



Adobe

Beyond the Basics: Marketo Reporting

Courtney Tobe | June 2020

#AdobeRemix
Craig Ward

Introduction

Courtney Tobe

Manager of Marketing Operations | AvidXchange
Marketo Power User Since 2014

ctobe@avidxchange.com

LinkedIn: /courtneytobe/

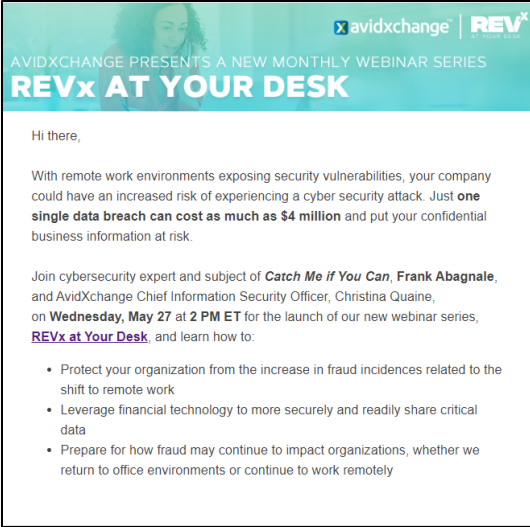
Twitter: @CourtneyTobe



Revenue-Driven Marketing

Email Service Provider

Email Opens



CTA Clicks



Marketing Automation Platform



Funnel Visibility and Velocity

Marketing's Contribution to Revenue and Program ROI



Today's Goal

Empower you with reports that leverage Marketo's full capabilities and enable you to answer the following questions:

- Which programs have the highest return on investment?
 - Program Performance Report
- Where do the people in your marketing database fall in your funnel, and how quickly are they moving through these stages?
 - Lead Lifecycle Model
 - Revenue Cycle Modeler
- Where can we cut back on spend and potentially reallocate dollars to make better use of my budget?
 - Program Analyzer Report



Adobe

Question 1: Which Programs Have the Highest Return on Investment?

Step 1: Start Associating Costs to Your Campaigns

- What Costs Should You Associate to Your Campaigns?
 - **Capture variable costs** vs. fixed costs.
 - **Variable costs:** production cost for direct mail, cost of speakers for webinars, online advertising budget
 - **Fixed costs:** headcount, capital resources
 - Can be difficult to calculate and add a layer of complexity
 - As a Marketer, the goal of your cost reporting is to **enable comparisons between Marketing campaigns/programs.**
 - You achieve an accurate comparison, by **CONSISTENTLY** excluding the fixed cost and capturing variable costs only.

Step 2: Leverage Marketo's Period Cost Functionality

- Program with costs associated, such as online advertising campaigns, direct mail, with it should be added as period costs with the appropriate month.
- Programs with no variable costs, such as web forms or email programs, add a period cost of \$0 or \$1 so it will pull into reporting.

The screenshot displays the Marketo interface for a program named 'BU-CS-NT-2020-Salesify Leads-1777'. The interface includes a navigation bar with tabs for 'Assets', 'Setup', 'My Tokens', and 'Members'. Below the navigation bar, there are buttons for 'New' and 'Program Actions'. The main content area shows the program name and a sub-name 'MA_PAID_Content Syndication_Salesify_2020'. Underneath, there is a 'View: Summary' dropdown. The 'Settings' section includes fields for 'Channel' (Online Advertising), 'Created' (May 28, 2020 1:27 PM EDT by Hallie Moser), and 'Last Modified' (May 28, 2020 1:30 PM EDT by Hallie Moser). The 'Results' section shows 'Total Members' (0), 'Acquired By' (0), 'Socially Acquired' (Calculate), and 'Success' (0 with a green checkmark). At the bottom, there is a section for 'Members by Program Status'.

Tracking Ongoing Costs

Ongoing costs, such as monthly online advertising fees, should be added each month.

Ongoing programs with no costs such as nurture or web forms, add multiple period costs when you do the initial setup of the program. For example: add 12 period costs of \$0 beginning with January.

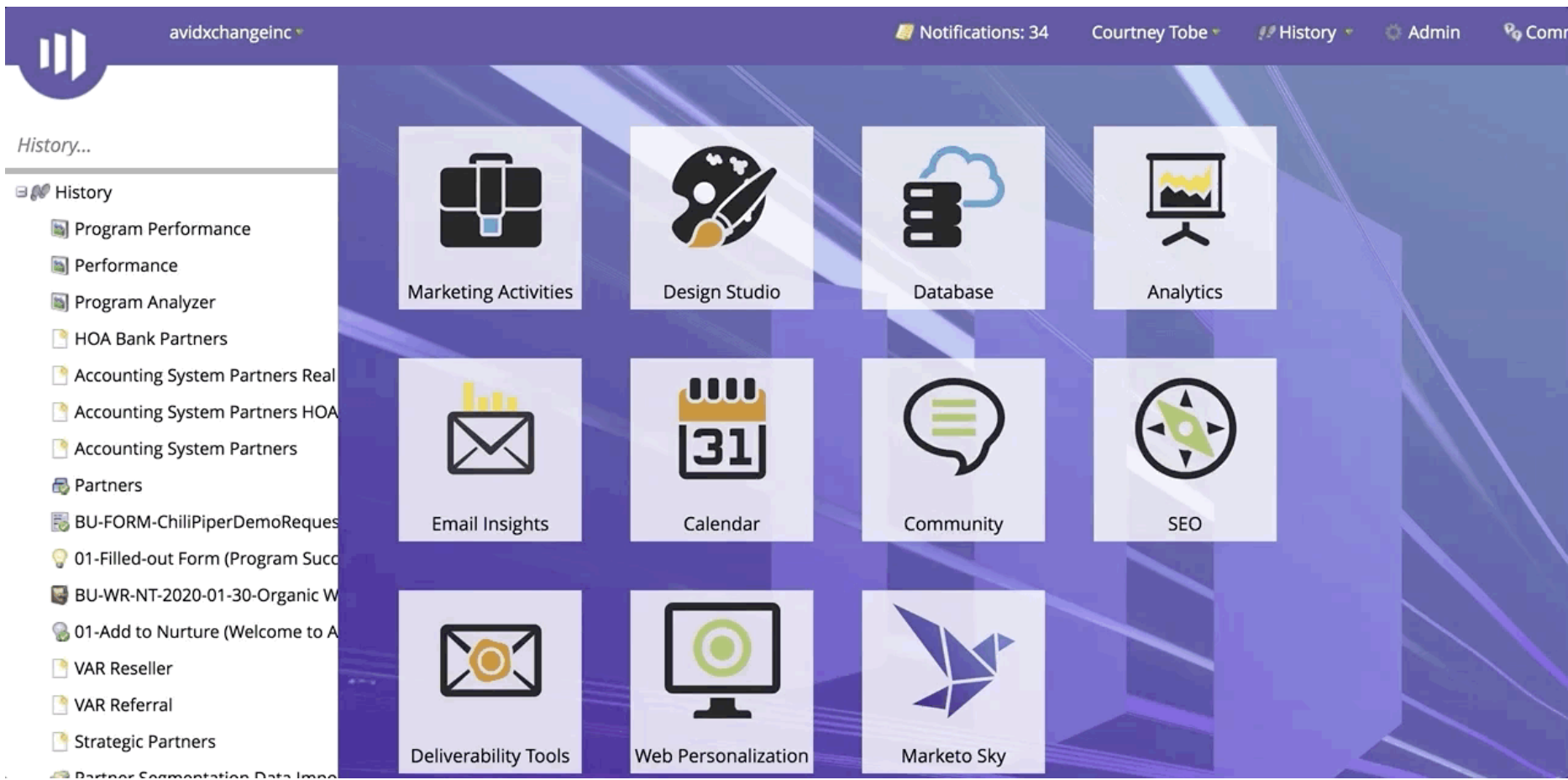
The screenshot displays the Adobe Analytics interface for a program named "BU-CS-NT-2020-Salesify Leads-1777". The top navigation bar includes tabs for "Assets", "Setup", "My Tokens", and "Members". Below the navigation, there are action buttons: "New", "Program Actions", "Edit", and "Delete".

