



Reporting for the C-Suite: Own a seat at the table with 5 key Marketo Engage reports

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Housekeeping



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Introduction

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Expectations vs Reality



What you think you want



What you actually want

How to get a seat at the table



SPEAK THE LANGUAGE OF THE C-SUITE = REVENUE



DON'T READ THE NEWS
MAKE THE NEWS



TELL A STORY WITH DATA

5 Key Reports

C-suite



Who are we marketing to



What marketing is happening



What are people doing



Where are people in the journey



What is the impact on revenue

Marketing Operations



Database



Program Performance



Scoring



Lifecycle



First Touch and Multi Touch Attribution

Things to look for



Data hygiene



Prioritize the actions that
will make the most impact



Look for patterns and
outliers

Who are you marketing to:



What the C-Suite cares about

Where are the new names coming from?

At what speed are they coming into the database?

Who are the types of people that are coming in by region, or personas that you care about?


Are we reaching the right people?


Are the people we are reaching want us to communicate to them?


Leads created by Lead Source by QTR

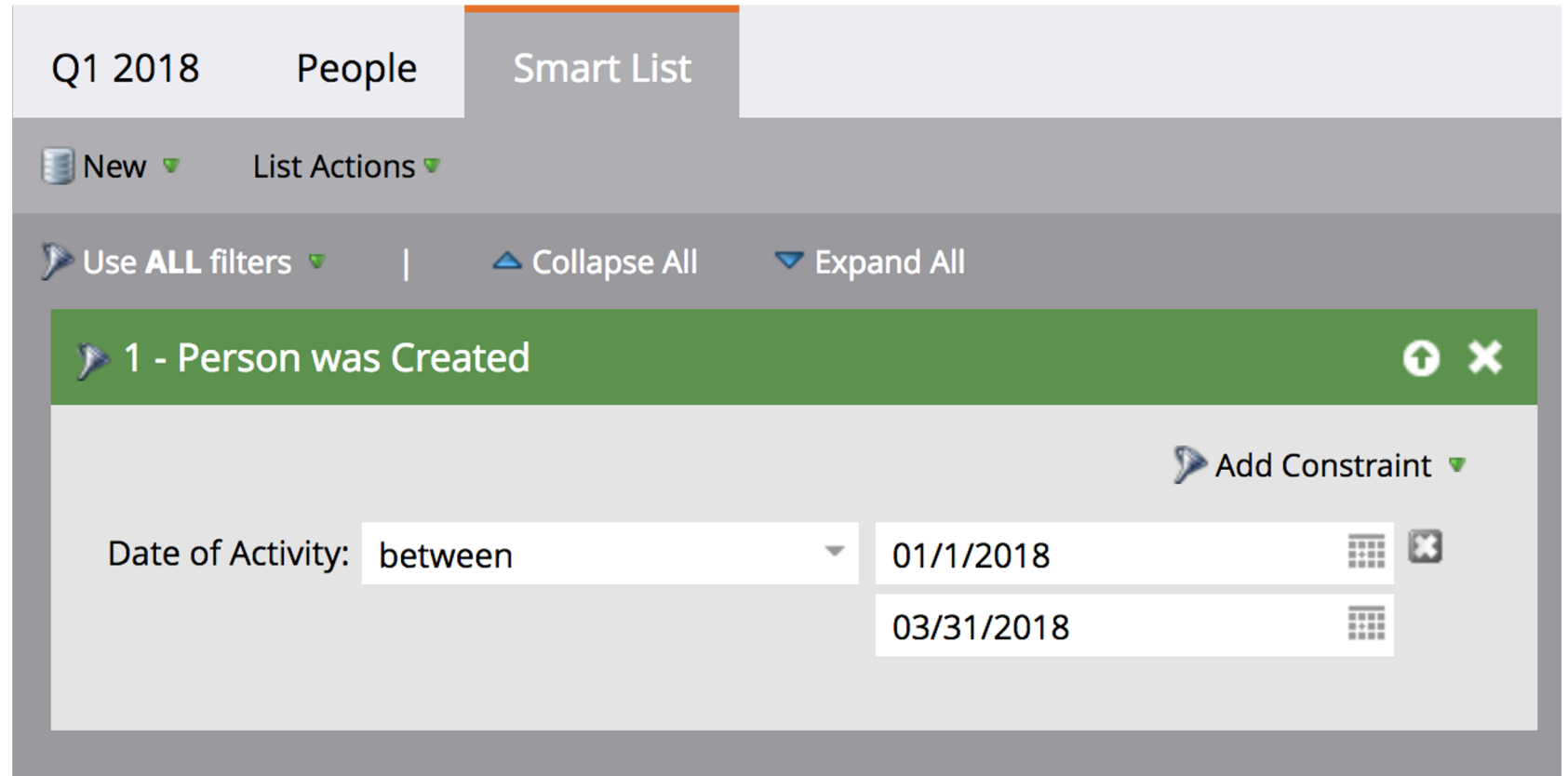
Lead Performance		Report	Smart List	Setup
New	Report Actions	Drill-Down		
Person Created At: This Year (Jan 1, 2018 - Dec 31, 2018 PDT)				
Person Source	Q1 2018	Q2 2018	Q3 2018	Total People
<input checked="" type="checkbox"/> Group by Person Source				
Tradeshow & Events	0	2,007	0	2,007
Purchased List	0	680	0	680
Internally Sourced	18	553	0	570
Website Direct	11	332	0	343
Paid Media	258	255	8	521
Webinar	53	76	0	129
Referral	15	51	1	67
Unknown	55	49	10	114

