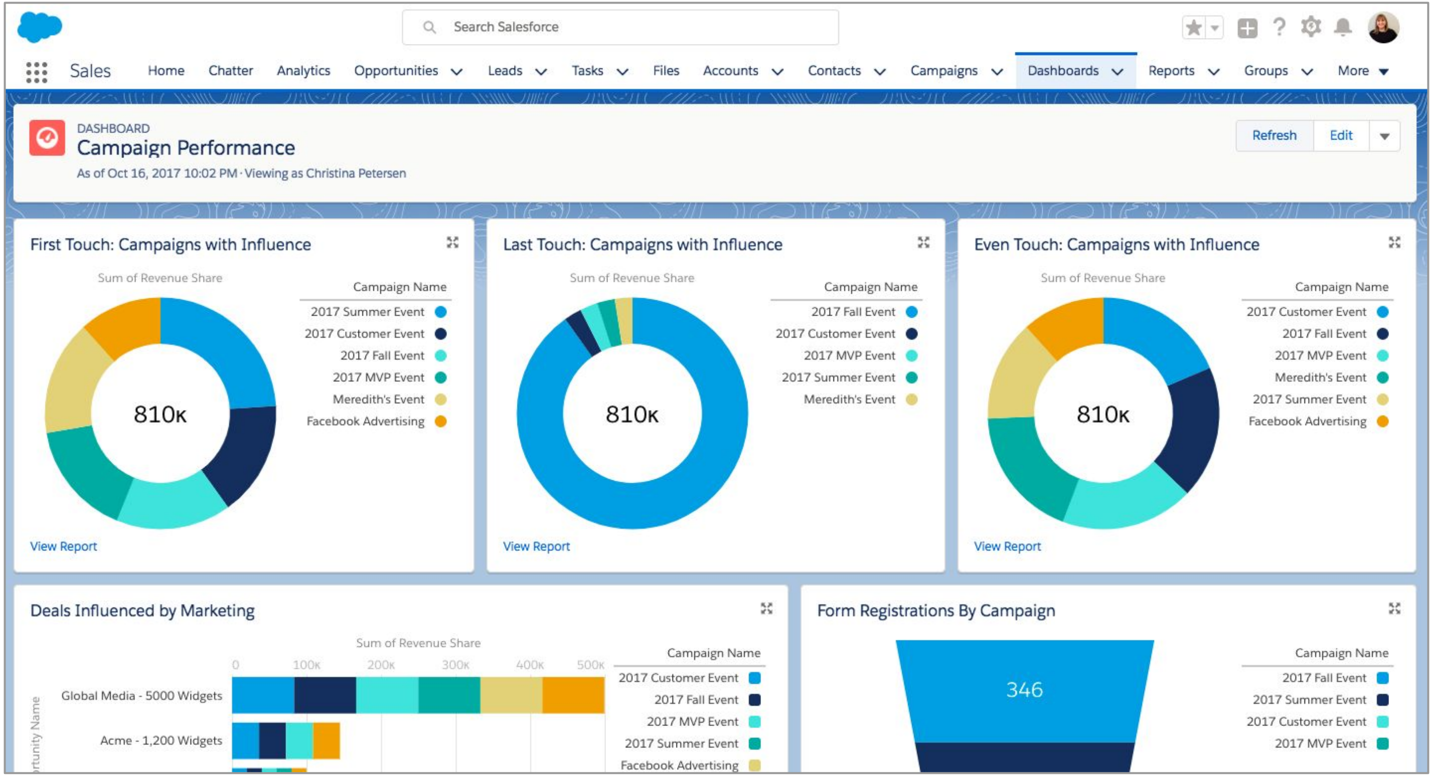
Let's Measure ROI

Customizable Campaign Influence

It's a way to connect Opportunity revenue to the initiatives, Campaigns, that helped create and close them. With customizable campaign influence, we have multiple ways to view how Campaigns influence Opportunities.

Let’s Measure ROI

It may look something like this…



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Other Metrics to Watch

These are not the fun numbers, but they are important.