The main content area is divided into two sections. On the left, under the "Summary" tab, there are sections for "Tags" and "Costs".

- Tags:**
 - Channel:** Online Advertising
 - Verticals:** Non Targeted
- Costs (Total: 500):**
 - Month:** 6/2020 **Cost:** 500 June budget for content syndication program

On the right side, there is a "Search..." sidebar with a list of navigation items: "Tags", "Verticals", "Costs", "Period Cost" (highlighted in orange), "Settings", and "Analytics Behavior".

Step 3: Measure ROI with the Program Performance Report



Easily track and measure the ROI on your programs. The report includes:

- Channel
- New Names
- Success
- Total Cost

Program Performance Report Filtering Options

Filter by:

- Channel type to bring in program statuses.
- Tags you have set up, ie: verticals, marketing managers, etc. to get a clear view of just programs related to those tags
- Period costs occurred in a certain time frame.

Important to note: this report can't be filtered by program date range, it only allows you to have an all time view.

Ty...	Name	Value
Settings	Export Rows Available	5,000
Filters	Period Cost	Jan, 2020 - May, 2020
	Channel	Webinar

Search...

- Settings
- Export Rows Available
- Filters
- Tags
- Channel
- Verticals**
- Archived Programs
- Period Cost
- Programs

Key Takeaway

- Monitor Program ROI
 - If you continue to see high cost programs that are not generating results, you may need to take a step back and re-evaluate.
 - Instead, you can funnel those dollars into programs that consistently generate net new leads and return results.
 - Be sure to take performance by program types into account, however, because certain program types are better at generating net new leads, while others are more effective at closing business.



Adobe

Question #2:

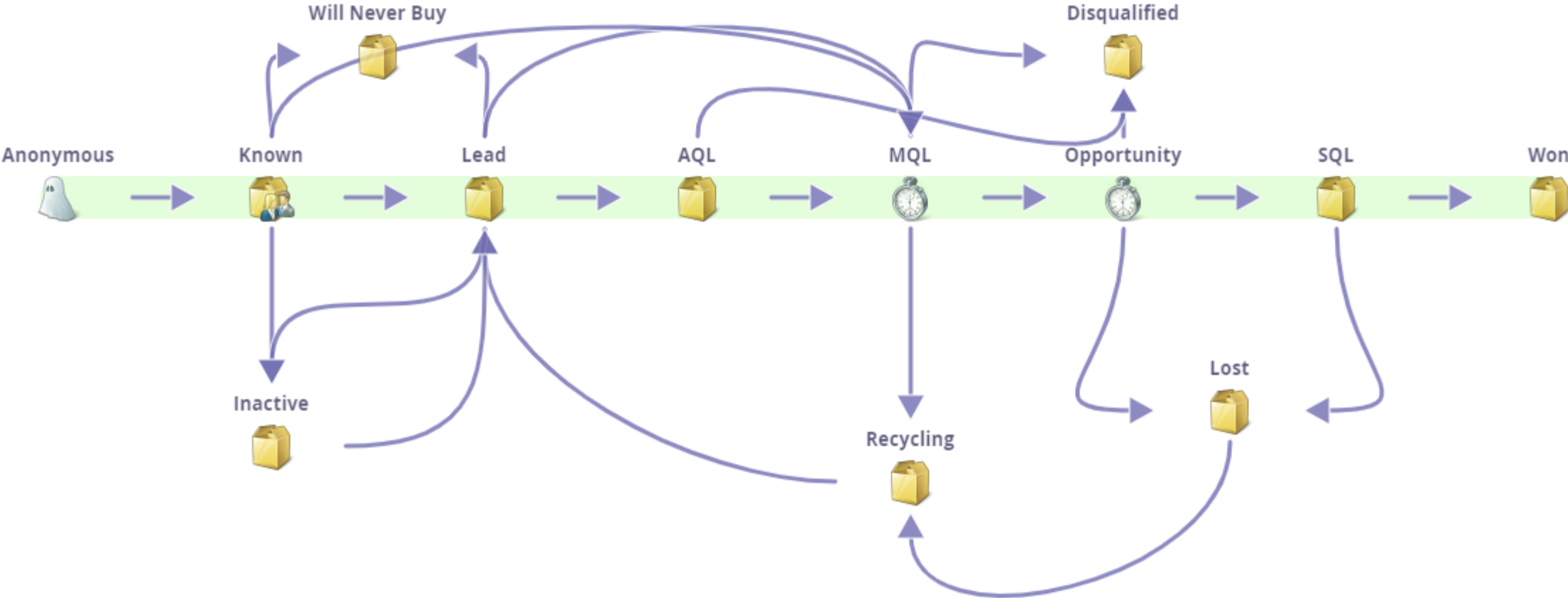
Where do the people in your marketing database fall in your funnel, and how quickly are they moving through these stages?

Step 1: Develop Your Lead Lifecycle Model

- What is a Lead Lifecycle Model?
 - Refers to how your company manages the life of a lead from the moment it appears in Marketo through to opportunity close
 - Defines where a record can live, how a person moves through the lifecycle, and engagement with each person at each stage.
- A lifecycle model helps you:
 - Know what stage a person is in
 - Prevent leads from falling out of the funnel or being neglected
 - Report on conversion rates from stage to stage

- ▢ 📁 GLO-Lead Lifecycle
 - ▢ 📁 GLO-BU-OP-Acquisition Lifecycle
 - ▢ 📁 Campaigns
 - ▢ 📁 01 Success Path
 - 💡 01-Known
 - 💡 02-Lead
 - 💡 03-AQL
 - 💡 04-MQL
 - 💡 05-Opportunity
 - 💡 06-SQL
 - 💡 07-Won

Revenue Cycle Modeler



Step 2: Build Your Lifecycle Model In Marketo

1. Build an Operational (Default) Program to house your Lifecycle Model
2. Create a Lifecycle Status field in the field management section of Marketo
3. Build out Smart Campaigns within your lifecycle model program to push the People in your database into the correct lifecycle statuses.

Note: When you first launch your lifecycle model you will need to build a smart campaign to retroactively enroll the current People in your database into the correct stages.

The screenshot displays the Marketo user interface for 'avidexchangeinc'. The top navigation bar includes 'Notifications: 34', 'Courtney Tobe', 'History', 'Admin', 'Community', and 'Help'. The main content area is titled 'Marketing Activities - Global (Default)' and features a sidebar with a hierarchical menu. The 'Programs' section lists actions like 'Visualize ongoing campaigns', 'Manage all assets from a single view', and 'Measure program success'. The 'Smart Campaigns' section lists 'Build and execute batch campaigns', 'Manage, nurture, and score people', and 'Automate marketing processes'. A large area on the right is blocked by a message: 'Adobe Flash Player is blocked'.

Step 2: Build Your Lifecycle Model in Marketo

The screenshot displays the Marketo user interface for a campaign named "GLO-Lead Lifecycle". The top navigation bar includes the user name "avidxchangeinc", notification count "34", and user "Courtney Tobe". The main navigation tabs are "GLO-Lead Lifecycle", "Campaign Activity", "My Tokens", and "Results". The left sidebar shows a tree view of marketing activities, with "GLO-Lead Lifecycle" selected. The main content area is divided into three sections: "Smart Campaigns" (with a sub-section "Smart Campaigns in this campaign folder"), "My Tokens" (with "My Tokens for this campaign folder"), and "Results" (with "View combined campaign activity"). A table titled "Email" is visible, showing columns for "Email Name", "Sent", "Delivered", "% Deliv...", "Hard B...", "Soft Bo...", "Pen...", "Open...", and "% Op...". The table content is currently empty, displaying "No email activity".