Step 1: Create Smart Lists

 Q1 2018

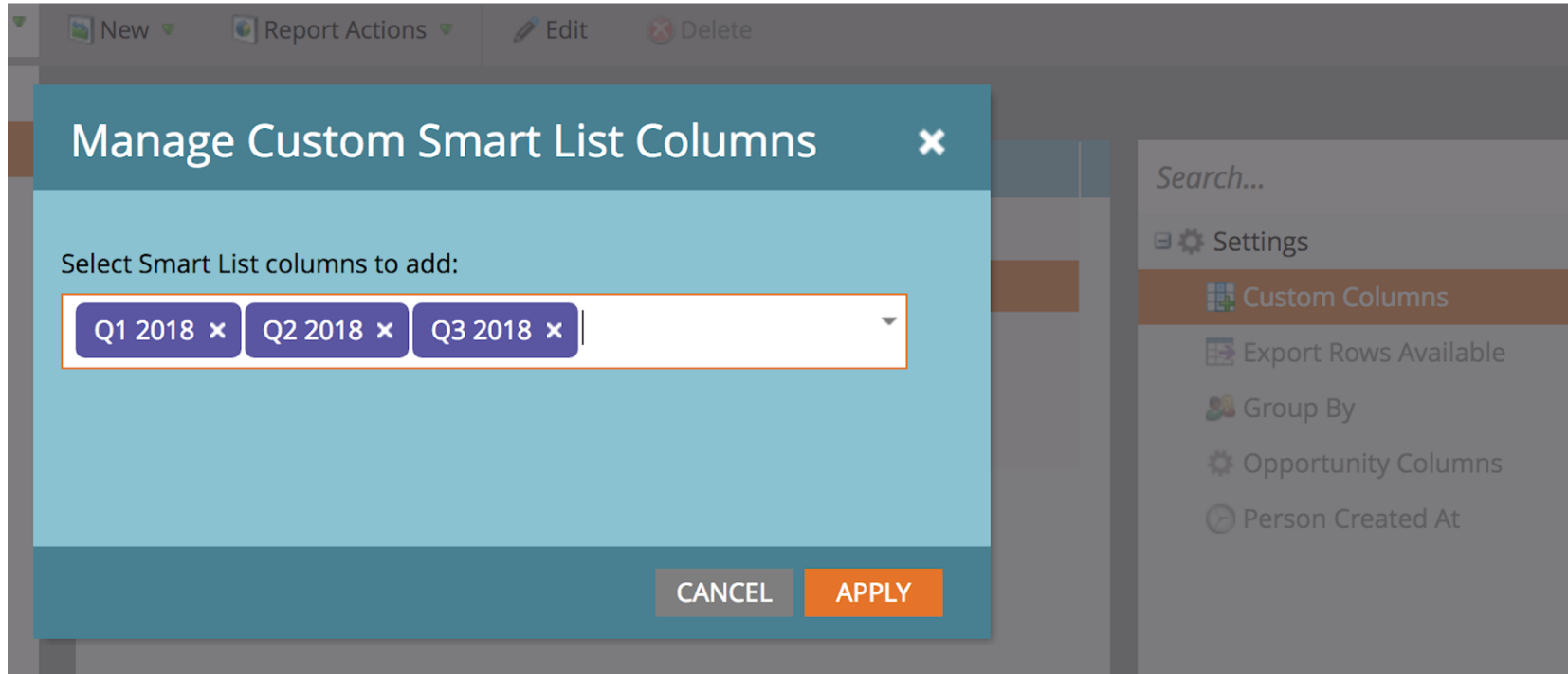
 Q2 2018

 Q3 2018



The screenshot shows the 'Smart List' tab in a software interface. At the top, there are tabs for 'Q1 2018', 'People', and 'Smart List'. Below the tabs, there are buttons for 'New' and 'List Actions'. A secondary bar contains 'Use ALL filters', 'Collapse All', and 'Expand All'. The main area features a green header with the text '1 - Person was Created' and a close button. Below this, there is an 'Add Constraint' button. The constraint is defined as 'Date of Activity: between' with a dropdown menu. Two date pickers are shown: the first is set to '01/1/2018' and the second to '03/31/2018'. Each date picker has a calendar icon and a close button.

Step 2: Add Custom Columns



Where are the leads coming from - Lead Source Reports

Person Source	Total People
Group by Person Source	
Tradeshow & Events	1,993
Purchased List	1,191
Internally Sourced	622
Website Direct	1,262
Paid Media	507
Webinar	651
Referral	598
Sales Generated	885
Organic Search	307
Social - Organic	17
Omega	265
Unknown	388
Forward to Friend	5
Website Referral	437

- Create 7 day, 30 day, All Time reports
- How many people have Lead Source = Empty
- Large number of Lead Source Values
- Identify how this field is being populated
- Read only in CRM
- Lead Source values that should be Lead Source Detail
- Lead Source Detail field on the contact object

CRM Field Map:

Lead_Source_Detail__c (SFDC Lead)

Lead_Source_Detail__c (SFDC Contact)

Where are the leads coming from - Lead Source Reports



Is the data clean?



How is the data being populated?

Locally vs Globally
Automated vs Manual



Who's looking at this report?

Where are the leads coming from - lead source reports



Original Source Type	Total People
<input checked="" type="checkbox"/> Group by Original Source Type	
List import	15,061
salesforce.com	2,399
Web page visit	1,482
Web service API	328
Web form fillout	692
New lead	50
Web link click	2
Munchkin API	2
Sales email	3
Total:	20,019

- Group by Original Source Type (System Field)

Lead Source – Next Steps

- Define and/or document your Lead sources (15 – 20)
- Differentiate from Lead Source Detail
- Set up an automated global lead sourcing program
- Lock down lead source editing from CRM/Sales
- Document
- Restate to new definitions


Acquisition program and why it matters

[-] Results		
Total Members:		260
Acquired By:		249
Socially Acquired:		Calculate
Success: 		260
[-] Members by Program Status		
01 Responded:		0
02 Engaged: 		260









Monitor the Creation Rate of Duplicates




 Duplicate Catcher




 Dupes Created




Dupes Created | **Smart List** | Flow | Schedule | Results



 New  Campaign Actions  View Campaign Members

 Use ALL filters |  Collapse All  Expand All

 1 - Duplicate Fields  

Field Name:  Email Address  

 2 - Created At  

Created At:  Yesterday 

Add them as a member

The screenshot displays the Adobe Campaign interface with the 'Flow' tab selected. The navigation bar includes 'Dupes Created', 'Smart List', 'Flow', 'Schedule', and 'Results'. Below the navigation bar, there are three main sections: 'New', 'Campaign Actions', and 'View Campaign Members'. The 'View Campaign Members' section is active, showing a 'Collapse All' and 'Expand All' option. A specific action, '1 - Change Program Status', is highlighted in a blue header bar with a close button. Below this header, there is an 'Add Choice' button and two dropdown menus: 'Program: Duplicate Catcher' and 'New Status: Operational > Member'.