- Ad spend
- Cost per acquisition
- Cost per conversion
- Conversion rate
- Martech costs
- Contractor/outsourcing costs

Marketing + Sales = BFFs 4Ever

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When Frenemies Are Made

^ For legal reasons this is a joke.

How often do the wires get crossed between Sales and Marketing? The answer is often.

When do we see conflict?

- Poor Lead quality
- Too many or too few leads generated
- Data inconsistencies
- Lack of communication

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Making Amends (and Dollars)

Lucky for us, we do coexist (in most cases) in the same CRM.

While effective reporting doesn’t solve every problem, it does give us a common ground to work from.

How can we prevent/resolve conflict?

- Use metrics as a discussion starter
- Let the numbers do the talking
- Build shared dashboards to look at Lead intake vs Lead conversion
- Be consistent with communicating the data

Final Remarks | Q&A

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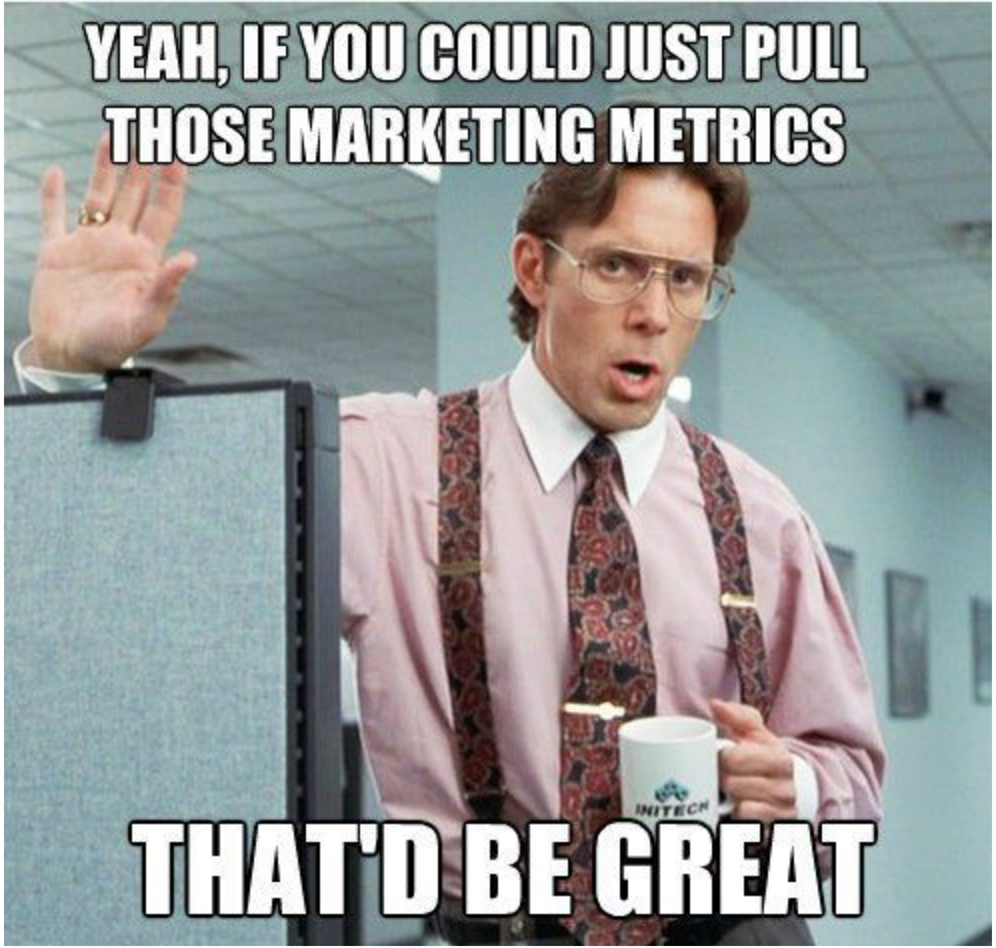
YEAH, IF YOU COULD JUST PULL
THOSE MARKETING METRICS
INITECH
THAT'D BE GREAT

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