- Tip: If you need some help getting started, you can import a basic lead lifecycle program from the Marketo Program library to use as a starting place.

Step 3: Visualize People by Revenue Stage



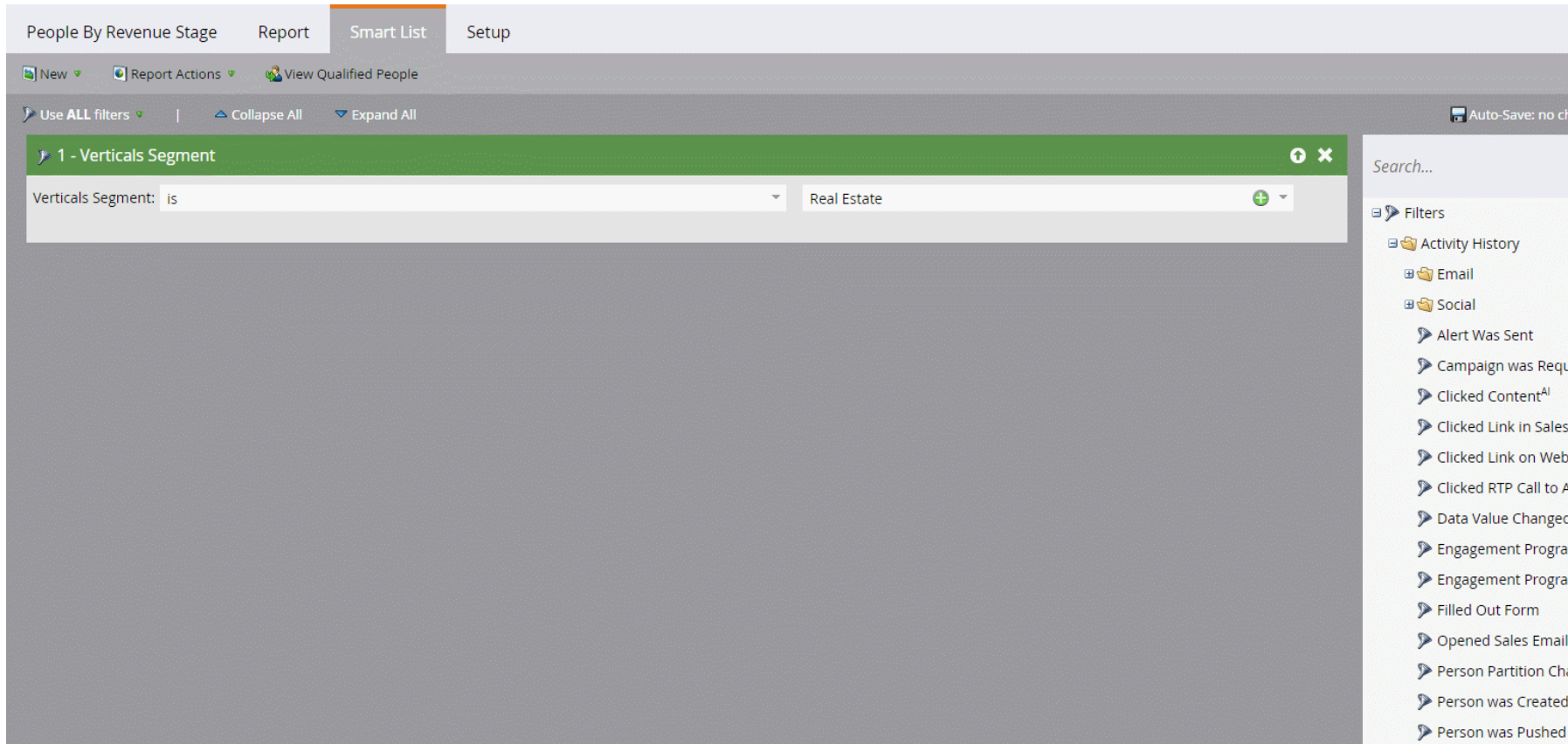
The screenshot shows a report interface with a header 'Person Created At: All Time'. Below the header is a table with two columns: 'Person Revenue Stage' and 'Total People'. The table is grouped by 'Person Revenue Stage'. The data rows are: Won (87,833), Will Never Buy (1,305), SQL (1,068), Recycling (75), Opportunity (140), MQL (2,773), Lost (6,738), Lead (9,516), Known (213,108), Inactive (95,166), Disqualified (11,403), AQL (77), and a Total row (429,202).

Person Revenue Stage	Total People
Group by Person Revenue Stage	
Won	87,833
Will Never Buy	1,305
SQL	1,068
Recycling	75
Opportunity	140
MQL	2,773
Lost	6,738
Lead	9,516
Known	213,108
Inactive	95,166
Disqualified	11,403
AQL	77
Total:	429,202

If you've purchased RCM, you can leverage the People by Revenue Stage report to easily identify what revenue stage the people in your database are in.

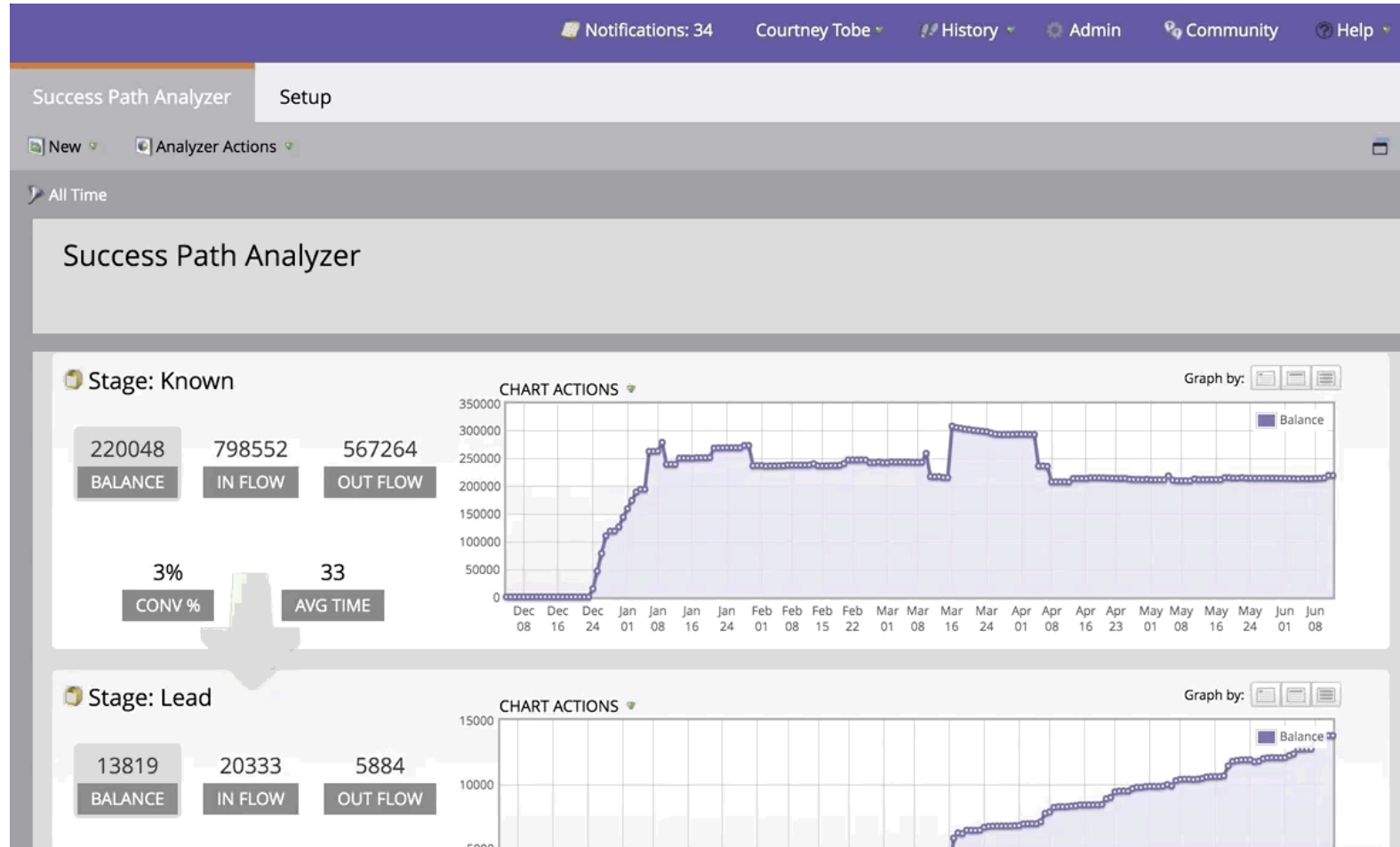
Note: If you did not purchase Revenue Cycle Modeler, you can still view how many people in your database fall into each Lifecycle Status by leveraging Marketo's segmentation functionality. You could simply build a segmentation for each lifecycle status to get a similar view to the People by Revenue Stage report.