Dupes Created Smart List **Flow** Schedule Results

New Campaign Actions View Campaign Members

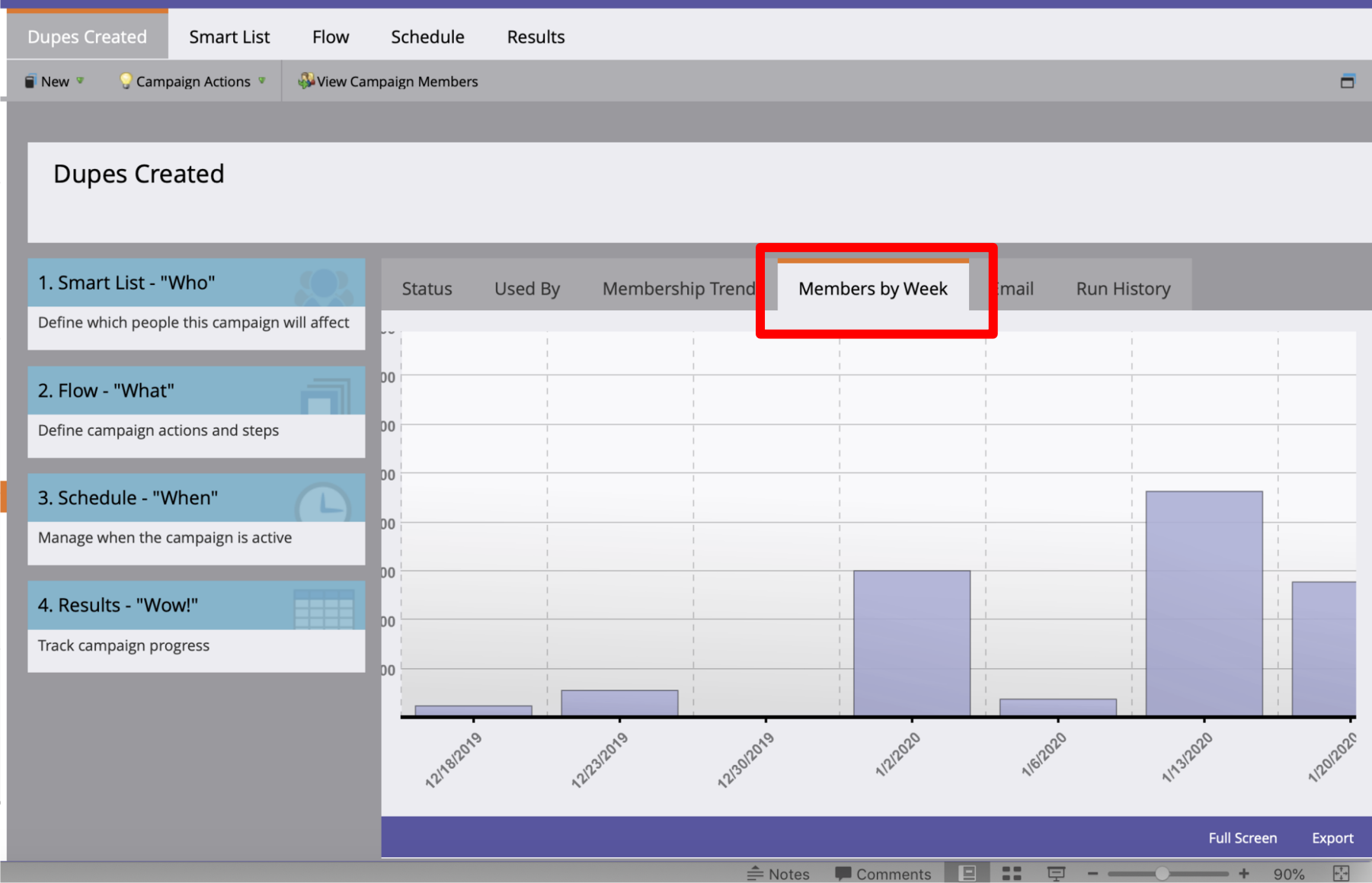
▲ Collapse All ▼ Expand All

➡ 1 - Change Program Status

➕ Add Choice

Program: Duplicate Catcher New Status: Operational > Member

Monitor Trends



Where are the duplicates coming from?

Registration Source Type ▼	Total People
<input checked="" type="checkbox"/> Group by Registration Source Type	
Web service API	74
Web form fillout	133
salesforce.com	28,808
List import	566
Total:	29,581

Monitor Merges

Merged People

Merged People Catcher

Merged People Catcher | Smart List | Flow | Schedule | Results

New Campaign Actions View Campaign Members

Use ALL filters Collapse All Expand All

1 - Data Value Changed

Add Constraint

Attribute: Person Score

Reason: contains Merge

Date of Activity: in time frame Yesterday

Merged People Catcher | Smart List | Flow | Schedule | Results

New Campaign Actions View Campaign Members

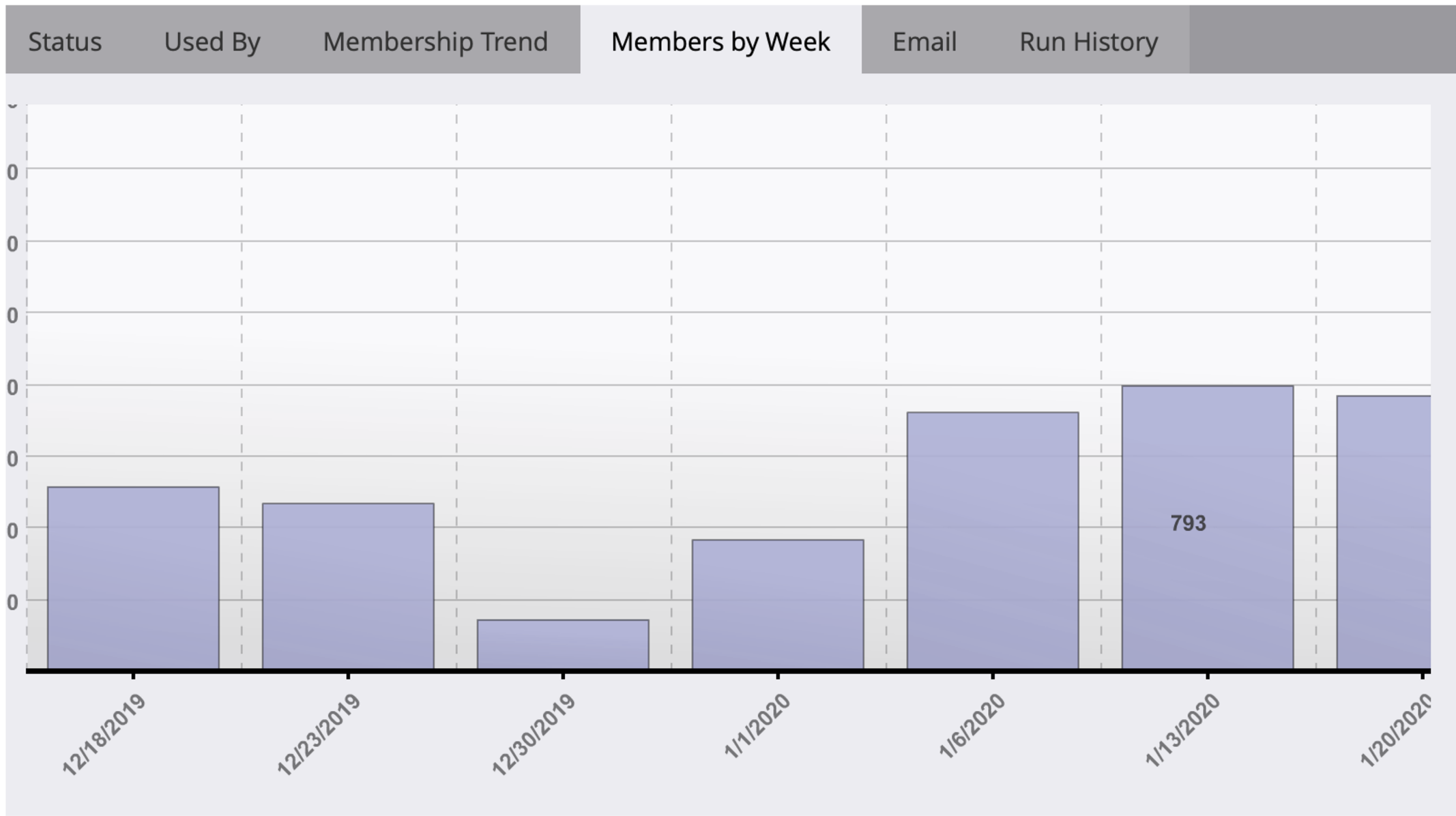
Collapse All Expand All

1 - Change Program Status

Add Choice

Program: Merged People

New Status: Operational > Member



Leads that fail to Sync to CRM

Available fields (69) for:
Lead Analysis

Find: View ▼

▼ ABM Account Attributes

- ABM Country
- Account CRM ID
- Named Account

▼ Company Attributes

- Annual Revenue
- Billing City
- Billing Country
- Industry
- Company Name
- Number of employees
- Billing Postal Code
- SIC Code
- Billing State

▼ Custom Lead Attributes

- AQL Campaign
- AQL Content
- AQL Date
- AQL Medium
- AQL Program
- AQL Source

▼ Layout

Rows ●

Lead Created Month ▼

Drop Level Here

Columns ●

SFDC Type ▼

Drop Level Here

Measures ●

Number of Leads ▼

Drop Measure Here

▼ Properties

REPORT OPTIONS...