People by Revenue Stage Filtering Options



- Filter by date range and smart list criteria
- Add custom Smart List columns
- Pull in Opportunity Data by Revenue Stage
- Group people by fields other than Revenue Stage
- Drill down to see specific field breakdown by revenue stage

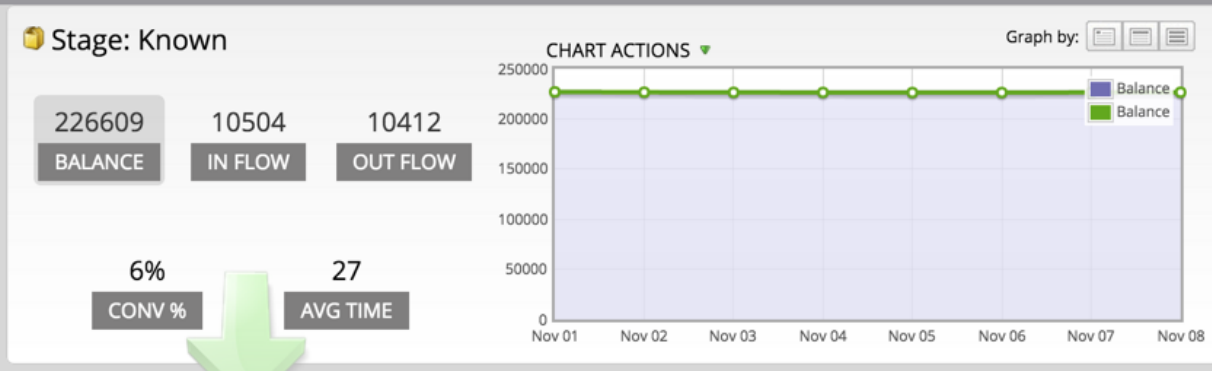
Step 4: Visualize Funnel Velocity with Success Path Analyzer



Explore the specific details that reflect both flow (amount) and velocity (speed, in terms of days) of people through the stages of your Revenue Cycle Model.

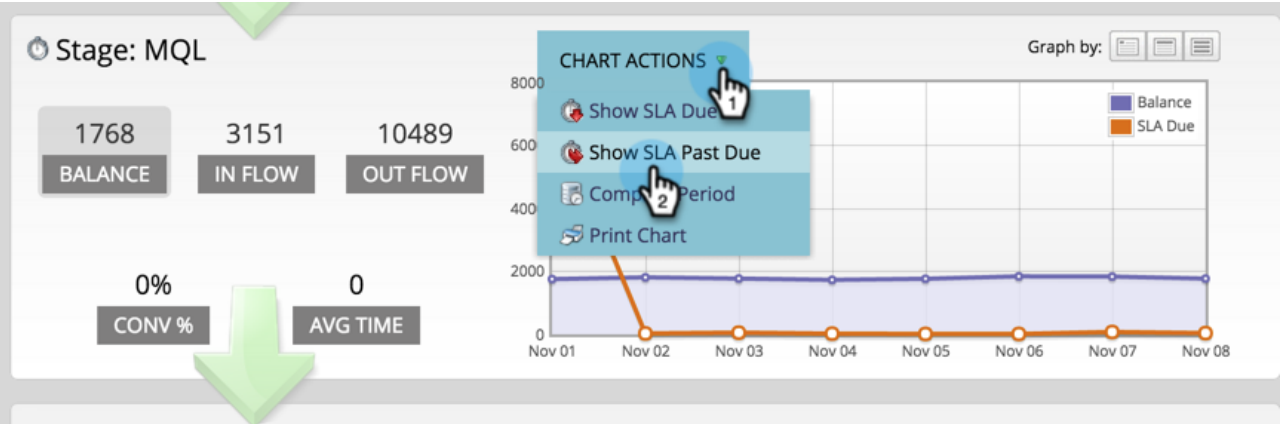
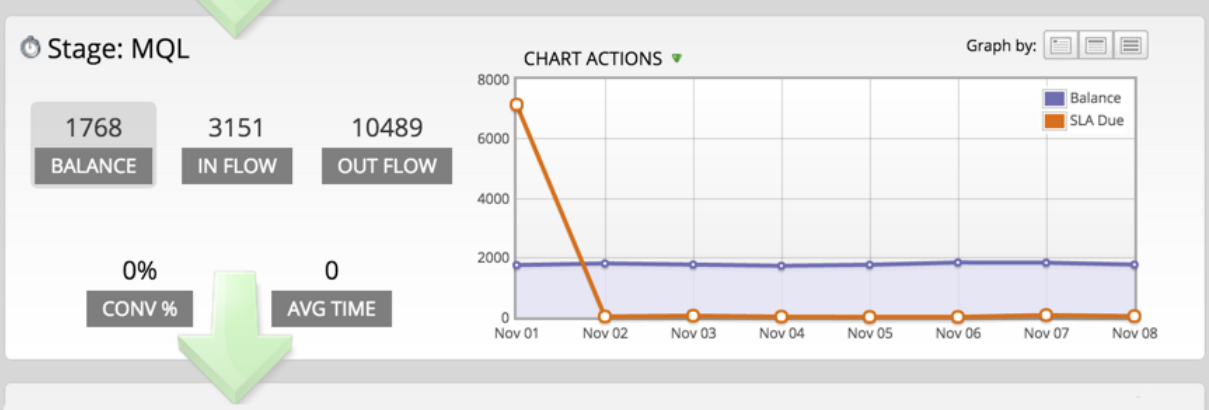
- Click Out Flow to graph how many people exited the stage
- Click Conv % to graph the conversion rate from this to the next stage
- Click Avg Time to see how long people spent in this stage before moving to the next stage

Step 4: Visualize Funnel Velocity with Success Path Analyzer



Drill down to compare data to a different time period of the same length.

For stages with an SLA, you can filter by Show SLA Due to show every person who missed an SLA target within the specified time frame.



You can filter by Show SLA Past Due to show all people with expired SLA targets who are still in the SLA stage at the end of the specified time period.