▼ 3 Filters

- ✕ ✎ Lead Created Month includes current Lead Created Month and previous 12 Lead Created Month
- ✕ ✎ SFDC Type includes Not Available
- ✕ ✎ Is Partner excludes Yes

	SFDC Type ▼
	Not Available
Lead Create... ▼	Number of Leads
2019 February	240
2019 March	44371
2019 April	11
2019 May	18
2019 June	89
2019 July	6
2019 August	13
2019 Septemb...	4
2019 October	3
2019 November	5
2019 December	20
2020 January	14
2020 February	232

What types of marketing are happening?



What the C-Suite cares about

What marketing campaigns are being run?

How often and how many?

Is there seasonality or changes in any way to the number of programs run or people engaging?

Channels and Program Statuses

- How many channels?
- What are the statuses?
- At what volume?

Tag Type	Applies To	Required	Used By
Channel		✓	453
Account Target Lifecycle			1
Blog			79
Content			33
Content - Driver			18
Content - Other			8
Content - Syndicated			1
Customer Lifecycle v92018			1
Direct Mail			4
Direct Offer			2
DPI Training			3
Email Send			8
Email Send (Default)			45
Email Send (Email)			6
Global Prospect Lifecycle			2
Live Event			27



Used by
✕

Tag Type: Channel

Value: Blog

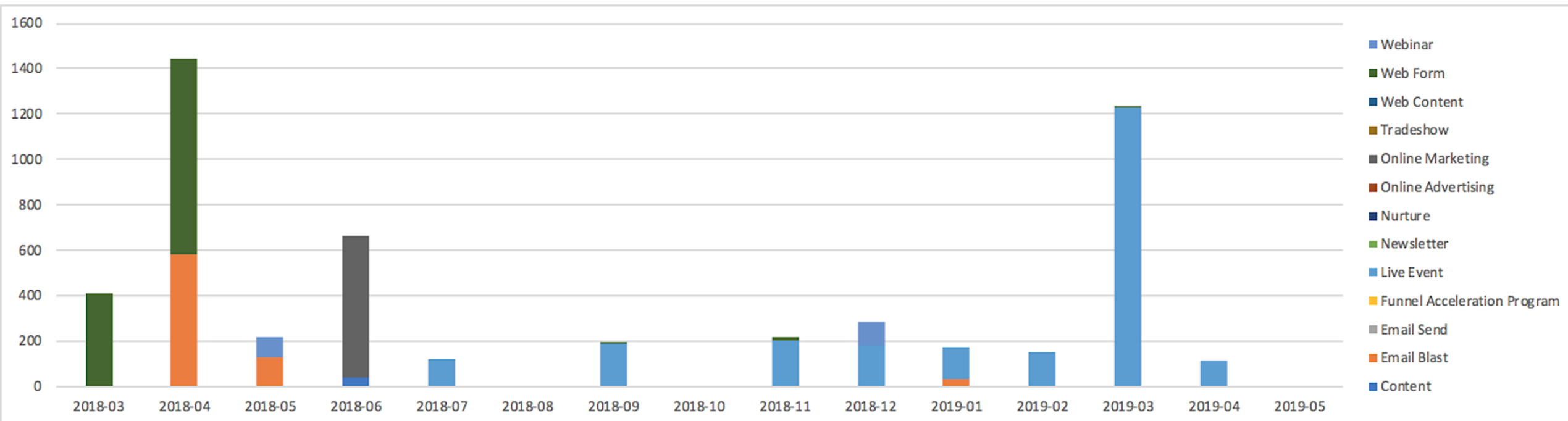
Used By:

- 16.02.16 - Blog Subscription
- 16.02.23 - Blog Subscription
- 16.03.08 - Blog Subscription
- 16.03.22 - Blog Subscription
- 16.03.23 - Blog Subscription
- 16.04.12 - Blog Subscription
- 16.04.19 - Blog Subscription
- 16.04.26 - Blog Subscription

CLOSE

What types of programs and what volume are being created over time?

- What is the mix of activities?
- How has that changed over time?
- Is this an accurate representation of what is happening?



Program Performance Report

Program Performance


Report

Setup

New

Report Actions

All Time



Program	Channel	Created At (America/Chicago)	Total Members	New Names	New Name...	Success	Success %	Total Cost ...
20.01.27 DPiM E...	Email Send (Default)	Jan 24, 2020 9:52 AM	0	0	0%	0	0%	
LE 2020-03-31 PiP...	Live Event	Jan 22, 2020 3:30 PM	0	0	0%	0	0%	
LE 2020-03-31 Lun...	Live Event	Jan 22, 2020 3:28 PM	0	0	0%	0	0%	
20.01.23 Hub Wee...	Email Send (Default)	Jan 22, 2020 1:02 PM	10920	0	0%	0	0%	50
LE 2020-03-31 PiPa...	Live Event	Jan 17, 2020 3:05 PM	0	0	0%	0	0%	
20.01.09 Hub Wee...	Email Send (Default)	Jan 8, 2020 1:06 PM	10988	0	0%	0	0%	50
LE 2020-03 PiPerfo...	Website	Jan 6, 2020 10:38 AM	7	3	42.86%	0	0%	
19.12.19 Hub Wee...	Email Send (Default)	Dec 18, 2019 6:18 PM	11170	0	0%	0	0%	50

Created At (America/Chicago)	Month/Year	Year
Mar 23, 2014 03:41 AM	2014-03	2014
Mar 23, 2014 03:43 AM	2014-03	2014
Mar 23, 2014 03:54 AM	2014-03	2014

How to create histogram chart of marketing activities

- Right click and add program create date as a column
- Export file
- In Excel, insert two columns
- Translate create date to Create Year and Create Year-Month
 - =YEAR(L2)&"-"&IF(MONTH(L2)<10,"0"&MONTH(L2),MONTH(L2))
 - =YEAR(L2)
- Insert pivot table
- Pivot on Year-Month and Channel

Sum of Success	Channel													
Month/Year	Content	Display Advertising	Email	Email Send	Newsletter	Nurture	Operational	Paid Search	Paid Social	Social	Web Form	Webinar	Grand Total	
2020-01	628			0							2		630	
2020-02			0	0					194			109	303	
2020-03	699			0	0	13							712	
2020-04	947	204	1285	0		0		108	33	8		20	2605	
2020-05	266	332	5	0		14	0	0	108	30	76	2805	3636	
2020-06	67	56	37	0		8		92	695		190	1716	2861	
2020-07	52	117	16	0		1		34	980	1	313	161	1675	
2020-08	25	10	589	0		0				0		0	624	
Grand Total	2684	719	1932	0	0	36	0	234	2010	39	581	4811	13046	

Marketo Engage Analytics: Program Performance Report

Program Performance		Report	Setup					
New		Report Actions						
All Time, Channel								
Program	Channel	Created At (Am...	Total M...	New N...	New N...	Success	Succes...	Total Cost ...
TS 2019-11-...	Tradeshow	Nov 21, 2019 1:0...	1689	1321	78.21%	12	0.71%	12000
TS 2019-10-...	Tradeshow	Oct 30, 2019 11:...	434	368	84.79%	2	0.46%	6000
TS 2019-10-...	Tradeshow	Oct 24, 2019 7:1...	388	286	73.71%	10	2.58%	5000
TS 2019-10-...	Tradeshow	Oct 24, 2019 7:0...	224	196	87.5%	6	2.68%	5000
TS 2019-09-...	Tradeshow	Sep 17, 2019 7:2...	5439	5180	95.24%	32	0.59%	500
TS 2019-07-...	Tradeshow	Jun 14, 2019 2:35...	222	0	0%	0	0%	1000
TS 2019-02-...	Tradeshow	Mar 6, 2019 12:1...	226	212	93.81%	1	0.44%	16600
TS 2019-03-...	Tradeshow	Feb 28, 2019 10:...	32	23	71.88%	32	100%	22000
TS 2019-01-...	Tradeshow	Jan 24, 2019 8:07...	24	22	91.67%	0	0%	25000
TS 2018-09-...	Tradeshow	Sep 29, 2018 12:...	1413	1327	93.91%	23	1.63%	9000
TS 2018-04-...	Tradeshow	May 3, 2018 11:2...	88	84	95.45%	78	88.64%	80000
TS 2017-10-...	Tradeshow	Oct 11, 2017 9:5...	432	429	99.31%	4	0.93%	20000
TS 2017-10-...	Tradeshow	May 23, 2017 12:...	307	304	99.02%	8	2.61%	4000
TS 17.04.23 ...	Tradeshow	Apr 10, 2017 1:1...	79	70	88.61%	30	37.97%	
TS 2017-04 ...	Tradeshow	Apr 7, 2017 10:2...	1	0	0%	0	0%	

What programs have been created when?

The screenshot shows a navigation menu with two tabs: 'Analytics' and 'Subscriptions'. Below the tabs is a 'New' button with a dropdown arrow. The main content area displays eight program icons arranged in two rows. The 'Program Performance' icon, which features a briefcase, is highlighted with a green rounded rectangular border.

Program Name	Icon Description
Opportunity Influence Analyzer	Icon of a presentation board with a green line graph.
Program Analyzer	Icon of three vertical sliders.
Success Path Analyzer	Icon of a green keyhole with a downward arrow.
Revenue Explorer	Icon of a blue and black abstract shape.
Email Insights	Icon of an envelope with a bar chart inside.
Engagement Stream Performance	Icon of a green leaf.
Program Performance	Icon of a brown briefcase.
Email Link Performance	Icon of a blue '@' symbol.

Marketo Engage Analytics: Program Performance Report

- Programs without Members
- Programs without Successes
- Programs without Cost

Program Performance		Report	Setup					
New	Report Actions							
All Time, Channel								
Program	Channel	Created At (Am...	Total M...	New N...	New N...	Success	Succes...	Total Cost ...
TS 2019-11-...	Tradeshaw	Nov 21, 2019 1:0...	1689	1321	78.21%	12	0.71%	12000
TS 2019-10-...	Tradeshaw	Oct 30, 2019 11:...	434	368	84.79%	2	0.46%	6000
TS 2019-10-...	Tradeshaw	Oct 24, 2019 7:1...	388	286	73.71%	10	2.58%	5000

Channels and Program Statuses – Action Steps

- Define the necessary channels and statuses and when to use them
- Document and train what to do and why
- Remove and hide unused channels

Channels and Program Statuses – Documentation

- Columns
- Channels
- Type of Channel
- Status
- Step
- Success
- Scoring (if any)
- Definition

CHANNELS	APPLIES TO	STATUS	STEP	SCORE	SUCCESS	CHANNEL DESCRIPTION
Blog	Default	Subscribed	10	20	s	
Content	Default	Engaged	10	(roll-up)	s	Used to measure performance of content (engagement with content, without consideration of driving channel).
Customer Conference	Event	Invited	10			Customer conference
		Registered	20	10		
		Attended	30	50	s	
		Meeting	40	80	s	
Direct Mail	Default	Member	10			Physical mail campaigns where we can measure by way of a digital response.
		Converted	20	80	s	
Email Send	Email	Sent	10	(behavior)		A/B Testing
		Opened	20			
		Clicked	30		s	
		Unsubscribed	40			
Tradeshaw	Event	Attendee List	5			Industry tradeshow where you exhibit.
		Visited Booth	10	5		
		Limited Interaction	20	10	s	
		High Interaction	30	80	s	
		Requested Contact	40	80	s	
Webinar	Event with Webinar	Invited	10			Webinar programs that are run by us.
		Registered	20	5		
		No Show	30			
		Attended	40	40	s	
		Attended On-Demand	50	40	s	

What are people doing?



What the C-Suite cares about

How engaged are the people in marketing campaigns?

Is it the same people engaging a lot or lots of people engaging occasionally?

At what point are those people getting handed off as MQLs?

Scoring

- Global
- What fields are being used and how
- Are they synced to SFDC

Action

- Globalize the scoring campaign
- Use tokens to set the score
- Set a bottom and top score
- Internal evangelism on how to use it for prioritization

Total Leads by Score

Lead Created At: All Time	
Lead Score ▼	Total Leads
Leads by Lead Score / Tens	
100	1,655
90	324
80	472
70	1,008
60	1,426
50	2,553
40	5,032
30	9,286
20	21,690
10	86,526
0	849,437
Total:	979,411

Many dimensions to scoring

- Behavioral
- Demographic
- Firmographic/Technographic
- Predictive
- Solution/Product
- Intent



Where are people in the
journey?



What the C-Suite cares about

What is the conversion from stage to stage in the funnel and how does that compare to industry benchmarks?

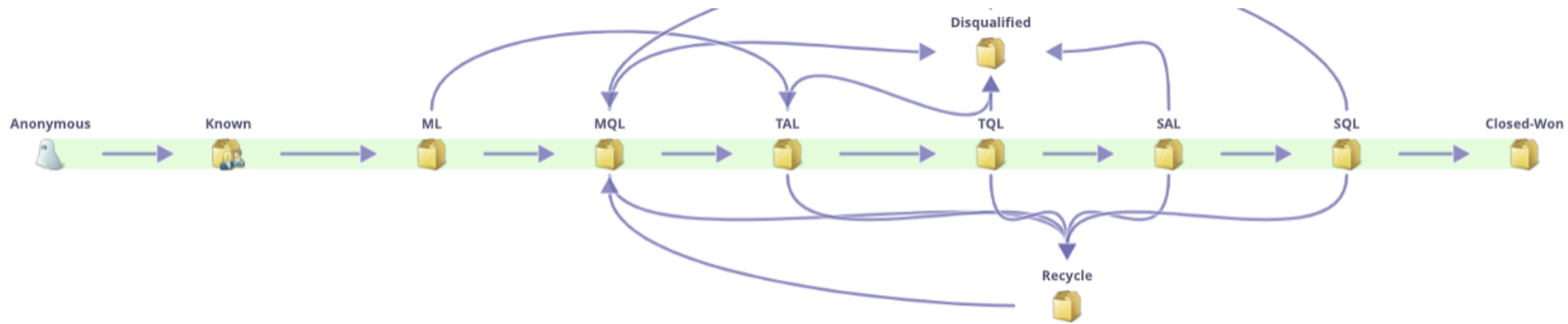
What decisions are we going to make or change based on this information?