Key Takeaway

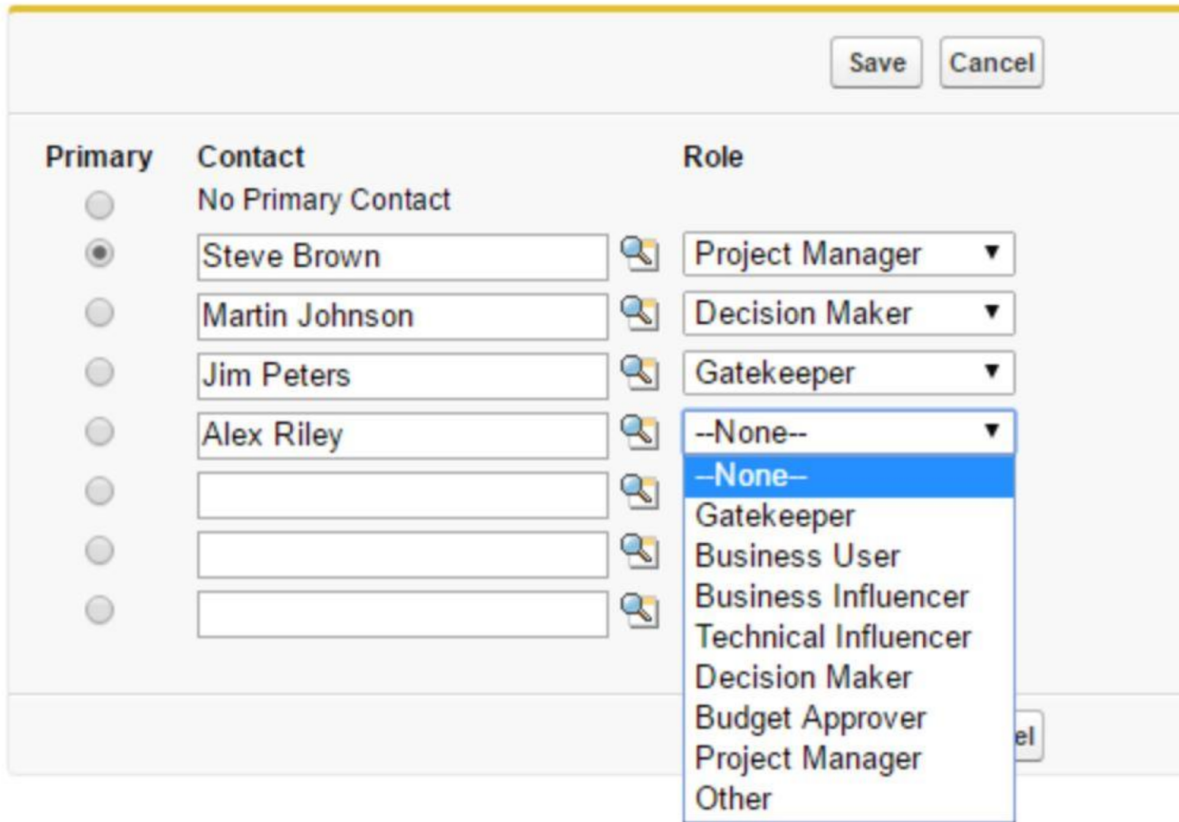
- Identify Roadblocks
 - If you notice that many of your leads are getting stuck in a certain stage of your funnel without progressing, you might need to dig deeper to uncover why they're getting stuck.
 - Tips for troubleshooting:
 - Pull a Smart List of leads who are currently in that Lead Lifecycle stage and look at their activity records.
 - Are there any patterns that you can identify?
 - Are they flowing through the same programs?
 - Do they look like a fit for your business?
 - When was the last time that audience has been touched?



Adobe

Question 3: Where Can We Cut Back on Spend and Potentially Reallocate Dollars to Make Better Use of My Budget?

Step 1: Tie Your Marketing Programs to Revenue



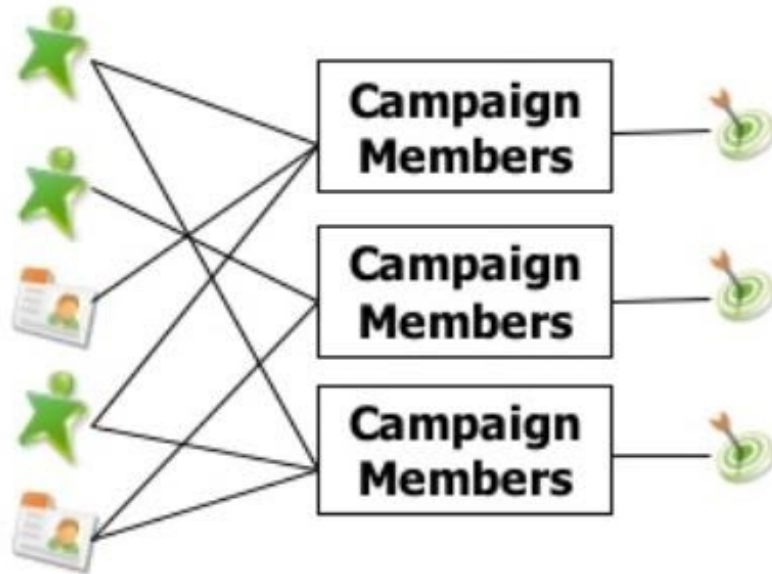
The screenshot shows a CRM interface with a table of contacts and their roles. At the top right, there are 'Save' and 'Cancel' buttons. The table has three columns: 'Primary', 'Contact', and 'Role'. The 'Primary' column has radio buttons. The 'Contact' column has text input fields with search icons. The 'Role' column has dropdown menus. The first row is 'No Primary Contact'. The second row has 'Steve Brown' as the contact and 'Project Manager' as the role. The third row has 'Martin Johnson' as the contact and 'Decision Maker' as the role. The fourth row has 'Jim Peters' as the contact and 'Gatekeeper' as the role. The fifth row has 'Alex Riley' as the contact and '--None--' as the role. A dropdown menu is open for the fifth row, showing options: '--None--', 'Gatekeeper', 'Business User', 'Business Influencer', 'Technical Influencer', 'Decision Maker', 'Budget Approver', 'Project Manager', and 'Other'. The first two options are highlighted in blue.

Primary	Contact	Role
<input type="radio"/>	No Primary Contact	
<input checked="" type="radio"/>	Steve Brown	Project Manager
<input type="radio"/>	Martin Johnson	Decision Maker
<input type="radio"/>	Jim Peters	Gatekeeper
<input type="radio"/>	Alex Riley	--None--
<input type="radio"/>		--None--
<input type="radio"/>		Gatekeeper
<input type="radio"/>		Business User
<input type="radio"/>		Business Influencer
<input type="radio"/>		Technical Influencer
<input type="radio"/>		Decision Maker
<input type="radio"/>		Budget Approver
<input type="radio"/>		Project Manager
<input type="radio"/>		Other

People must be associated with the Deal/Opportunity/Account to be tied to Revenue.

- Must use contact roles on your opportunities

Step 2: Tie People to the Correct Program or Campaign

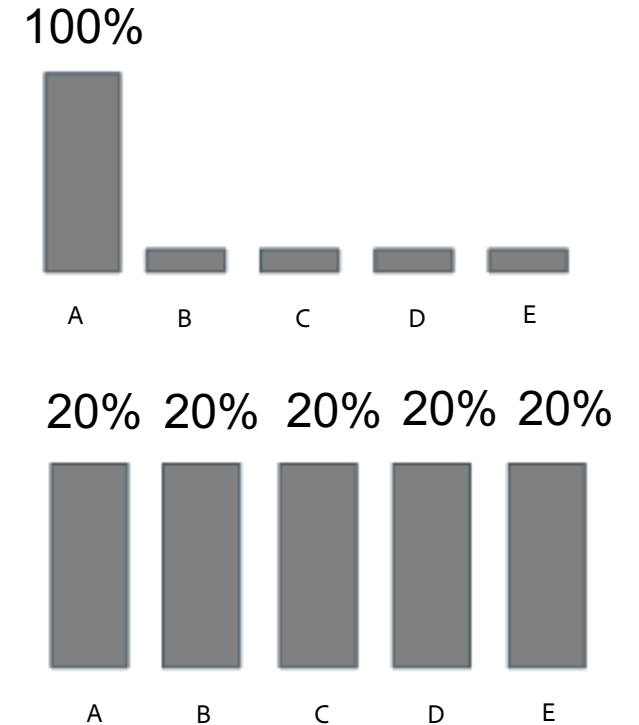


People must be associated with the correct Marketing Program or Activity in order for you to successfully gauge program success.