Are MQLs being followed up by inside sales in a timely manner and what are the processes in place to monitor that?

Where do MQLs go and what percentage?

Are there any gaps in tracking marketing sourced pipeline and revenue?

Establish an agreed upon lifecycle



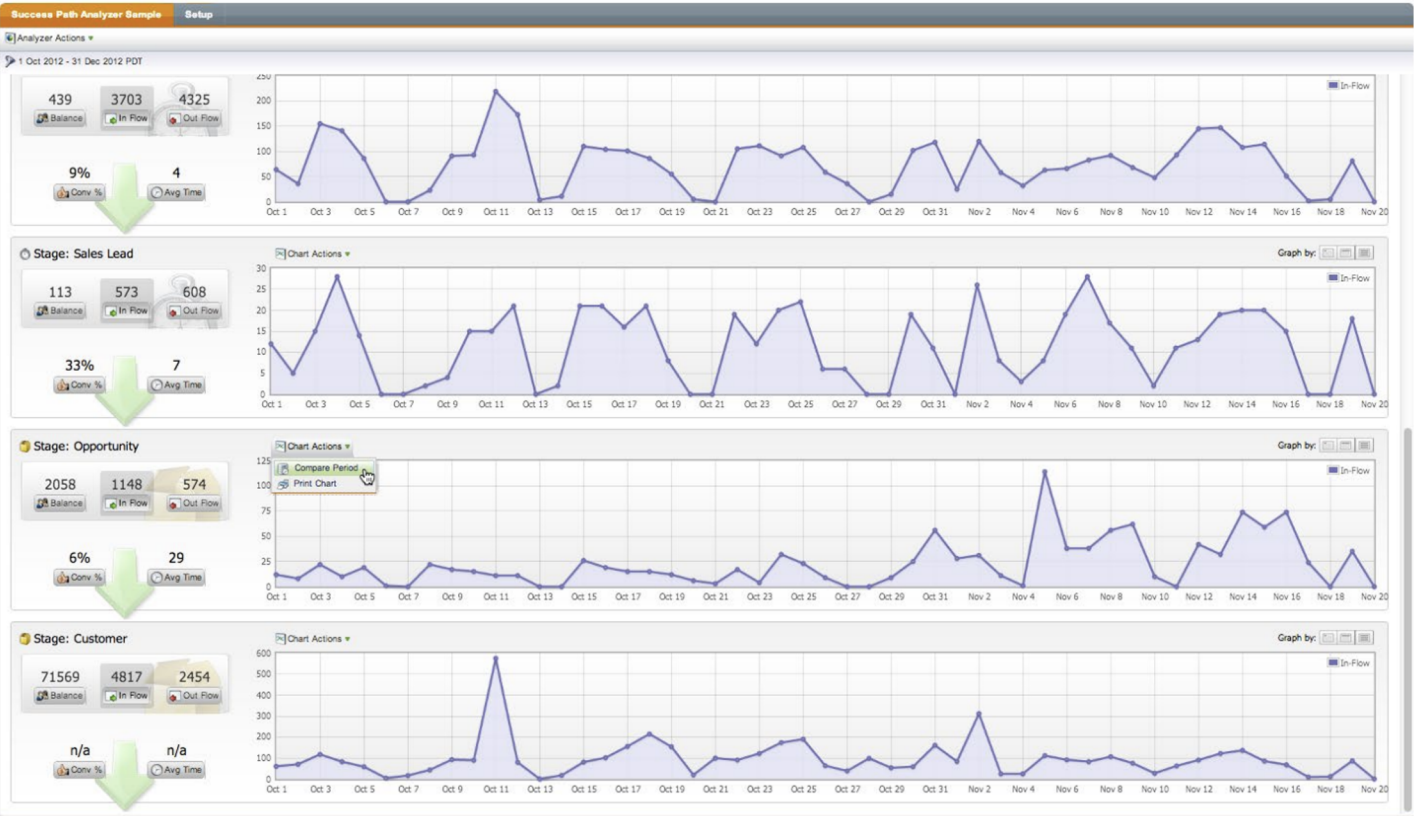
Define your lifecycle model stages

Define your lifecycle model transitions rules

Define which system is driving those changes

Define what happens when those changes happen

Multiple ways of tracking stage flow



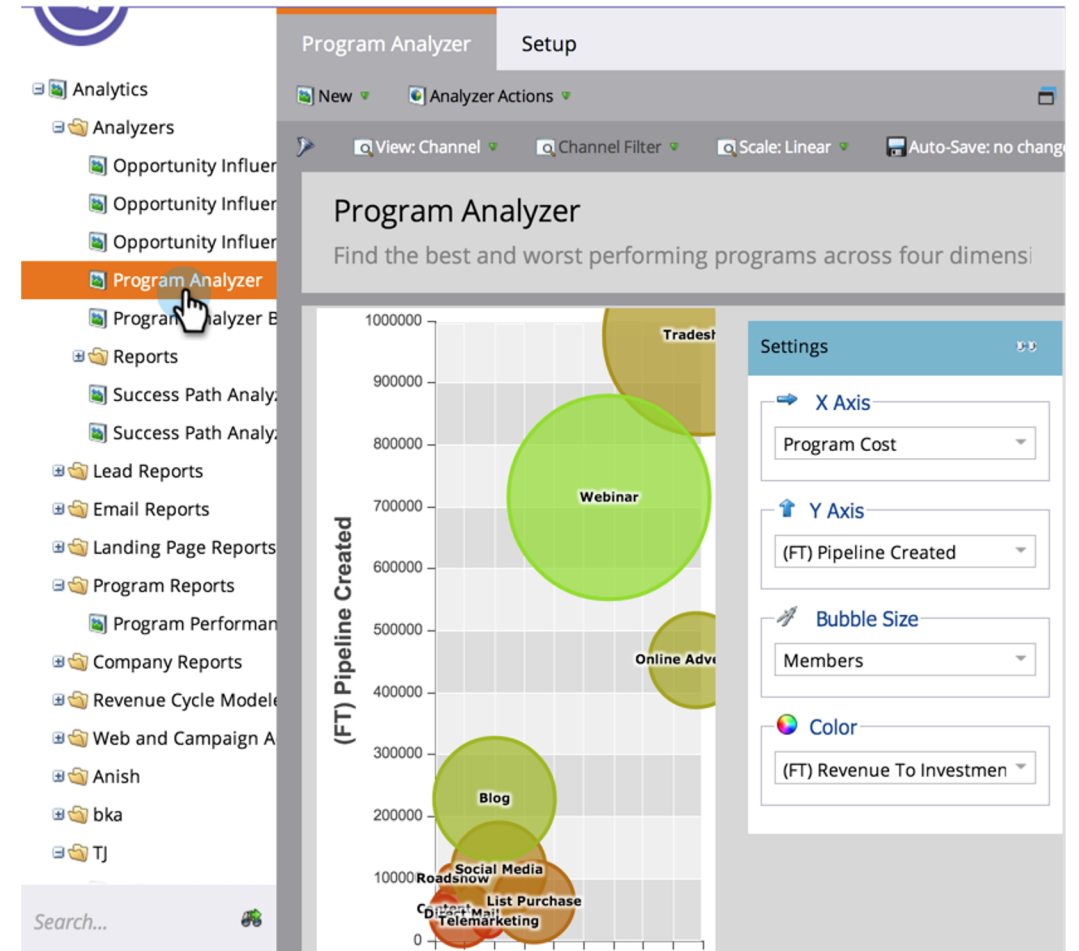
- Success path analyzer
- Field stamping with date fields in Marketo/CRM
- Revenue Cycle Modeler
- Bizible
- BI tool

What is the impact on revenue?



First Touch and Multi Touch Attribution

- Go to Analytics --> Program Analyzer
- Select the dimensions
- Hover over to see values
- Populate table



	Cost	FT Pipeline	Ft Pipeline/Cost	MT Pipeline	MT Pipeline/Cost
Webinars	\$500,000	\$1,500,000	3	\$10,000,000	20
Paid Social	\$1,000,000	\$2,000,000	2	\$4,000,000	4
Tradeshows	\$1,000,000	\$6,000,000	6	\$5,000,000	5
		\$9,500,000		\$19,000,000	

Advanced BI/Revenue Cycle Explorer



Revenue Explorer

Program Channel	Program Cost	(MT) Pipeline Created	(MT) Revenue Expected	Avg Opportunity Amount	(MT) Revenue Won	Win Rate	(MT) Revenue To Investment
Free Trial	\$20					28.20%	7442472%
Website Asset	\$79					20.66%	912127%
Video	\$103					22.06%	715365%
Roadshow	\$1,061,221					30.61%	92%
Webinar	\$93,679					27.63%	926%
Tradeshaw	\$1,935,300					9.33%	9%
Nurture	\$14					24.30%	1734244%
List Purchase	\$66,626					5.74%	18%
Direct Mail	\$8,775					0.00%	0%
Blog	\$34					13.72%	40754%
Content Syndication	\$765,301					17.39%	11%
SEO	\$54,600					26.45%	78%
Telemarketing	\$14,302					3.75%	5%
Online Advertising	\$203,821					0.00%	0%
Sponsored Event	\$2,925					0.00%	0%
Social Media	\$3,902					33.33%	3%

Bizable Boards

[Overview](#)
[Growth](#)
[ROI](#)
[Account Based Marketing](#)
[Marketing Spend](#)
[Web Traffic](#)

Role-Based Views

[CMO](#)
[Paid Media](#)
[Content Marketing](#)
[Marketing Ops](#)

Journey

[Velocity](#)
[Snapshot](#)
[Passport](#)

FILTERS

 Date Type is **Touchpoint Date**

 Date is in the past **12 complete months**

 Attribution Model is **Full Path Attribution**

 Channel is **"Paid Search"**

 Subchannel is **all**
[Run](#)

Campaign ROI Summary

Campaign	Subchannel	Channel	Revenue	Cost	ROI	Lead Count	Opportunity Count	Deal Count	Cost per Lead	Cost per Opportunity	Cost per Deal
1 C [redacted]	☺	Paid Search	10,136 <small>USD</small>	551 <small>USD</small>	18.4x	8.5	1.2	0.7	64.82 <small>USD</small>	473 <small>USD</small>	799 <small>USD</small>
2 C [redacted]	Google Ads	Paid Search	5,327 <small>USD</small>	9,381 <small>USD</small>	0.6x	28.0	1.5	0.5	335.04 <small>USD</small>	6,360 <small>USD</small>	17,319 <small>USD</small>
3 C [redacted] ch	Google Ads	Paid Search	10,572 <small>USD</small>	32,395 <small>USD</small>	0.3x	95.0	10.8	1.3	341.00 <small>USD</small>	2,991 <small>USD</small>	25,015 <small>USD</small>
4 C [redacted]	Google Ads	Paid Search	4,188 <small>USD</small>	16,918 <small>USD</small>	0.2x	78.0	41.3	0.3	216.90 <small>USD</small>	410 <small>USD</small>	67,672 <small>USD</small>
5 C [redacted]	Historical	Paid Search	0	545 <small>USD</small>	0.0x	0.0	0.0	0.0	0.00 <small>USD</small>	0 <small>USD</small>	0 <small>USD</small>
6 F [redacted]	Historical	Paid Search	0	0	0.0x	0.0	0.0	0.0	0.00	0	0
7 C [redacted]	Google Ads	Paid Search	0	5,088 <small>USD</small>	0.0x	8.0	1.1	0.0	636.00 <small>USD</small>	4,523 <small>USD</small>	0 <small>USD</small>
8 C [redacted]	Historical	Paid Search	0	0	0.0x	0.0	0.0	0.0	0.00	0	0
9 F [redacted]	Historical	Paid Search	0	0	0.0x	0.0	0.0	0.0	0.00	0	0
10 F [redacted]	Historical	Paid Search	0	0	0.0x	0.0	0.0	0.0	0.00	0	0
11 C [redacted]	Historical	Paid Search	0	151 <small>USD</small>	0.0x	0.0	0.0	0.0	0.00 <small>USD</small>	0 <small>USD</small>	0 <small>USD</small>
12 C [redacted]	Historical	Paid Search	0	0	0.0x	0.0	0.0	0.0	0.00	0	0
13 C [redacted]	☺	Paid Search	1,268 <small>USD</small>	0	0.0x	101.5	63.3	2.3	0.00	0	0
14 C [redacted]	☺	Paid Search	0	0	0.0x	0.0	0.0	0.0	0.00	0	0
15 C [redacted]	☺	Paid Search	0	0	0.0x	3.0	0.0	0.0	0.00	0	0