Campaign History		Add to Campaign		
Action	Campaign Name	Start Date	Type	Status
Edit Del View	2013 Q3 Email Newsletter	9/1/2013	Email	Sent
Edit Del View	2013 Direct Mail Piece	7/1/2013	Advertisement	Sent
Edit Del View	2014 Direct Mail Piece	9/1/2013	Advertisement	Sent

Step 3: Revenue Attribution

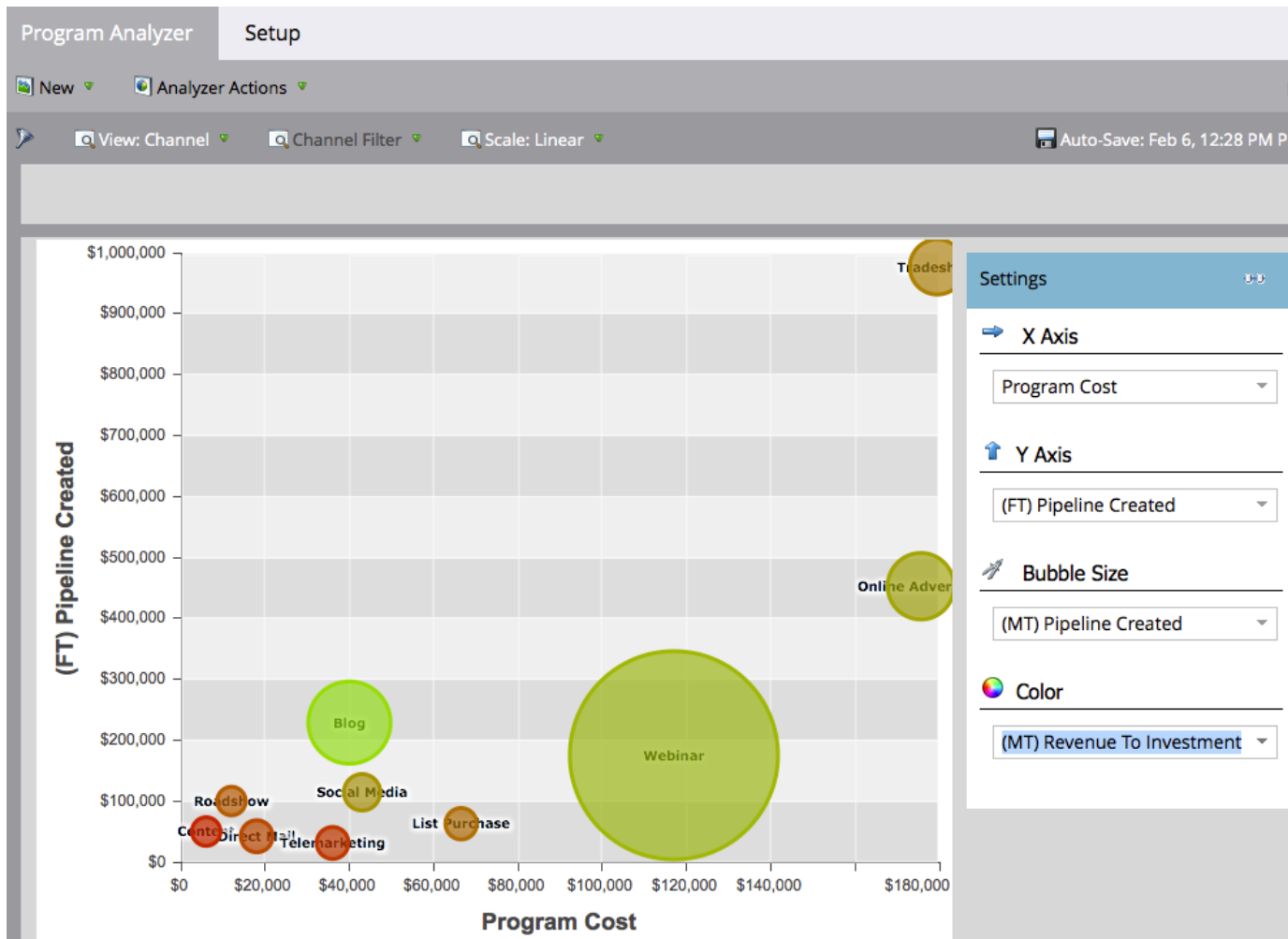
- Attribution Models: Determine how revenue/value is assigned to touchpoints
 - **First Touch (FT) Attribution Model** – 100% of Revenue credit is given to the first touchpoint.
 - **Multi-Touch (MT) Attribution Model** – Revenue credit is evenly split among each touchpoint.



Step 4: Ensure Marketo Programs Are Fully Setup

- Must be using period cost for this reporting type to be effective
 - If you want your programs without a period cost to be included in this reporting, put \$0 in period cost of the program setup.
- Program statuses must be included in your Marketo Programs.
- Program success must be defined.