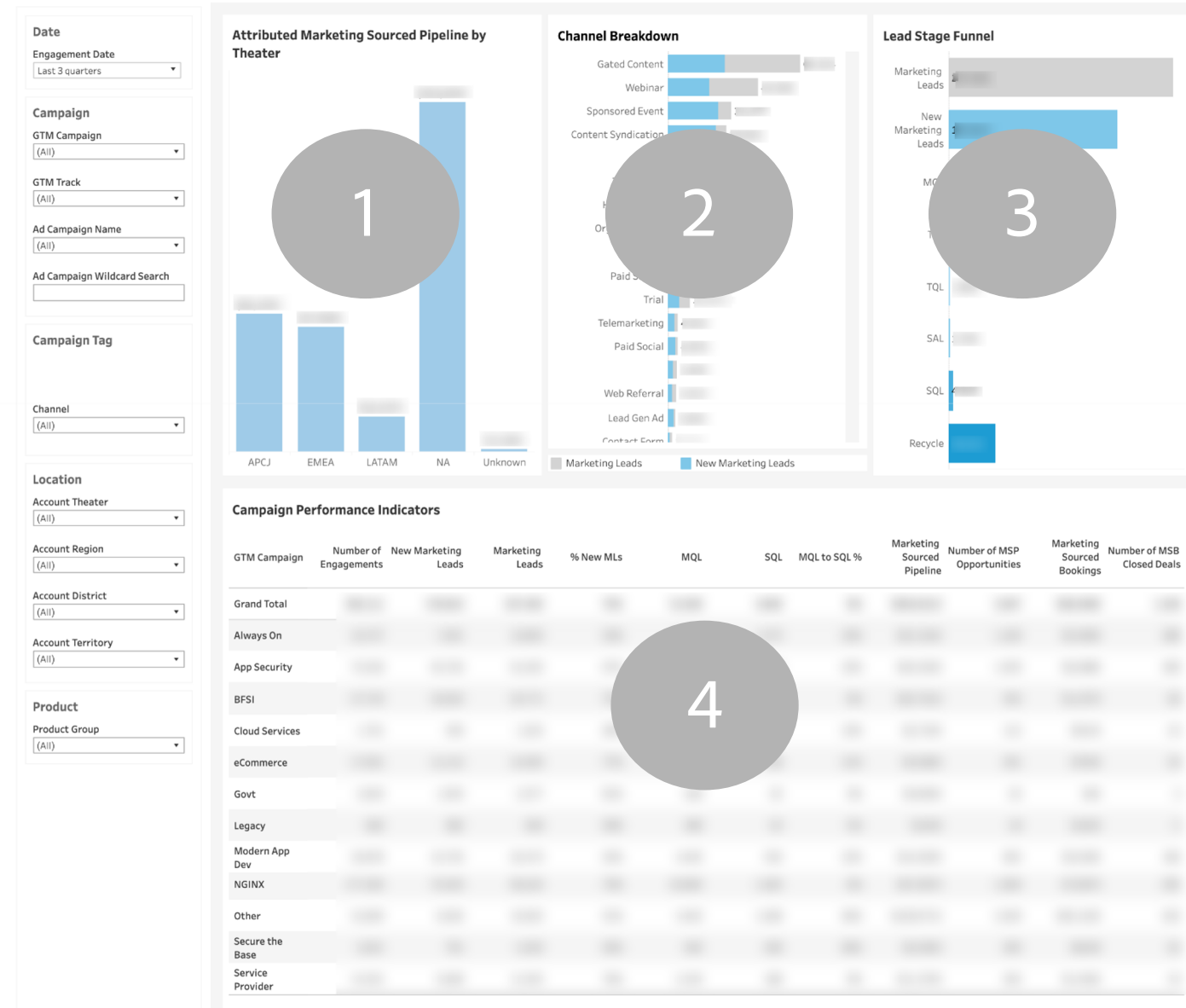
Looking forward: What happened after people engaged

- 1) Pipeline by region
- 2) Leads by Channel
- 3) Lead Stage Funnel
- 4) Campaign Performance

CAMPAIGN PERFORMANCE

[Navigate here to see Opportunity Forensics](#)

All data in the views below are sliced using engagement date, and all metrics including lead stage counts, MSP, and MSB are derived from the campaign and all engagements moving forward from the selected time frame



Looking backwards: Dissect where your deals came from

- 1) Pipeline by Theater
- 2) Pipeline by Channel
- 3) Pipeline by Campaign
- 4) Opps detail by Account

OPPORTUNITY FORENSICS

All data in the views below are sliced using opportunity create or opportunity close date, and all metrics derived from these views come from the date criteria of an opportunity being created or closed in a specific time frame

[Navigate Back to Campaigns View](#)

Perspective ?

Opportunity Create Date
 Opportunity Close Date

Date

Perspective Date
Last 3 quarters

Campaign

GTM Campaign
(All)

GTM Track
(All)

Ad Campaign Name
(All)

Campaign Tag

Channel
(All)

Program Owner
(All)

Location

Account Theater
(All)

Account Region
(All)

Account District
(All)

Account Territory
(All)

Product

Product Group
(All)

Marketing Sourced Pipeline and Accounts reached by Theater
Click to filter entire dashboard view

Marketing Sourced Pipeline by Channel
Click to filter entire dashboard view

Channel	Year of Engagement Date		
	FY 2019	FY 2020	FY 2021
Hosted Event	Low	Low	High
Webinar	Low	Low	Low
Organic Search	Low	Low	Low
Direct	Low	Low	Low
Email	Low	Low	Low
Gated Content	Low	Low	Low
Trial	Low	Low	Low
Content Syndication	Low	Low	Low
Sponsored Event	Low	Low	Low

A large circle with the number 2 is overlaid on the heatmap.

Marketing Sourced Pipeline by Campaign
Click to filter entire dashboard view

Campaign	Year of Engagement Date		
	FY 2019	FY 2020	FY 2021
App Security	Low	Low	High
Modern App Dev	Low	Low	Low
Always On	Low	Low	Low
BFSI	Low	Low	Low
Service Provider	Low	Low	Low
Legacy	Low	Low	Low
Govt.	Low	Low	Low
eCommerce	Low	Low	Low
Secure the Base	Low	Low	Low
Cloud Services	Low	Low	Low

A large circle with the number 3 is overlaid on the heatmap.

Accounts by MSP/MSB, Opportunity, and Leads
Click on an account to see specific opportunity metrics and engagement by campaign and channel in the views above

Account Name	Account ID	Account Owner Name	Account Industry Grouping	Perspective MSP/MSB	Number of MSP Opportunities	Number of Engagements	Marketing Leads
			Financial Services	Low	Low	Low	Low
			Financial Services	High	Low	Low	Low
			Financial Services	Low	Low	Low	Low
			Telco	Low	Low	Low	Low
			Telco	Low	Low	Low	Low
			Gov - Federal (US)	Low	Low	Low	Low
			Telco	Low	Low	Low	Low
			Telco	Low	Low	Low	Low
			Financial Services	Low	Low	Low	Low
			Financial Services	Low	Low	Low	Low
			Gov - Federal (US)	Low	Low	Low	Low
			Technology	Low	Low	Low	Low
			Gov - Federal (US)	Low	Low	Low	Low
			Gov - Federal (US)	Low	Low	Low	Low

A large circle with the number 4 is overlaid on the table.

5 Key Reports

C-suite



Who are we marketing to



What marketing is happening



What are people doing



Where are people in the journey



What is the impact on revenue

Marketing Operations



Database



Program Performance



Scoring



Lifecycle



First Touch and Multi Touch Attribution

Summary



NONE OF THIS REPORTING HAPPENS
WITHOUT THE RIGHT FOUNDATION



TURN MOPS INTO A STRATEGIC
PARTNER TO INTERNAL STAKEHOLDERS



TRANSLATE THE DATA INTO A STORY
WITH ACTIONABLE INSIGHTS

Resources

Revenue Reporting: Your Genie in a Bottle

<https://www.marketo.com/webinars/revenue-reporting-your-genie-in-a-bottle/>

Analytics that Matter: Reports for every stage of the funnel

<https://2019.summit.adobe.com/na/summit-online/#26784>

Q&A

Submit your questions in the Q&A widget

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