Step 5: Visualize Program Performance Using the Program Analyzer

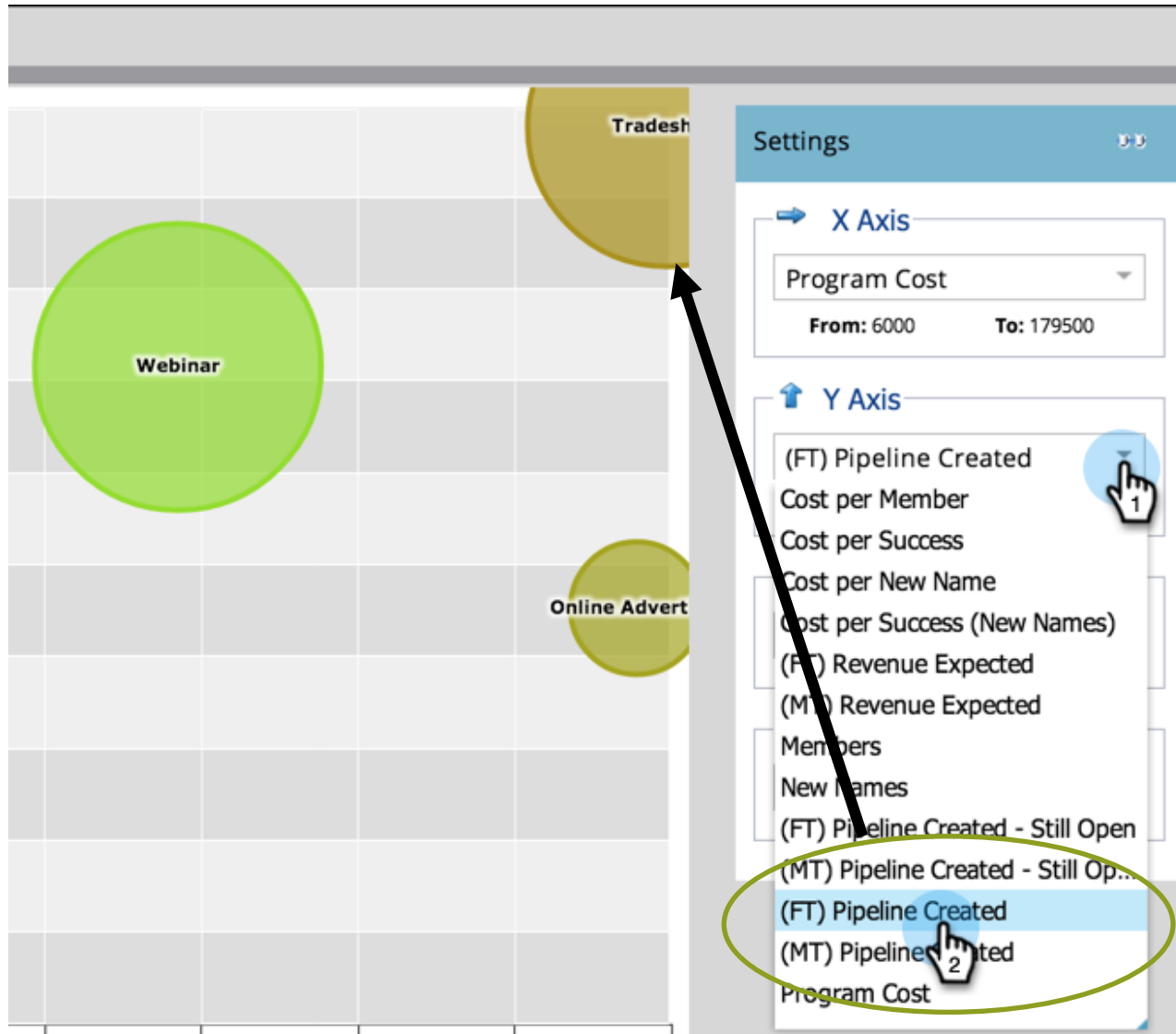


Visualize which programs and channels are performing the best by comparing every cost and return in detail, by program or channel.

This report type is only available if you have purchased Revenue Cycle Modeler.

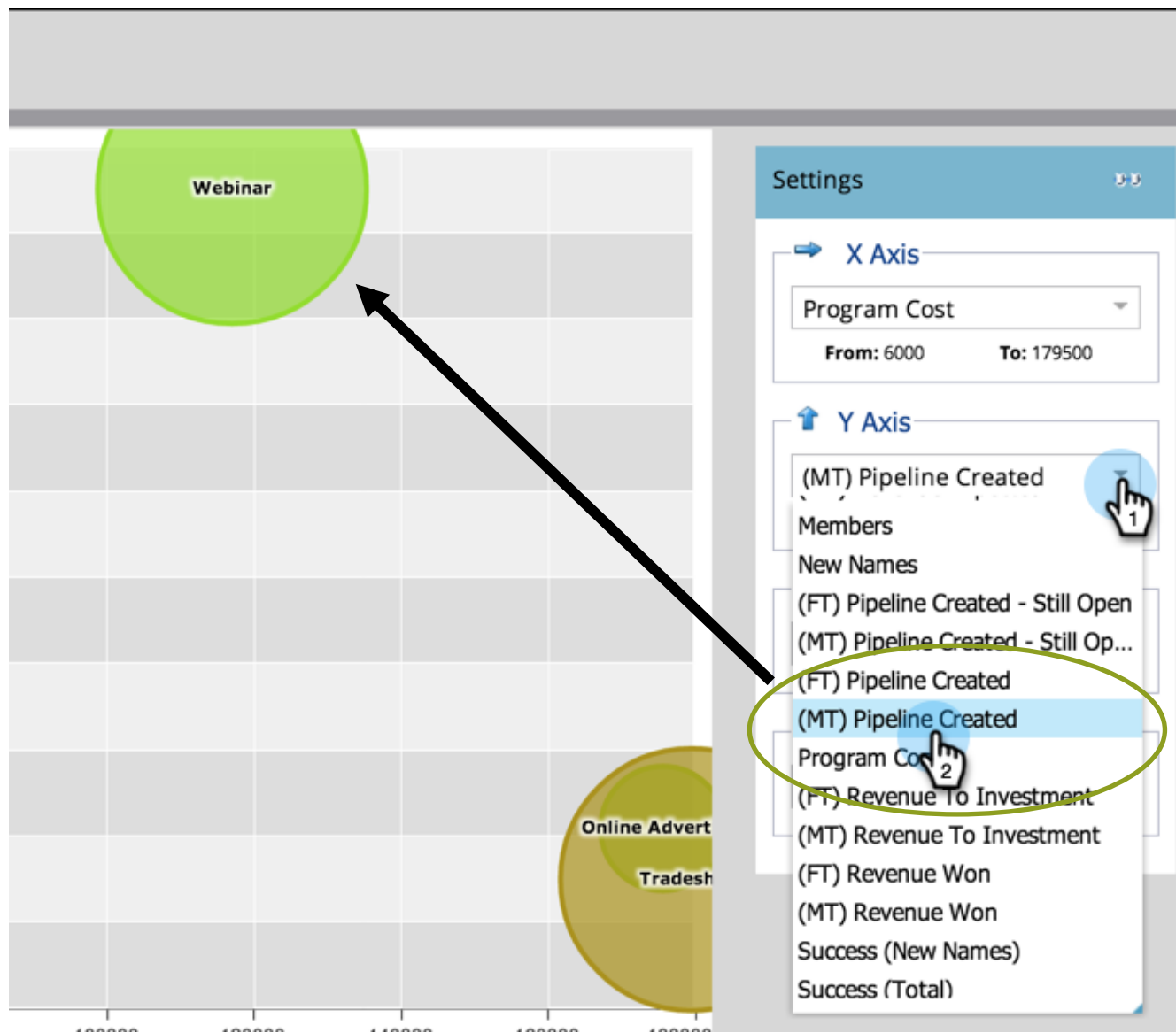
Note: If you do not have RCM, you can export the data from the Program Performance Report to try and create a similar view in Excel or your own reporting tool.

Step 6: Evaluate Channel Effectiveness



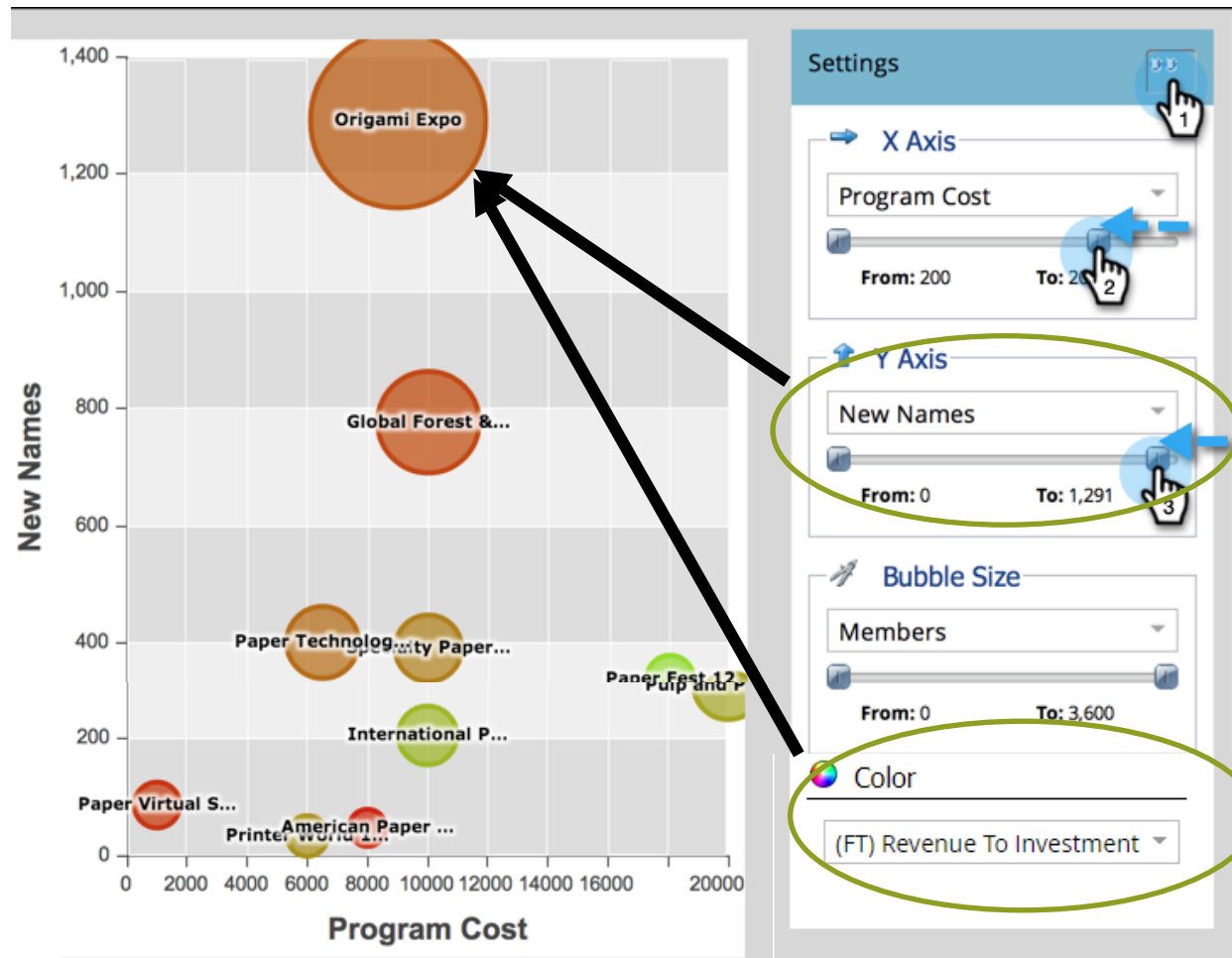
- In this example, we can see that the tradeshow channel is most effective in generating FT pipeline, but it is also the most expensive channel.

Step 6: Compare Channel Effectiveness



- In this example, we can see that the webinar channel is most effective in contributing to MT pipeline, and it is less expensive than Tradeshows and Online Advertising.

Step 7: Compare Program Effectiveness



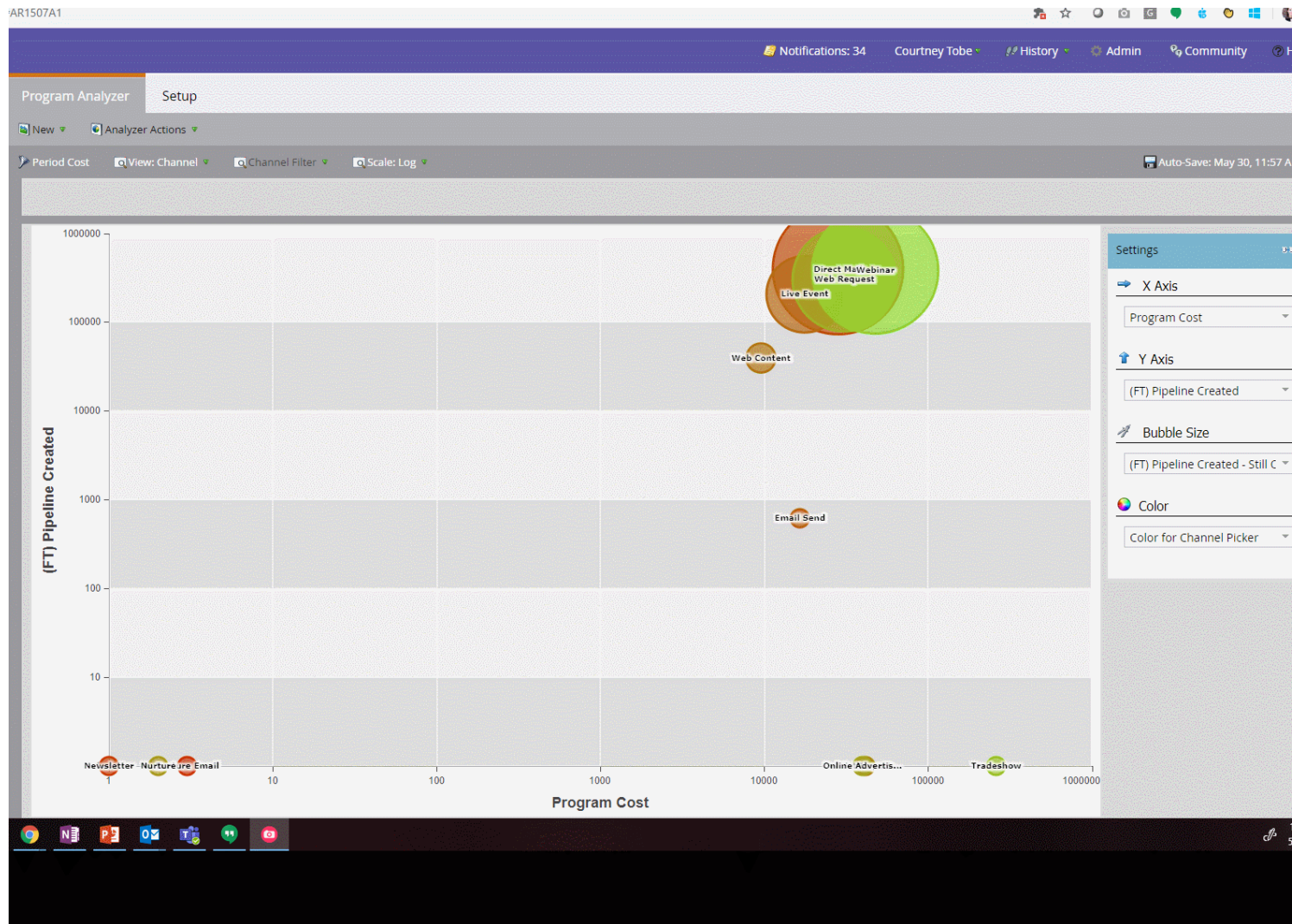
- You can also leverage this report to explore individual program performance by channel or compare channels.
- This example is showing Tradeshow program effectiveness at generating new names relative to cost.
 - While Origami Expo generated a lot of net new names, the red color is showing us that it wasn't that effective at generating revenue.

Step 7: Compare Program Effectiveness



- When we change the bubble size to report on (FT) Revenue Won instead of program members, you see that the size of Origami Expo's bubble gets much smaller, and that Paper Fest 12 had the best ROI and was also the most effective program at influencing revenue.

Program Analyzer Filtering Options



- Can filter x axis, y axis, bubble size and color by different criteria: For example, if you're wanting to measure which programs and channels are bringing in the most new members, instead of contributing to revenue you can.
- You can also drill down into individual channels or programs to view specifics.

Key Takeaway

- Visualize both program and channel effectiveness by different attribution models and different program success metrics.
 - Some programs will be better at generating net new leads, while some will be better at closing business.
- If a program that is effective at generating net new leads, never results in closed business, however, you might want to re-evaluate the quality of these leads and determine if it would be worth putting your dollars toward programs that generate net new leads and also result in closed business over time.

How Can I Get Started?

- Marketo Product Docs
 - [Period Costs](#)
 - [Program Performance Report](#)
 - [Revenue Cycle Models](#)
 - [People by Revenue Stage Report](#)
 - [Create a Segmentation](#)
 - [Success Path Analyzer Report](#)
 - [Understanding Attribution](#)
 - [Compare Channel Effectiveness with the Program Analyzer](#)
 - [Compare Program Effectiveness with the Program Analyzer](#)
- **Marketo Community**
- **Marketo User Groups**
- **Let's Chat**
 - Ctobe@avidxchange.com
 - LinkedIn: /courtneytobe/

Questions?

